



Date: October 6, 2021
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and
Communications
Re: **Monthly Status Report for
September**



Status Report & Updates

September Calendar

September 1st-3rd: Main Street South Carolina Quarterly Retreat, Florence, SC
September 11th: Hartsville Farmers Market 9 a.m. – 1 p.m.
September 11th: Screen on the Green 8:30 p.m.
September 15th: Retail Recruitment Training
September 17th: Downtown Block Party sponsored by Atkins Law Firm
September 28th: Main Street Merchant Meeting, The Edition
September 30th: Sweet Shoppe of Hartsville's First Birthday Block Party

October Calendar

October 8th: Alumni Weekend Block Party
October 9th: Hartsville Farmers Market
October 9th: Loop da Ville by Hartsville YMCA
October 15th: The Blind Pig Ribbon Cutting
October 20th: Retail Recruitment Training
October 23rd: Treats on the Green
October 23rd: Screen on the Green: Hocus Pocus
October 26th: BRG Realty Ribbon Cutting
October 30th: Zombie Pub Crawl

Current Social Media Stats:



Facebook: 6015 Followers
Instagram: 1790 Followers
MailChimp: 983 Subscribers

New businesses opening and Ribbon Cuttings soon:

The Blind Pig (Ribbon Cutting October 15th)
BRG Realty (Formerly Palmetto Realty) (Ribbon Cutting October 26th)
Minnie's Giftique New Ownership (September 7th Switch)
Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)
Choice Realty
Train/Passenger Station
Purrs McBarkin'
Hair on Carolina, LLC.

September Projects/Events Update:

The Downtown Theme for the month of September was Learn and Connect! Our Main Street Office began the month attending Main Street South Carolina's yearly retreat in Downtown Florence. This retreat was very well thought out and included so many interesting speakers that energized Main Street directors from across the state. The highlight of this retreat for Main Street Hartsville was the session on Strategic Planning led by Tripp Muldrow. This session inspired Lauren and she returned to Hartsville energized and ready to finish out this year strong with Downtown Merchants. We will soon be seeking Re-Accreditation with Main Street America, so there were vital pieces in this strategic planning session that will help us organize documents and data for the re-accreditation process.

Merchant Chat and Cheers Event: New for 2021, we introduced a Downtown Merchant Chat and Cheers Event. This event will take place quarterly and we hope to rotate between businesses to host the event. Our first event was held on September 28th at The Edition. We discussed upcoming events with merchants, had a Q&A with City Manager, Daniel Moore, and took questions and suggestions to make the holidays better in Downtown Hartsville. We had about 30 people in attendance and received great feedback. This event will replace the Merchant's First Monday Breakfast as it was difficult to get merchants out early on a Monday morning.

Hartsville Farmers Market: The September Farmers Market was on a beautiful Fall Saturday. We saw a great amount of vendors attending as well as event attendees.

Block Parties: Main Street Hartsville concluded its Block Party Series on September 17th as Atkins Law Firm hosted Radio Vibe on College Avenue. This Block Party was the best attended one of the year and saw around 400 attendees. We look forward to continuing this Friday night concert series again next year. We plan to host Block Parties again on East College Avenue from May – June and August – September on the third Friday from 6-9 p.m. In the meantime, we will be assisting with the Alumni Weekend Block Party on October 8th.

Working on:

Implementing a new Downtown software, Maestro, that is used by Main Streets all across the country to track successes, inventory, and so much more.

Publicizing the 2021 Events Calendar with the Tourism Department

Processing Main Street Hartsville Gift Certificates.

Updates to Main Street's brochures, website, and social media.

New Partnerships, current Partnership Renewals & Thank You's.

Planning social media promotions for the remainder of the year.