



Date: November 3, 2021
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and Communications
Re: **Monthly Status Report for October**



Status Report & Updates

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

November Calendar

November 11th: Veterans Day Celebration
November 11th: I Dreamed a Dream benefitting Trent Hill Center
November 13th: Farmers Market
November 18th: Downtown Holiday Open House
November 25th: YMCA's Annual Turkey Trot
November 27th: Shop Small Saturday
November 29th: Cyber Monday Sale on Gift Certificates
November 30th: Giving Tuesday

Current Social Media Stats:



Facebook: 6184 Followers
Instagram: 1793 Followers
MailChimp: 986 Subscribers

New businesses opening and Ribbon Cuttings soon:

The Blind Pig (Ribbon Cutting October 15th)

BRG Realty (Formerly Palmetto Realty) (Ribbon Cutting October 26th)
Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)
Choice Realty
Train/Passenger Station
Purrs McBarkin' (Anticipating December Opening)
Hair on Carolina, LLC.

October Projects/Events Update:

What a busy month we had in October! From Scarecrow designs to Treats on the Green, and everything in between (including Zombies taking over Downtown). This month is always quite fun and 2021 did not disappoint. We had 21 submissions for the scarecrow contest and celebrity judges picked some very deserving creative entries to win. Our annual Halloween event was rebranded into a Treats on the Green event in Burry Park. Almost 30 people set up booths to hand out candy in the park to nearly 3,000 children. Hartsville restaurants and bars held a Zombie Pub Crawl in Downtown filled with many adults dressed in their Halloween best and ready for a good time.

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

Block Parties: Butler High School and Coker University partnered with us to host an Alumni Weekend Block Party Downtown. This event was so much fun and very well attended. It was great to see faces in town from near and far reflecting on their time in Hartsville.

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.

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.