



Date: December 7, 2021  
To: City of Hartsville  
From: Lauren Baker,  
Director of Main Street Hartsville  
Director of Tourism and Communications  
Re: **Monthly Status Report for November**

### Status Report & Updates

#### *November Calendar*

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

#### *December Calendar*

December 2<sup>nd</sup>: Fa-la-la-la Extended Shopping Hours: Downtown Open until 8 p.m.  
December 9<sup>th</sup>: Purrs McBarkin' Ribbon Cutting, 2 p.m.  
December 9<sup>th</sup>: Fa-la-la-la Extended Shopping Hours: Downtown Open until 8 p.m.  
December 11<sup>th</sup>: Hartsville Farmers Market 9 a.m. - 1 p.m.  
December 11<sup>th</sup>: Hartsville Christmas Parade 3 p.m.  
December 12<sup>th</sup>: Cocons and Carols on Cargill by OneChurch Hartsville  
December 16<sup>th</sup>: Fa-la-la-la Extended Shopping Hours: Downtown Open until 8 p.m.  
December 23<sup>rd</sup>: Fa-la-la-la Extended Shopping Hours: Downtown Open until 8 p.m.

### Current Social Media Stats:



Facebook: 6290 Followers  
Instagram: 1800 Followers  
MailChimp: 986 Subscribers

### New businesses opening and Ribbon Cuttings soon:

Purrs McBarkin' (December 9<sup>th</sup> Ribbon Cutting)  
Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)  
Choice Realty  
Train/Passenger Station

Hair on Carolina, LLC.  
Zella Grey's

### November Projects/Events Update:

November transformed Downtown Hartsville into a Holiday Scene and we could not have been happier. City crews decked the halls with decorations, Downtown merchants filled their windows with their holiday best, and we even lit the Centennial Park Christmas Tree.

**Downtown Holiday Open House:** Our favorite event of the year brought over 3,000 attendees to Downtown to kick off the holiday season. We did some paid marketing through social media and local media websites to promote this event and we would say it truly paid off. Attendees were having such fun playing in the snow visiting with friends, and shopping the night away. This year's event added local dance studio performances and merchants raved about the effect that had on the event. It was truly a magical night!

**Hartsville Farmers Market:** The November Farmers Market was a huge success with a record number of vendors coming out to show holiday gift ideas. Long-time Farmers Market vendors that attended commented that this market was the best market for sales that they had ever seen in Hartsville. Shoppers filled the streets and the parking lots while they made Downtown Hartsville their Saturday destination.

**Giving Tuesday:** To celebrate the spirit of the season, we offered a Giving Tuesday Promotion for \$5 off \$25 Main Street Gift Certificates to anyone that showed proof of a donation to local charities. This promotion was well received and we were able to give back to individuals that donated to Trent Hill Center, Darlington County Humane Society, and Coker University. This was a last minute idea, but one we are hopeful to promote more in the future to generate more!

### 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.