



Date: January 5, 2021
To: City of Hartsville
From: Lauren Baker,
Director of Main Street Hartsville
Director of Tourism and
Communications
Re: **Monthly Status Report for
December**



Status Report & Updates

December Calendar

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

Current Social Media Stats:



Facebook: 6317 Followers
Instagram: 1802 Followers
MailChimp: 1,001 Subscribers

New businesses opening and Ribbon Cuttings soon:

Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)
Choice Realty
The Station
Hair on Carolina, LLC.
Zella Grey's

December Projects/Events Update:

December was a great month in Downtown as 4th Quarter and the approaching holiday season brought shoppers to the sidewalks all month.

Fa-La-La-Late Night Shopping: The busiest time of the year brings a higher demand for extended shopping hours for those wishing to shop local, but may not work close to Downtown. We promoted extended shopping hours on Thursdays until 7 p.m. in the month of December. Each week brought about its own challenges, but we noticed the weeks that extra activities were planned Downtown, there were better turnouts. That will be the focus for extended shopping hours in 2022.

Hartsville Farmers Market: The December Farmers Market was a huge success with yet another record month of number of vendors coming out to show holiday gift ideas. Shoppers filled the streets and the parking lots while they made Downtown Hartsville their Saturday destination just before the Hartsville Christmas Parade.

Working on:

Preparing for Main Street South Carolina's Review for Accreditation again this year.

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 and events for 2022.

Planning for a Downtown photoshoot for updated marketing photos.