



Date: April 7, 2022  
To: City of Hartsville  
From: Lauren Baker,  
Director of Main Street Hartsville  
Director of Tourism and Communications

Re: **Monthly Status Report for March**



### Status Report & Updates

#### *March Calendar*

March 1<sup>st</sup>: Small Business Administration: 42 Counties in 42 Days Initiative co-hosted by Main Street Hartsville  
March 10<sup>th</sup>: Main Street SC Virtual Training: Itinerary Templates for Downtowns  
March 23<sup>rd</sup>: Main Street SC On-Site Accreditation Review for Hartsville

April 9<sup>th</sup>: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue  
April 9<sup>th</sup>: Visit Hartsville & Coker University Easter Eggstravaganza 10 a.m.  
April 28<sup>th</sup>: Phil Eich Photo Sprint Downtown  
April 29<sup>th</sup>: Beaus and Belles Boutique Relocation Ribbon Cutting | 12 p.m. | 124 East Carolina Avenue

### Current Social Media Stats:



Facebook: 6397 Followers  
Instagram: 1835 Followers  
MailChimp: 1,011 Subscribers

### New businesses opening and Ribbon Cuttings soon:

Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)  
Choice Realty (Open, Awaiting Ribbon Cutting)  
The Station  
Hair on Carolina, LLC. (Open, Awaiting Ribbon Cutting)  
Beaus and Belles Boutique (Relocation Ribbon Cutting April 29<sup>th</sup>)

### March Projects/Events Update:

March was quite a bust month as Main Street Hartsville prepared to welcome the Main Street SC Accreditation Team for our review. This time was spent organizing data, reminding ourselves of our purpose as an organization, and refreshing with

the proven principles that Main Street America stands behind. Jenny Boulware with Main Street South Carolina and Hannah Davis with Downtown Florence were on our Accreditation Team. Lauren Baker toured them around Downtown Hartsville, discussed upcoming projects, talked through some of our visions, and took in all of the advice that they had to offer. At the end of their time here, they did issue a Provisional Accreditation and assigned some areas for us to focus on through the next year. The Main Street Program is strong and visits such as these remind us of the importance of the Main Street network.



We have also sent out sponsorship information for our 2022 events season and have already received positive responses back from companies looking to support the Main Street Hartsville mission. We will kick off events for the season with the Hartsville Farmers Market on April 9<sup>th</sup> and the first Downtown Block Party of 2022 on May 20<sup>th</sup>. We are looking forward to watching Downtown Hartsville come alive with events soon!

#### 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 and events for 2022.

Planning for a Downtown photoshoot for updated marketing photos.