



Date: May 4, 2022  
To: City of Hartsville  
From: Alize Thomas,  
Marketing and Special Projects Coordinator

Re: **Monthly Status Report for April**



### Status Report & Updates

#### *April Calendar*

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

#### *May Calendar*

May 1-7: Small Business Week  
May 2-5: National Small Business Week Virtual Summit  
May 6-8: It's Hartsville Mural  
May 14<sup>th</sup>: 2<sup>nd</sup> Farmers Market 9:00 a.m. – 1:00 p.m. | East Carolina Avenue  
May 14<sup>th</sup>: Screen on the Green kicking off the season with the original Space Jam sponsored by Carolina Pines Regional Center beginning at Dusk | Cargill Way  
May 16-18: Main Street America Conference in Richmond Virginia  
May 20<sup>th</sup>: First Block Party of the season- Analog Saints sponsored by Sonoco  
Month of May: Preservation Month

### Current Social Media Stats:



Facebook: 6,409 Followers  
Instagram: 1,844 Followers  
MailChimp: 1,021 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>)

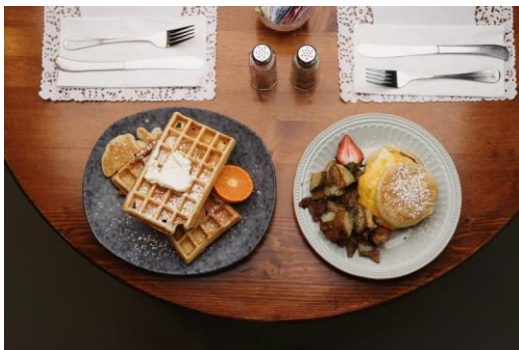
## The Paper Doll Boutique (Opening soon, Awaiting Ribbon Cutting)

### April Projects/Events Update:

April was quite a bust month as Main Street Hartsville prepared to host the first Farmers Market of the season. On the same day we also had our Visit Hartsville and Coker University Easter Eggstravaganza. Downtown was alive with bunnies hopping around searching for eggs with Merchants and Vendors featuring their homemade items. Main Street Hartsville also introduced a new business located in 113 North Fifth Street. The Paper Doll will be opening soon and we cannot wait for their grand opening. Main Street also had Beaus and Belles Boutique relocated to another location within Downtown Hartsville. Beaus and Belles Boutique hosted their ribbon cutting April 29<sup>th</sup> to celebrate their relocation.

Main Street Hartville brought in Phil Eich, a photographer and Main Street storytelling marketer, visited us to take pictures of our amazing Business Owners and Downtown. During the over 13 hours Photo Sprint, Phil provided Main Street Hartsville much needed photos for Marketing. We cannot wait to share the rest of the photos!

After sending out our sponsorship information for our 2022 events season in March we have already received positive responses back from companies looking to support the Main Street Hartsville mission. We are proud to announce we are fully sponsored for our Farmers Market and Block Party events. We kicked off events for the season with the Hartsville Farmers Market on April 9<sup>th</sup> and the first Downtown Block Party of 2022 soon to come on May 20<sup>th</sup>. We are looking forward to watching Downtown Hartsville come alive with events soon!



**Hartsville Farmers Market:** April kicked off our Farmers Market event season. This was a highly successful market with over 30 vendors and close to 500 attendees. We were so pleasantly surprised by the turnout and hope to continue to improve the Hartsville Farmers Market offerings.

**Block Parties:** We will be bringing Downtown Block Parties back beginning in May. After moving our Block Parties to Friday nights instead of Thursday night's we have seen an increase of attendees. We hope to do bigger and better this year to increase our overall attendance rate to over 40%. Block Parties will be held on East College Avenue from May – June and August – September on the third Friday from 6-9 p.m.

Date	Band	Sponsor
May 20 <sup>th</sup>	Analog Saints	Sonoco
June 17 <sup>th</sup>	Consumed	Tourism & Neptune Island
August 19 <sup>th</sup>	Ryan Trotti	Duke Energy
September 16 <sup>th</sup>	Flashback Party Band	Sonoco
October 21 <sup>st</sup>	The Queen's Court	Carolina Pines Regional Medical Center

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.

Finding businesses to use Facade Grant Program

Creating a Welcome to Hartsville: New Business Guide for Hartsville, SC