



Date: July 5, 2022  
To: City of Hartsville  
From: Alize Thomas,  
Marketing and Special Projects Coordinator  
  
Re: **Monthly Status Report for June**



### Status Report & Updates

#### *June Calendar*

June 11<sup>th</sup>: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue  
June 15-17: Main St SC Retreat | Uptown Greenwood  
June 17<sup>th</sup>: Orlando Main Street hybrid training for board members  
June 17<sup>th</sup>: Downtown Block Party | Consumed | 6 p.m.- 9 p.m. | E College Ave

#### *July Calendar*

July 9<sup>th</sup>: Hartsville Farmers Market 9 a.m. – 1 p.m. | East Carolina Avenue  
June 27<sup>th</sup>: Historic Real Estate Finance Certification Class

### Current Social Media Stats:



Facebook: 6,490 Followers  
Instagram: 1,865 Followers  
MailChimp: 1,032 Subscribers

### New businesses opening and Ribbon Cuttings soon:

Brandon Price Insurance Agency (Open, Awaiting Ribbon Cutting)  
Choice Realty (Open, Awaiting Ribbon Cutting)  
Hair on Carolina, LLC. (Open, Awaiting Ribbon Cutting)  
Shear Hairapy & Co Advanced Academy (Open, Awaiting Ribbon Cutting)  
The Bleu Daisy (Not opened, Awaiting Ribbon Cutting)  
The Station (Not opened, Awaiting Ribbon Cutting)

## June Projects/Events Update:

June was quite a bust month as Main Street Hartsville prepared to host the Hartsville Farmers Market and Block Part. The June Farmers Market was a hit! We hosted 42 vendors and farmers. Unfortunately, June's Block Party was cancelled but we are looking into rescheduling Main Street Hartsville introduced a new business located in 113 North Fifth Street, The Paper Doll. Hair on Carolina and Shear Hairapy Co & Advanced Academy are awaiting a ribbon cutting in July.

Main Street Hartsville participated in national days in July which include: National Bourbon Day and National Selfie Day. Our team enjoyed going around and taking pictures with a few of their favorite businesses. Main Street Hartsville is currently looking for a new Main Street Manager. Hopefully, in July our team will find the perfect member to add on.

Main Street Hartsville is proud to have another mural in the heart of Downtown. The #ItsHartsville Mural is located on the side of Griggs Circle Bakery. This mural represents everyone and everything that Hartsville has to offer. We cannot wait to see the progression of the hashtag!

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. May Farmers Market was a highly successful market with over 40 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:** Downtown Block Parties are back! We saw an increase of people as the night progressed. 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> (changed of bands)	Terence Lonon and the Untouchables	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

Hiring a new Main Street Manager