



Date: March 6, 2017
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- February 2017

Status Report & Updates

Current Projects

Writing a Facilities Guide book to showcase facilities in Hartsville that are available to rent for parties, meetings, events, etc. The draft has been completed and is now in the hands of the graphic designer who will be editing my design for the final draft.

Working with Parks and Recreation to prepare for the 2017 Splash Pad season. We now have 2017 Piratesville Splash Pad brochures available and are working on a Season Pass Holders Perks program.

Updating and redesigning the City of Hartsville mobile app through Simpleview Inc. We are hoping to better utilize the mobile app by making it more user friendly.

Working on content for the VisitHartsvilleSC.com tourism website. This website will feature the Key store and brochures for planning trips to Hartsville.

In January, I launched a campaign to increase engagement through the Visit Hartsville, SC social media platforms. By using #experiencehartsville and other strategic hashtags, we are driving content to more people who may not have seen the content otherwise. I am also reposting posts that use #experiencehartsville to encourage the use of the hashtag. In February, we had a 7.9% increase in followers on Instagram and 7.4% increase in likes on Facebook. We are seeing an increase in engagement on all platforms on a daily basis. The "5 Things to do This Weekend" posts have been very well accepted.

Currently planning the 2017 *Screen on the Green* series. We have selected dates and movies. Sponsorship opportunities for this series will be available this month.

We are working on a city map to be able to give to visitors when they come to The Key. These maps will be 1 page tear-off sheets that highlight key landmarks for visitors.

Working with Darlington Raceway to submit an application for the SCPRT TAG program for advertising their event in September. I am also working on race shuttles for both races in September.

Currently organizing and promoting Columbia Children's Theatre's performances of *Miss Nelson is Missing* (3/12/17) and *James and the Giant Peach* (5/7/17) at the Center Theater. Both of these matinee performances will take place at 3 PM. Tickets are \$8 for adults (12 and up), \$6 for children (3-11), and free for young children (2 and under).

Designing advertisements for digital, print and billboards for 2017/2018

Organizing a Community Easter Eggstravaganza in partnership with Coker College. This event will feature food vendors, two free egg hunts, and children's games and activities. The event will take place on Saturday, April 1st from 10 am- 1 pm on Coker's Davidson Hall Lawn.

Current Social Media Stats

Visit Hartsville, SC

Facebook- 806 likes

Instagram (@visithartsvillesc)- 429 followers

Twitter (@visithartsville)- 260 followers

Current Key Sales

February 2017

Net Sales: \$558.69

Tax Collected: \$44.23

Total: \$596.92

Top Selling Items:

1. Gillespie's Chocolate Covered 10 oz- Gillespie's Peanuts
2. All-America City Coozie- City of Hartsville
3. Gillespie's Honey Roasted- Gillespie's Peanuts

Future Projects

Creating new marketing materials and brochures for the Hartsville Museum and Center Theater

Developing trips and vacation packages for out-of-town tourists and "staycationers"

Hosting a bus tour group in April & August 2017

Developing programming and events for Fall and Winter 2017

Ordering Key merchandise for Summer 2017 and working with local artisans to increase consignment at The Key.

Creating more marketing campaigns geared towards retirees