



Date: December 6, 2016
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- November 2016

Status Report & Updates

Calendar

November 3rd- Public performance of 'A Thousand Cranes' with Thornwell School for the Arts and Columbia Children's Theatre
November 4th- Hartsville area schools' performance of 'A Thousand Cranes' with Thornwell School for the Arts and Columbia Children's Theatre
November 7th- Attended Main Street Hartsville's Merchants First Mondays Breakfast to discuss Hartsville for the Holidays events
November 7th- Worked on a marketing plan for EBT Acceptance the Farmers Markets with the Farmers Market Manager and Finance & Communications Coordinator
November 8th- Decorated The Key and City Hall for Christmas
November 10th- Worked with Main Street Hartsville to develop a plan for Search Engine Optimization (SEO) and tourism websites content management for Hartsville
November 11th- Decorated The Key and City Hall for Christmas
November 17th- Executed Downtown Holiday Open House & Mayor's Tree Lighting with snow tubing, pictures with Santa, and horse-drawn carriage rides in downtown Hartsville
November 22nd- Hartsville 125th Birthday Celebration planning with Hartsville Museum staff
November 30th- Nutcracker marketing plan development with Hartsville Center Theater

Current Social Media Stats

Tourism Department of the City of Hartsville
Facebook- 703 likes
Instagram (@hartsville_tourism)- 334 followers
Twitter (@hartstourism)- 224 followers
Hartsville for the Holidays
Facebook- 667 likes
2016 Hartsville Christmas Parade Event- 162 interested, 152 going, 17 shares

Current Projects

Coordinating the 2016 Hartsville Christmas Parade scheduled for Saturday, December 10th at 10:30 am, rain or shine. We currently have 55 entries for the parade. I am working to finalize the lineup, insurance and parade submissions, and event plans.

I successfully launched The Key's online store to the public on December 2, 2016. I will continue working to modify the store so that it will best drive online sales. Eventually, this will be added to a full tourism website, but for now it is located on HartsvilleSC.gov.

Writing a Promotions Guide for outside organizations and businesses to help with promoting events in the city. This guide will help us better inform the public about events that are happening in the community and are not planned by the City or Main Street.

Writing a Facilities Guide book to showcase facilities in Hartsville that are available to rent for parties, meetings, events, etc. This item will go to print by December 31, 2016 and will be available in January 2017.

Working with Parks and Recreation on a new slogan for their department to be used with their branding and marketing materials.

Working with Main Street Hartsville to develop a Restaurant Week event for Hartsville to start tentatively on January 26th.

Working on a Bridal Guide to be used to showcase all businesses in Hartsville that can be used for a wedding in Hartsville. This will include florists, dress shops, tailors, salons, spas, caterers, etc.

Working with Hartsville Museum to create a year-long celebration for Hartsville's 125th year

Updating and redesigning the City of Hartsville mobile app

Current Key Sales

November 2016

Net Sales: \$991.83

Tax Collected: \$79.38

Total: \$1,071.24

Top Selling Items:

1. 2 oz Salted Singles- Gillespie's Peanuts
2. Gillespie's Chocolate Covered Peanuts- Gillespie's Peanuts
3. Hartsville Postcards- City of Hartsville

Future Projects

VisitHartsvilleSC.gov tourism website- will feature the Key store and brochures for planning trips to Hartsville

Creating a Key purchase menu for bulk orders and weddings

Creating a "Visit Hartsville" brochure to be placed in Welcome Centers across the state

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

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

Working with the SC Department of Commerce to bring their Rural Summit to Hartsville in March 2017

Hosting a bus tour group in April 2017

Developing programming and events for Spring and Summer 2017