



Date: August 2, 2017
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- July 2017

Status Report & Updates

Current Projects

Publishing 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.

We are working on new geofilters that users on SnapChat can use when they are in a certain geographical location of Hartsville. Currently there is one geofilter for Hartsville that is not owned by the City of Hartsville, but since its creation on July 29, 2016 the filter has been used over 95,000 times and viewed over 2.9 million times.

Currently marketing and preparing for the 2017 *Screen on the Green* series. This year's schedule is:

- May 27- "National Treasure" sponsored by Allstate Insurance- Robinette Insurance Agency, Inc. (230 attendees)
- June 10- "The Jungle Book" (2016) sponsored by Darlington Raceway (387 attendees)
- June 24- "The Secret Life of Pets" sponsored by Sandy Memorial Animal Hospital (Rain Relocation: 37 attendees)
- July 8- "The BFG" sponsored by Carolina Bank (200 attendees)
- July 22- "Finding Dory" sponsored by North Industrial Machine (230 attendees)
- August 5- "Sing" sponsored by Hartsville Police Department & Fire Department (National Night Out)

Working with Darlington Raceway to plan for the influx of tourists for their Labor Day weekend events. This includes strategic marketing throughout Hartsville and shuttles to transport visitors staying in Hartsville hotels to the track for race events.

Working with Black Creek Arts Council to designate Hartsville as an official South Carolina Cultural District through S.C. Arts Commission

Marketing plan implementation to increase awareness of Hartsville through SCPRT TAG funding. Billboards, online marketing, print and television ads will be utilized over the next fiscal year to increase the number of visitors to Hartsville. I am currently working on ordering and generating content for advertisements. Our first television commercial with Darlington Raceway began its flight on July 1st.

Currently planning National Night Out with Hartsville Police Department and Fire Department scheduled for Saturday, August 5, 2017 from 6:30-8:30 PM

Coordinated with Main Street Hartsville and Greater Hartsville Chamber of Commerce to welcome visitors to town for Little Miss and Teen Miss South Carolina (July 8-15)- 135 contestants, Dixie National O-Zone State Tournament (July 14-21)- 288 players, and SCAPA Summer Conference (July 21)- 80 attendees

Launched www.visithartsvillesc.com on Friday, June 23rd at 9 AM. I will continue to add and adjust the site to suit the needs of visitors and residents.

Working on the bi-annual update of the Hotel Guidebooks in conjunction with our Communications & Finance Coordinator

Initiating plans for the 2017 Hartsville for the Holidays season

Developing a Drive-In Movie Night to be held at Byerly Park on Saturday, September 16th

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 1,140

Instagram (@visithartsvillesc)- 616 followers

Twitter (@visithartsville)- 276 followers

VisitHartsvilleSC.com- 840 views

Current Key Sales

July 2017

Net Sales: \$447.01

Tax Collected: \$35.79

Total: \$482.80

Top Selling Items:

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

Future Projects

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

Developing trips and vacation packages for out-of-town tourists and "staycationers" to be featured on VisitHartsvilleSC.com

Hosting another bus tour group in August 2017 in conjunction with Florence CVB

Developing programming and events for fall and winter 2017

Creating more marketing campaigns geared towards retirees and millennials

Working with Carolina Sandhills NWR to develop more nature tourism opportunities