



Date: September 1, 2017  
To: City of Hartsville  
From: Jordan Braddock, Marketing & Events Coordinator  
Re: Tourism and Events Report- August 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. We have received a final draft from the graphic designer and have returned changes. We anticipate this publication to be available at the end of September.

We completed the 2017 season of Screen on the Green in August. The attendance results are as follows:

- 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) (220 event attendees)

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. There will be a presentation made to the Arts Commission in November.

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 1<sup>st</sup>. As of August 1<sup>st</sup>, we have purchased a ¼ page ad in *Discover*, South Carolina’s Official Visitors Guide, enrolled in SCPRT’s Co-Op Marketing Program, and acquired a 1 year lease for an out-of-home unit on HWY 151.

Working on the bi-annual update of the Hotel Guidebooks in conjunction with our Communications & Finance Coordinator. These have been sent to the printer and will be in the hotels by the end of September.

Planning and coordinating our Drive-In Movie Night featuring “Dirty Dancing” scheduled for Saturday, September 16<sup>th</sup>. The gates will open at 6 PM. Dance lessons are being provided by Brenda Cranford School of Dance at 7 PM, and we will have local food and beverage vendors on site. The movie will begin at 8 PM.

Planning has begun for the 2017 Hartsville for the Holidays season. I am working on an update for hartsvillefortheholidays.com and planning a launch of Christmas Parade applications and schedule for Friday, September 15<sup>th</sup>.

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 100,000 times and viewed over 3 million times.

#### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 1,220

Instagram (@visithartsvillesc)- 660 followers

Twitter (@visithartsville)- 279 followers

VisitHartsvilleSC.com- 1,230 views

#### Current Key Sales

##### **August 2017**

Net Sales: \$1,514.40

Tax Collected: \$115.91

Total: \$1,630.31

Top Selling Items:

1. Gillespie’s Salted 2 oz. Singles- Gillespie’s Peanuts
2. Hartsville Postcards- City of Hartsville
3. City Insulated Tumbler- City of Hartsville

*August 2017 sales are abnormally high due to online ticket sales for the Drive-In Movie Night. We sold 96 Reserved Movie Field Parking Passes this month.*

#### 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

Developing programming and events for winter 2017 and spring 2018

Creating more marketing campaigns geared towards retirees and millennials

Working with Carolina Sandhills NWR to develop more nature tourism opportunities