



Date: October 4, 2017  
To: City of Hartsville  
From: Jordan Braddock, Marketing & Events Coordinator  
Re: Tourism and Events Report- September 2017

## **Status Report & Updates**

### **Current Projects**

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. The unit was posted on October 4, 2017. Next, we will have boosted Facebook posts on SCPRT's Facebook page and are looking at out-of-home units on Interstate 20 in Columbia.

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.

We successfully completed our first Drive-In Movie Night. We sold 206 parking passes for this event and had visitors from Lumberton, Laurinburg, Lake City, Marion and Florence.

Planning has begun for the 2017 Hartsville for the Holidays season. We are now accepting applications for the 2017 Hartsville Christmas Parade through [www.hartsvillefortheholidays.com](http://www.hartsvillefortheholidays.com). Our Christmas Committee is working diligently to prepare for all of the Hartsville for the Holidays events. Downtown Holiday Open House & Centennial Tree Lighting is scheduled for Thursday, November 16<sup>th</sup> from 6-9 pm and the 2017 Hartsville Christmas Parade is scheduled for Saturday, December 9<sup>th</sup> at 10:30 am, rain or shine.

We are preparing City departments for Treats on the Streets scheduled for Thursday, October 26<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.

We are continuing to build [www.visithartsvillesc.com](http://www.visithartsvillesc.com) into a one-stop shop of information on Hartsville on the Internet. We are hoping to add more features, blog posts and information over the next few months as we push visitors to this website during the #ExperienceHartsville campaign.

#### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 1,304

Instagram (@visithartsvillesc)- 695 followers

Twitter (@visithartsville)- 281 followers

VisitHartsvilleSC.com- 1,595 views

#### Current Key Sales

##### **September 2017**

Net Sales: \$1,156.78

Tax Collected: \$91.84

Total: \$1,216.25

Top Selling Items:

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

#### 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