



Date: November 11, 2017
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- October 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.

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. As of August 1st, 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.

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. 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 16th from 6-9 pm and the 2017 Hartsville Christmas Parade is scheduled for Saturday, December 9th at 10:30 am, rain or shine.

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 into a one-stop shop of information for 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. We will be moving away from using the City of Hartsville mobile app over the next month as we have not seen the return on investment from this platform. We are starting to see a growth in the use of the website and feel that our resources would be better allocated to the online platform.

We are currently working on the 2018 City of Hartsville events calendar to create a master list for scheduling events. Dates have been selected for the 2018 Screen on the Green Movie Series, Easter Eggstravaganza, National Night Out, 2018 Downtown Holiday Open House & Centennial Tree Lighting and 2018 Hartsville Christmas Parade.

Working to create the marketing plan for 2018 and to prepare budget recommendations for the 2018-2019 fiscal year.

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 1,342
Instagram (@visithartsvillesc)- 718 followers
Twitter (@visithartsville)- 279 followers
VisitHartsvilleSC.com- 1,938 views

Hartsville for the Holidays

Facebook- 768
Downtown Holiday Open House & Centennial Tree Lighting- 235 going, 1,005 interested, 99 shares
2017 Hartsville Christmas Parade- 96 going, 250 interested, 44 shares
Christmas on Carolina- 168 going, 1,510 interested, 26 shares
VisitHartsvilleSC.com- 1,595 views

Current Key Sales

October 2017

Net Sales: \$464.49
Tax Collected: \$37.18
Total: \$501.67

Top Selling Items:

1. Hartsville Postcards- City of Hartsville
2. City of Hartsville Baseball Tee- City of Hartsville
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 spring 2018 and summer 2018

Creating more marketing campaigns geared towards retirees and millennials

Working with Carolina Sandhills NWR to develop more nature tourism opportunities

Developing a visitor demographics collection system to be utilized by all hospitality and accommodations entities