



Date: November 7, 2018  
To: City of Hartsville  
From: Jordan Braddock, Marketing & Events Coordinator  
Re: Tourism and Events Report- October 2018

## **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. We will be allocating more resources to advertising for the 18/19 fiscal year to promote not only Hartsville, but also Neptune Island Waterpark. Our "Find What You Love" campaign will continue into FY 18/19 with an emphasis on the waterpark and family-friendly features.

Continuing to build [www.visithartsvillesc.com](http://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.

Continuing to plan and create programming and events for 2018.

### **2018 City of Hartsville Sponsored Events:**

- Downtown Holiday Open House & Centennial Tree Lighting
  - Thursday, November 15, 2018 from 5:30-9:00 pm
- 2018 Hartsville Christmas Parade
  - Saturday, December 8, 2018 at 10:30 am

Beginning planning for the 2019 season at Neptune Island and evaluating current marketing tactics. Our first promotion will be a Cyber Monday sale on Monday, November 26<sup>th</sup> for guests to purchase their 2019 season passes at the 2018 prices. This is a one day only promotion and will run from 12:01 am through midnight. More promotions and events will be announced for the park as we get closer to the season.

Working with Parks & Recreation to continue the growth of sports tourism and to build our partnership between Neptune Island and tournaments at Byerly Park.

### **Current Social Media & Website Stats**

Visit Hartsville, SC  
Facebook- 2,656  
Instagram (@visithartsvillesc)- 1,035 followers  
Twitter (@visithartsville)- 306 followers  
VisitHartsvilleSC.com- 4,176 views



## Neptune Island Waterpark

Facebook- 17,287 likes

Instagram (@neptuneislandwaterpark)- 1,604 followers

NeptunelIsland.com- 417,653 views

## Hartsville for the Holidays

Facebook- 1,057 likes

HartsvilleForTheHolidays.com- 5,188 views

## Current Key Sales

### **October 2018**

Net Sales: \$497.66

Tax Collected: \$39.84

Total: \$537.50

## 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 2019

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