



Date: April 9, 2018
To: City of Hartsville
From: Samantha Martrano, Special Events Coordinator
Re: Tourism and Events Report- March 2019

Status Report & Updates

Current Projects

Working on getting some new merchandise into The Key to market the shop more as a gift shop for the city.

Trying to get sponsors for Screen on the Green and have them more involved with the event than to just donate money, to boost some community involvement.

Working with Adam and Stephen for some small cosmetic improvements on Lawton to support the new price increases.

Finalized the 2019 City of Hartsville events calendar to create a master list for scheduling events.

2019 City of Hartsville Sponsored Events:

- Community Easter Eggstravaganza
 - Saturday, April 13, 2019
- Screen on the Green
 - Saturday, June 1, 2018- "Remember the Titans"
 - Saturday, June 15, 2019- "Beauty and the Beast (2017)"
 - Saturday, July 20, 2019- "Miracle"
 - Saturday, August 3, 2019- "Lego Movie 2"
 - Saturday, August 10, 2019: TEEN NIGHT- "Jurassic World "
 - Saturday, August 24, 2019- "Aquaman" sponsored by Hartsville Police Department and Fire Department
- National Night Out from 6:30-8:30 pm
 - Saturday, August 24, 2018
- Downtown Holiday Open House & Centennial Tree Lighting
 - Thursday, November 21, 2019 from 6:00-9:00 pm
- 2019 Hartsville Christmas Parade
 - Saturday, December 14, 2019 at 3:00pm

Current Social Media & Website Stats

Visit Hartsville, SC
Facebook- 2,726
Instagram (@visithartsvillesc)- 1,073 followers
Twitter (@visithartsville)- 312 followers
VisitHartsvilleSC.com- 3402 views

Current Key Sales

March 2019

Net Sales: \$233.10

Tax Collected: \$18.66

Total: \$251.76

Top Selling Items:

1. Gillespie's Salted Peanuts Singles 2oz- Gillespie's Peanuts
2. Gillespie's Salted Peanuts - Gillespie's Peanuts
3. City of Hartsville Logo Mug- City of Hartsville

Future Projects

Creating new marketing materials, brochures and social media pages for Lawton and The Edition.

Market research on other local venues to compare Lawton and The Edition to so we can compare prices and packages of what is being offered at other locations.

Potentially raise prices again at Lawton and The Edition or create a fundraising event by partnering with The Foundation and Carolina Kids to raise funds for the event venue spaces to be able to offer more services and/or updated spaces.

Work on more community outreach with local hotels, realtors, and major businesses like Duke and Sonoco. Provide them with a brochure of The Key, all of our social media sites and regular websites so visitors and people moving to the area have the information they need.