



Date: March 3, 2020  
To: City of Hartsville  
From: Samantha Altman, Special Events Coordinator  
Re: Tourism and Events Report- February

## **Status Report & Updates**

### **Current Projects**

Working with Coker to finalize details for the Easter egg hunt.

New intern from Coker has started at The Key and will be here through May.

Working on sponsors for Screen on the Green and Touch a Truck events.

Pricing out repairs on the lift at The Pavilion and some cleaning services.

Bundle pricing now added to The Edition contract.

Finalized the 2020 City of Hartsville events calendar to create a master list for scheduling events.

### ***2020 City of Hartsville Events:***

- Community Easter Eggstravaganza
  - Saturday, April 4, 2020
- Touch a Truck
  - Saturday, May 2, 2020
- Screen on the Green
  - Saturday, May 30, 2020 – “Dirty Dancin”
  - Saturday, June 13, 2020 – “Moana”
  - Saturday, June 27, 2020 – “Jumanji – The Next Level”
  - Saturday, August 1, 2020 – “The Incredibles 2”
  - Saturday, August 15, 2020 – “Cocoa”
- National Night Out from 6:30-8:30 pm
  - Saturday, August 1, 2020
- Downtown Holiday Open House & Centennial Tree Lighting
  - Thursday, November 19, 2020 from 6:00-9:00 pm
- 2020 Hartsville Christmas Parade
  - Saturday, December 12, 2020 at 3:00pm

### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,017

Instagram (@visithartsvillesc) - 1,207 followers

Twitter (@visithartsville) - 324 followers

VisitHartsvilleSC.com- 3632 views

### Current Key Sales

#### **February 2020**

Net Sales: \$435.88

Tax Collected: \$34.89

Total: \$470.77

Top Selling Items:

1. Gillespie's Chocolate Covered Peanuts – Gillespie's Peanuts
2. Gillespie's Tri Box – Gillespie's Peanuts
3. AAC Mason Jar – City of Hartsville

### Future Projects

Adding new items to the gift shop at The Key.

Working with Parks and Recreation to put together Tourism packets for tournament attendees.

Creating and distributing Hartsville field trip opportunities with local schools.