



Date: July 7, 2020  
To: City of Hartsville  
From: Samantha Altman, Special Events Coordinator  
Re: Tourism and Events Report- June

## **Status Report & Updates**

### **Current Projects**

Working with Wayfinding Sign Project to finalize and install. Date is still TBD.

Working on a National Night Out plan that will work with CDC guidelines and social distancing.

Special event permits are being approved and requiring COVID procedures.

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

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

- Screen on the Green
  - Saturday, August 1, 2020 – “The Incredibles 2” – National Night Out
- National Night Out from 7:30-8:30 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- 3,107

Instagram (@visithartsvillesc) - 1,238 followers

Twitter (@visithartsville) - 327 followers

VisitHartsvilleSC.com- 3650 views

### **Current Key Sales**

#### **June 2020**

Net Sales: \$467.28

Tax Collected: \$34.86

Total: \$502.14

#### **Top Selling Items:**

1. Gillespie's Salted Peanut Singles - Gillespie's Peanuts
2. Gillespie's Chocolate Covered Peanuts - Gillespie's Peanuts

### 3. Gillespie's Carmel Crunch Peanuts - Gillespie's Peanuts

#### 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.

Create a Hartsville brochure to distribute at welcome centers.