



Date: December 1, 2020
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- November

Status Report & Updates

Current Projects

Purchased an additional 500 masks and will be distributing those soon.

Wayfinding Signs and parking signs have been installed. Will be working on the downtown kiosk project.

Moving forward with plans for the Hartsville Christmas Parade to meet new regulations.

Special event permits are being approved and requiring COVID procedures.

2020 City of Hartsville Events:

- 2020 Hartsville Christmas Parade
 - Saturday, December 12, 2020 at 3:00pm

Current Social Media & Website Stats

Visit Hartsville, SC
Facebook- 3,230
Instagram (@visithartsvillesc) - 1,279 followers
Twitter (@visithartsville) - 331 followers
VisitHartsvilleSC.com- 3712 views

Current Key Sales

November 2020

Net Sales: \$989.09

Tax Collected: \$78.95

Total: \$1068.04

Top Selling Items:

1. Gillespie's Salted Peanut Singles – Gillespie's Peanuts
2. Hartsville Post Cards – City of Hartsville
3. Postcards – The Peaceful Porch

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.