



Date: April 6, 2021
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- March

Status Report & Updates

Current Projects

Working with Parks and Recreation to be more Tourism Friendly for the events that they have been actively recruiting.

Working on new ways to market Hartsville as a Tourism destination. We were featured in the Post and Courier's 101 things to do in South Carolina booklet.

DiscoverSC's 2021 Travel Guide has been release and Hartsville Tourism placed a 1/3 page ad in this booklet. The circulation for DiscoverSC is 315,000 physical copies and 30,000 eGuides. This is great exposure for Hartsville Tourism.

Announced an application for the Hartsville Christmas Parade committee. We hope to have a diverse representation to further our efforts of a dynamic Christmas parade.

Collaborating more with Main Street Hartsville to promote Downtown as a Tourism destination.

Working with Neptune Island for promotions and advertising for the 2021 season.

2021 City of Hartsville Events:

- Screen on the Green
 - Saturday, May 8, 2021 – “Wizard of Oz”
 - Saturday, June 12, 2021 – “Lion King” (2019)
 - Saturday, August 14, 2021 – “Spiderman – Into the Spider-Verse”
 - Saturday, September 11, 2021 – “Aladdin” (2019)
 - Saturday, October 23, 2021 – “Hocus Pocus”
- National Night Out from 6:30-8:30 pm
 - Saturday, August 14, 2021
- Parking Day
 - Friday, September 17, 2021
- Downtown Holiday Open House & Centennial Tree Lighting
 - Thursday, November 18, 2021 from 6:00-9:00 pm
- 2021 Hartsville Christmas Parade
 - Saturday, December 11, 2021 at 3:00pm

2021 MSH Events:

- Farmers Market
 - Saturday, April 10, 2021
 - Saturday, May 8, 2021
 - Saturday, June 12, 2021
 - Saturday, July 10, 2021
 - Saturday, August 14, 2021
 - Saturday, September 11, 2021
 - Saturday, October 9, 2021
 - Saturday, November 13, 2021
 - Saturday, December 11, 2021
- Downtown Block Parties
 - Friday, May 21, 2021
 - Friday, June 18, 2021
 - Friday, August 20, 2021
 - Friday, September 17, 2021
 - Friday, October 8, 2021
- Treats on the Streets
 - Thursday, October, 2021 from 4:30-6:30 pm
- Late Night Shopping
 - Thursday, December 2, 2021
 - Thursday, December 9, 2021
 - Thursday, December 16, 2021

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,317

Instagram (@visithartsvillesc) - 1,310 followers

Twitter (@visithartsville) - 333 followers

VisitHartsvilleSC.com- 3750 views

Current Key Sales

March 2021

Net Sales: \$787.51

Tax Collected: \$33.82

Total: \$821.33

Top Selling Items:

1. Main Street Gift Cards– City of Hartsville
2. Small Town Big Heart T-shirt – City of Hartsville
3. Hartsville Postcards – 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.

Create a Hartsville brochure to distribute at welcome centers.