



Date: August 4, 2021  
To: City of Hartsville  
From: Lauren Baker, Director of Tourism  
Re: Tourism and Events Report- July

### **Status Report & Updates**

#### **Current Projects**

The Visit Hartsville office purposefully slows down with the events we host during the month of July due to past years events having very low attendance with residents being on vacation.

There were two major tourism events this month: Butler Heritage Week and the Little Miss South Carolina pageant. Both events brought in large groups of people to enjoy all that Hartsville has to offer. It is always very exciting to see these groups in our city.

We are also working with another Tourism event, the National Retriever Club Championship, which will be held at H Cooper Black in Cheraw beginning November 12<sup>th</sup>. While the main event is in Cheraw, they have chosen Hartsville to be the host city of the additional events that they plan with the championship. They would love to have Council representation at their opening ceremonies, so we will keep you in the loop on when that may be.

Our office continues to work on new ways to market Hartsville as a Tourism destination. We will soon be launching a new marketing campaign and replacing the old billboards on Hwy 151.

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. We have only had two applicants, but would love to have one from each Council district.

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***

- Farmers Market
  - Saturday, August 14, 2021
  - Saturday, September 11, 2021
  - Saturday, October 9, 2021
  - Saturday, November 13, 2021
  - Saturday, December 11, 2021
- Downtown Block Parties
  - Friday, August 20, 2021
  - Friday, September 17, 2021
  - Friday, October 8, 2021
- Screen on the Green
  - 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
- Treats on the Streets
  - Thursday, October 28, 2021 4:30-6:30 pm
- Veteran’s Day Ceremony
  - November 11, 2021 11 a.m.
- Downtown Holiday Open House & Centennial Tree Lighting
  - Thursday, November 18, 2021 from 6:00-9:00 pm
- Late Night Shopping
  - Thursday, December 2, 2021
  - Thursday, December 9, 2021
  - Thursday, December 16, 2021
- 2021 Hartsville Christmas Parade
  - Saturday, December 11, 2021 at 3:00pm

#### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,440

Instagram (@visithartsvillesc) - 1,360 followers

VisitHartsvilleSC.com- 2,934 Users, 3,352 Sessions (trending up 14% from May)

#### Current Key Sales

##### **July 2021**

Net Sales: \$571.79

Tax Collected: \$34.97

Total: \$591.58

Top Selling Items:

1. Small Town, Big Heart T-Shirt – The Key
2. Main Street Hartsville Gift Certificate
3. Darlington Raceway T-Shirt

#### Future Projects

Adding new items to the gift shop at The Key.

Creating and distributing Hartsville field trip opportunities with local schools.

Create a Hartsville brochure to distribute at welcome centers.