



Date: February 1, 2022
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- January

2022 Event Calendar

April

- 9- Community Easter Eggstravaganza | Location TBD | 10 a.m.
- 9- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.

May

- 14- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 14- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 20- Downtown Block Party | College Avenue | 6-9 p.m.

June

- 11- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 11- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 17- Downtown Block Party | College Avenue | 6-9 p.m.

July

- 9- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.

August

- 13- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 13- National Night Out | Burry Park | 6:30 – 8:30 p.m.
- 13- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 19- Downtown Block Party | College Avenue | 6-9 p.m.

September

- 10- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 10- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 16- Parking Day | Downtown Hartsville | 11 a.m. – 3 p.m.
- 16- Downtown Block Party | College Avenue | 6-9 p.m.

October

- 8- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 8- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 21- Downtown Block Party | College Avenue | 6-9 p.m.
- 29- Treats on the Green | Byerly Park | 4:30-6:30 p.m.

November

- 11- Veterans Day | Burry Park | 11 a.m.
- 12- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 17- Downtown Holiday Open House & Centennial Tree Lighting | 6-9 p.m.

December

- 1- Late Night Shopping | Downtown Hartsville | 6-8 p.m.

- 8- Late Night Shopping | Downtown Hartsville | 6-8 p.m.
- 10- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 10- Hartsville Christmas Parade | Hartsville | 3 p.m.
- 15- Late Night Shopping | Downtown Hartsville | 6-8 p.m.

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,662

Instagram (@visithartsvillesc) - 1,394 followers

VisitHartsvilleSC.com-

2,542 Users

2,470 New Users

2,837 Sessions

Current Key Sales

January 2022

Net Sales: \$296.97

Tax Collected: \$11.76

Total: \$308.73

Top Selling Items:

1. Main Street Gift Cards \$10 – City of Hartsville
2. Wine Glass – City of Hartsville
3. Gillespie’s Salted Singles – Gillespie’s Peanuts

Projects

Planning a Hartsville photoshoot for new marketing material.

Scheduling 2022 Neptune Island Marketing.

Creating a social media plan for all social media channels.

Finalizing a new Hartsville mural.