



Date: March 1, 2022

To: City of Hartsville

From: Samantha Altman, Special Events Coordinator

Re: Tourism and Events Report- February

2022 Event Calendar

April

9- Community Easter Eggstravaganza | Coker University | 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.
- 22- Late Night Shopping | Downtown Hartsville | 6-8 p.m.

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,714

Instagram (@visithartsvillesc) - 1,417 followers

VisitHartsvilleSC.com-

2,409 Users

2,335 New Users

2,726 Sessions

Current Key Sales

February 2022

Net Sales: \$498.45

Tax Collected: \$39.88

Total: \$538.33

Top Selling Items:

1. Gillespie's Chocolate Covered – Gillespie's Peanuts
2. Gillespie's Salted Singles – Gillespie's Peanuts
3. Hartsville Kitchen Towel – City of Hartsville

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.