



Date: February 7, 2017
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- January 2017

Status Report & Updates

Current Projects

Writing a Facilities Guide book to showcase facilities in Hartsville that are available to rent for parties, meetings, events, etc. The draft has been completed and is now in the hands of the graphic designer who will be editing my design for the final draft.

Working with Parks and Recreation to prepare for the 2017 Splash Pad season. I am working on a system to collect data on customers who purchase season passes, so that we can launch a season pass holders perks program. Having information, such as email addresses, will also help us to distribute information about Piratesville and Parks and Recreation.

Working on a Bridal Guide to be used to highlight all businesses in Hartsville that can be used for a wedding in Hartsville. This will include florists, dress shops, tailors, salons, spas, caterers, etc. This should be available by spring 2017.

Working with Hartsville Museum to create a year-long celebration for Hartsville's 125th year. Developing a marketing and event plan for #Hartsville125 to be used until December 2017. We have selected a fall date for the event to celebrate Hartsville's 125th year. We will have museum displays at City Hall to highlight our history over the last 125 years.

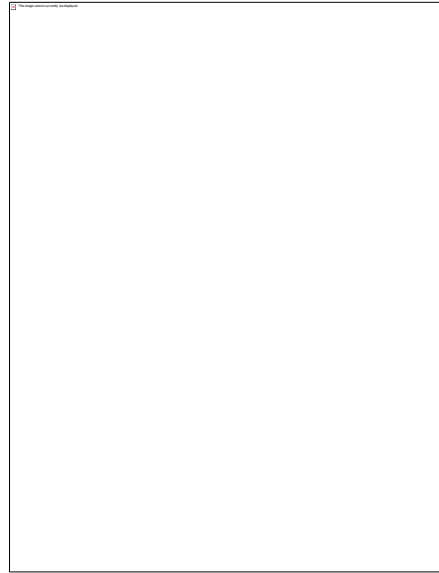
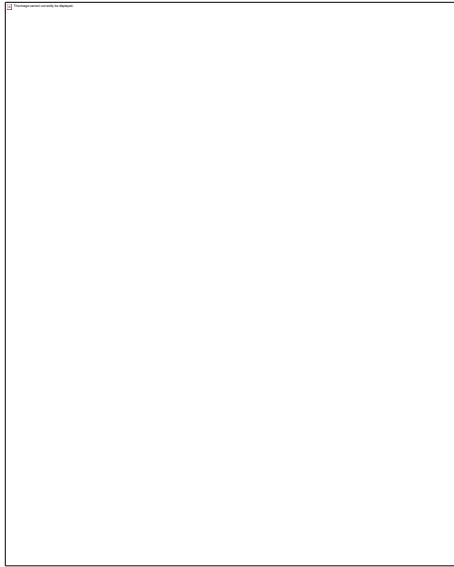
Updating and redesigning the City of Hartsville mobile app through Simpleview Inc. We are hoping to better utilize the mobile app by making it more user friendly.

Working on content for the VisitHartsvilleSC.com tourism website. This website will feature the Key store and brochures for planning trips to Hartsville.

Creating a "Visit Hartsville" brochure to be placed in Welcome Centers across the state. This should be available by Spring 2017.

Researching new marketing techniques and channels for information distribution for tourism in Hartsville. This will lead to the development of a new marketing plan for 2017-2018.

In January, we launched a campaign to increase engagement through the Visit Hartsville, SC social media platforms. By using #experiencehartsville and other strategic hashtags, we are driving content to more people who may not have seen the content otherwise. We are also reposting posts that use #experiencehartsville to encourage the use of the hashtag. Thus far, we have had a 16.12% increase in followers on Instagram and 4.8% increase in likes on Facebook. Currently, I am using Instagram as my main platform for posting to all channels. Post examples:



Currently planning the 2017 *Screen on the Green* series. We have selected dates and movies. I have drafted an advertisement and will continue making changes to it this month before having flyers printed in March. Sponsorship opportunities for this series will be available this month.

We are working on a city map to be able to give to visitors when they come to The Key.

Working with Darlington Raceway to submit an application for the SCPRT TAG program for advertising their event in September. I am also working on race shuttles for both races in September.

Current Social Media Stats

Visit Hartsville, SC (formerly Tourism Department of the City of Hartsville)

Facebook- 746 likes

Instagram (@visithartsvillesc)- 395 followers

Twitter (@visithartsville)- 245 followers

Current Key Sales

January 2017

Net Sales: \$276.85

Tax Collected: \$21.79

Total: \$293.94

Top Selling Items:

1. Gillespie's 2 oz. Salted Singles- Gillespie's Peanuts
2. All-America City Coozie- City of Hartsville
3. Gillespie's Chocolate Covered 10 oz- Gillespie's Peanuts

Future Projects

Creating new marketing materials and brochures for the Hartsville Museum and Center Theater

Developing trips and vacation packages for out-of-town tourists and "staycationers"

Hosting a bus tour group in April 2017

Developing programming and events for Summer, Fall, and Winter 2017