



Date: October 5th, 2022

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications and Joel McCall, Special Events Coordinator

Re: Tourism and Events Report- September

2022 Event Calendar

October

- 8-** Farmers Market | Downtown Hartsville | 9 am – 1 pm
- 8-** Screen on the Green: Halloween Town | Sponsor: SPC Credit Union | Burry Park | Dusk, around 8:30 pm
- 21-** Downtown Block Party – Queen’s Court | Sponsor: Carolina Pines Regional Medical Center | College Avenue | 6-9 pm
- 21-** Downtown Hartsville Scarecrow Contest Judging | TBA
- 27-** Treats on the Streets | Downtown Hartsville | 5 pm – 7 pm

November

- 11-** Veterans Day | Burry Park | 11 am
- 12-** Farmers Market | Downtown Hartsville | 9 am – 1 pm
- 17-** Heart of the Holidays: Downtown Open House and Centennial Tree Lighting | Downtown Hartsville | 6-9 pm
- TBA:** Holiday Window Decorating Contest

December

- 1-** Late Night Shopping | Downtown Hartsville | 6-8 pm
- 8-** Late Night Shopping | Downtown Hartsville | 6-8 pm
- 10-** Farmers Market | Downtown Hartsville | 9 am – 1 pm
- 10-** Heart of the Holidays Parade | Hartsville | 3 pm
- 15-** Late Night Shopping | Downtown Hartsville | 6-8 pm
- 22-** Late Night Shopping | Downtown Hartsville | 6-8 pm

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 4,314 followers

Instagram (@visithartsvillesc) - 1,486 followers

VisitHartsvilleSC.com-

Users- TBA

New Users- TBA

Sessions- TBA

Current Key Sales

September 2022

Net Sales: \$2,295.00

Tax Collected: \$41.81

Total: \$2,336.81

Top Selling Items:

1. Murder Mystery Dinner Theater: A Funeral for a Gangster
2. Retail Applicant – Hartsville Farmers Market
3. Journey's Soap Bar – Bar soap

Projects

- Working on new travel cups for The Key.
- Working on new consignment items for The Key

Department Staff Notes

The Key will be adding a high school intern via the Darlington School District Internship Program on Tuesday, October 11, 2022. This individual will be involved in learning more about marketing, retail and special events planning, and will also provide support to Main Street Hartsville.