



Date: November 1st, 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- October

2022 Event Calendar

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- 3,911 followers

Instagram (@visithartsvillesc) – 1,496 followers

City of Hartsville

Facebook – 10,605 followers

Instagram – 2,052 followers

Current Key Sales

October, 2022

Gross Sales: \$905.73

Visitors: 35

Top Selling Items:

1. Main Street Gift Cards
2. Gillespie Peanuts

Projects

- Working on upcoming Veteran's Day Program and "Heart of the Holidays"
- Increasing engagement with Social Media and website updates
- Adding new product to The Key Inventory

Department Staff Notes

We have added a new full-time Marketing and Special Project Coordinator, Haley Gates, to our team. Additionally, we have also added a part-time Special Events Assistant, LaShawn Reames, who will work in The Key on Saturdays and assist at Special Events.