



Date: December 7th, 2022

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- November

2022 Upcoming Events

Currently: Holiday Window Decorating Contest

December

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 Stats

Facebook- 10,700 followers (New page likes last 28 days: 103)

Instagram (@hartsville_SC) – 2,077 followers

*Other Social Media: currently being updated/numbers not available

Current Key Sales

Number of recorded visitors (visitors that shared their information): 27

November 2022

Net Sales \$ 1309.48

Tax Collected: \$ 41.78

Total: \$ 1351.26

Top Selling Items:

1. Gillespie's Peanuts
2. City of Hartsville Merchandise
3. Journey Soap Bar
4. Main Street Gift Certificates

Special Events

Lawton Rentals: 1

The Edition Rentals: 6

Special Event Permits Issued: 3

Tourism Team Projects

- Parade planning
- Calendar/Social Media planning for 2023
- Re-evaluating how to move older merchandise in The Key
- Updating current website

The Tourism Team worked alongside Main Street to move our Downtown Farmers Market to Cargill Way in November. The move seemed very positive from the feedback received from vendors. We will be evaluating if we move ahead during the 2023 Season at this location or move back to Carolina Avenue.

Additionally, the Tourism Team led and experienced our first Heart of the Holidays Downtown Open House and Centennial Tree Lighting on November 17, 2017. Although there is no firm number of individuals that flooded into downtown the turn out seemed very good and people appeared to stay in town and spend a full evening eating, shopping, enjoying live entertainment, visiting Santa, watching a holiday movie on our big screen, and kicking off the holidays



