



Date: May 3, 2023

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- April 2023

### **Current Social Media Stats**

Facebook- 10,813 followers (New page followers last 28 days: 26)

Instagram (@hartsville\_SC) – 2,092 followers (New page followers last 28 days: 20)

Instagram (@visithartsville) – 1,517 (New page followers last 28 days: 13)

### **February 2023 Key Sales**

Net Sales \$ 1064.43

Tax Collected: \$ 16.36

Total: \$ \$1080.79

#### Top Selling Items:

1. Gillespie's Peanuts
2. Main Street Gift Cards
3. Journey Soap Bar Products

### **Special Events Rentals/Permits**

Lawton Rentals: 4

The Edition Rentals: 6

Special Event Permits Issued: 4

### **Tourism Team Projects**

- Creating brochure/media for Neptune Island for recruiting and advertising
  - Working on Neptune Island Promotions and Advertising plans/ training Haley Gates on media buying
  - Began design on new website
  - Prepping to launch new VisitHartsvilleSC FB page to work in tandem with Instagram page and updating Visit Hartsville webpage
  - Prepared Employee Newsletter
  - Participated in Observation of Coker University Senior Student's Capstone Project
  - Increased visibility and visits with downtown merchants
  - Increased social media promotion of positive events in Hartsville
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- Supported Museum with promotion on new exhibit
- Worked with Main Street and Black Creek Arts Center towards Cultural District Creation
- Participating in Byerly Foundation's Our Town Tuesdays
- Arranged and finalized Fair Housing Month Poster Contest (postered displayed next door)
- Participated in Great American Clean Up

Our department continues to work towards branding and promotion on the City of Hartsville and especially our upcoming Summer Se

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ADMISSION IS  
ALWAYS FREE

# SCREEN ON THE GREEN

BURRY PARK | 131 CARGILL WAY

FAMILY-  
FRIENDLY

5 | 13 RAYA & THE LAST  
DRAGON

6 | 10 THE BAD GUYS

8 | 12 DC LEAGUE OF  
SUPER PETS

9 | 9 VIVO

10 | 14 HOTEL  
TRANSYLVANIA:  
TRANSFORMANIA

ALL MOVIES WILL BEGIN AT DUSK

WE ENCOURAGE ATTENDEES TO BRING BLANKETS AND LAWN CHAIRS FOR THEIR COMFORT  
DURING THE OUTDOOR MOVIE SHOWING.



ries of Events.

#It'sHARTSVILLE

# DOWNTOWN BLOCK PARTY

100 EAST COLLEGE AVENUE | 6:00 P.M. - 9:00 P.M.

**MAY 19**  
LEVEL 10

**JUNE 16**  
803 BAND

**AUGUST 18**  
PRESTON DUFFEE BAND

**SEPTEMBER 15**  
BLACKWATER BAND

**OCTOBER 20**  
ANALOG SAINTS

