



Date: June 6, 2017
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- May 2017

Status Report & Updates

Current Projects

Publishing 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 on building and creating content for the VisitHartsvilleSC.com tourism website. This website will feature the Key store and brochures for planning trips to Hartsville, along with information on where to eat, play stay, and shop. I am preparing to launch the website by the end of June.

We are working on new geofilters that users on SnapChat can use when they are in a certain geographical location of Hartsville. Currently there is one geofilter for Hartsville that is not owned by the City of Hartsville, but since its creation on July 29, 2016 the filter has been used over 95,000 times and viewed over 2.9 million times.

Currently marketing and preparing for the 2017 *Screen on the Green* series. This year's schedule is:

- May 27- "National Treasure" sponsored by Allstate Insurance- Robinette Insurance Agency, Inc. (230 attendees)
- June 10- "The Jungle Book" (2016) sponsored by Darlington Raceway
- June 24- "The Secret Life of Pets" sponsored by Sandy Memorial Animal Hospital
- July 8- "The BFG" sponsored by Carolina Bank
- July 22- "Finding Dory" sponsored by North Industrial Machine
- August 5- "Sing" sponsored by Hartsville Police Department & Fire Department (National Night Out)

Working with Darlington Raceway to plan for the influx of tourists for their Labor Day weekend events. This includes strategic marketing throughout Hartsville and shuttles to transport visitors staying in Hartsville hotels to the track for race events.

Working with Black Creek Arts Council to designate Hartsville as an official South Carolina Cultural District through S.C. Arts Commission

Marketing plan implementation to increase awareness of Hartsville through SCPRT TAG funding. Billboards, online marketing, print and television ads will be utilized over the next fiscal year to increase the number of visitors to Hartsville. I am currently working on ordering and generating content for advertisements.

Current Social Media Stats

Visit Hartsville, SC

Facebook- 1,037 likes (13.8% increase)

Instagram (@visithartsvillesc)- 566 followers (5.6% increase)

Twitter (@visithartsville)- 272 followers

Current Key Sales

May 2017

Net Sales: \$820.12

Tax Collected: \$63.97

Total: \$884.09

Top Selling Items:

1. HVL Bumper Stickers- City of Hartsville
2. City of Hartsville Insulated Tumbler- City of Hartsville
3. Gillespie's Caramel Crunch Peanuts- Gillespie's Peanuts

Future Projects

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

Developing trips and vacation packages for out-of-town tourists and "staycationers" to be featured on VisitHartsvilleSC.com

Hosting another bus tour group in August 2017 in conjunction with Florence CVB

Developing programming and events for fall and winter 2017

Creating more marketing campaigns geared towards retirees and millennials

Working with Carolina Sandhills NWR to develop more nature tourism opportunities

Planning National Night Out with Hartsville Police Department and Fire Department in August 2017

Planning for Hartsville for the Holidays will begin in August