



Date: October 7, 2020  
To: City of Hartsville  
From: Samantha Altman, Special Events Coordinator  
Re: Tourism and Events Report- September

## **Status Report & Updates**

### **Current Projects**

Purchased an additional 500 masks and will be distributing those soon.

Wayfinding Signs and parking signs have been installed. Will be working on the downtown kiosk project.

Moving forward with plans for Downtown Holiday Open House, Centennial Tree Lighting, and the Hartsville Christmas Parade to meet new regulations.

Special event permits are being approved and requiring COVID procedures.

### **2020 City of Hartsville Events:**

- Downtown Holiday Open House & Centennial Tree Lighting
  - Thursday, November 19, 2020 from 6:00-9:00 pm
- 2020 Hartsville Christmas Parade
  - Saturday, December 12, 2020 at 3:00pm

### **Current Social Media & Website Stats**

Visit Hartsville, SC  
Facebook- 3,197  
Instagram (@visithartsvillesc) - 1,265 followers  
Twitter (@visithartsville) - 333 followers  
VisitHartsvilleSC.com- 3712 views

### **Current Key Sales**

#### **September 2020**

Net Sales: \$453.40  
Tax Collected: \$30.25  
Total: \$483.65

#### **Top Selling Items:**

1. Gillespie's Salted Peanuts Singles – Gillespie's Peanuts
2. Small Town, Big Heart T-shirt Pocket – City of Hartsville
3. Gillespie's Salted Peanuts Honey Roasted – Gillespie's Peanuts

### Future Projects

Adding new items to the gift shop at The Key.

Working with Parks and Recreation to put together Tourism packets for tournament attendees.

Creating and distributing Hartsville field trip opportunities with local schools.

Create a Hartsville brochure to distribute at welcome centers.