



Date: June 1, 2021  
To: City of Hartsville  
From: Samantha Altman, Special Events Coordinator  
Re: Tourism and Events Report- May

### **Status Report & Updates**

#### **Current Projects**

Just finished up a new Tourism Packet that was distributed for the Dylan Adams Memorial Tournament and will continue to be featured in tournaments held at Byerly Park as well as other events held in Hartsville including the upcoming Little Miss SC Pageant. This packet features Hartsville restaurants and retail shops for information for out of town guests.

Working on new ways to market Hartsville as a Tourism destination including implementing social media ads.

Applying for grant funds for advertising with the City of Hartsville and South Carolina Parks, Recreation, and Tourism office.

Announced an application for the Hartsville Christmas Parade committee. We hope to have a diverse representation to further our efforts of a dynamic Christmas parade. We have only had two applicants, but would love to have one from each Council district.

Collaborating more with Main Street Hartsville to promote Downtown as a Tourism destination.

Working with Neptune Island for promotions and advertising for the 2021 season.

#### **2021 City of Hartsville Events:**

- Screen on the Green
  - Saturday, June 12, 2021 – “Lion King” (2019)
  - Saturday, August 14, 2021 – “Spiderman – Into the Spider-Verse”
  - Saturday, September 11, 2021 – “Aladdin” (2019)
  - Saturday, October 23, 2021 – “Hocus Pocus”
- National Night Out from 6:30-8:30 pm
  - Saturday, August 14, 2021
- Parking Day
  - Friday, September 17, 2021
- Downtown Holiday Open House & Centennial Tree Lighting
  - Thursday, November 18, 2021 from 6:00-9:00 pm
- 2021 Hartsville Christmas Parade
  - Saturday, December 11, 2021 at 3:00pm

## **2021 MSH Events:**

- Farmers Market
  - Saturday, June 12, 2021
  - Saturday, July 10, 2021
  - Saturday, August 14, 2021
  - Saturday, September 11, 2021
  - Saturday, October 9, 2021
  - Saturday, November 13, 2021
  - Saturday, December 11, 2021
- Downtown Block Parties
  - Friday, June 18, 2021
  - Friday, August 20, 2021
  - Friday, September 17, 2021
  - Friday, October 8, 2021
- Treats on the Streets
  - Thursday, October, 2021 from 4:30-6:30 pm
- Veteran's Day Ceremony
  - November 11, 2021 11 a.m.
- Late Night Shopping
  - Thursday, December 2, 2021
  - Thursday, December 9, 2021
  - Thursday, December 16, 2021

### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,389

Instagram (@visithartsvillesc) - 1,347 followers

Twitter (@visithartsville) - 333 followers

VisitHartsvilleSC.com- 3768 views

### Current Key Sales

#### **May 2021**

Net Sales: \$2431.76

Tax Collected: \$47.35

Total: \$2479.11

Top Selling Items:

1. MSH Gift Card \$20 – Main Street Hartsville
2. Salted Peanuts – Gillespie's Peanuts
3. Retail Farmer's Market – Main Street Hartsville

### Future Projects

Adding new items to the gift shop at The Key.

Creating and distributing Hartsville field trip opportunities with local schools.

Create a Hartsville brochure to distribute at welcome centers.