



Date: August 6, 2024

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- July 2024

**Current social media counts**

City of Hartsville Facebook – 13,360 followers (New page followers last 28 days: 51)

City of Hartsville Instagram – 2302 followers (New page followers last 28 days: 8)

Visit Hartsville SC Facebook – 545 followers (New page followers last 28 days 53)

Visit Hartsville SC Instagram– 1645 followers (New page followers last 28 days 11)

**On Facebook, if you haven't already, please follow: <https://www.facebook.com/ItsHartsville> to follow our Tourism Department news. This page will serve as our social media outlet for tourism and social related events.**

**July 2024 Key Sales**

Gross sales- \$694.92

Most popular – City of Hartsville merchandise, Farmers Market, Main Street Gift Certificates

**Special Events Rentals**

Lawton: 0

Edition: 3

Special Event Permits: 3

**Upcoming Events**

- Thursday, July 13<sup>th</sup>, 2024 – Screen on the Green – Double Feature (dusk)
- Friday, August 16<sup>th</sup>, 2024, Block Party, 6:00 PM – 9:00 PM – Tasteful Tea Band

**Tourism Team Projects**

Working to finalize adjustments to upcoming City of Hartsville Website

- Continuing to learn about our new Placer AI program to enable us to gauge the success of events and economic impacts on the city
- Working to help Police and Fire with collateral, publicity, and civic engagement
- Beginning work on Heart of the Holidays Festival for 2024 along with our first night Christmas Parade
- Final phase of new website training
- Reworking/updating Visit HartsvilleSC.com website