



Date: December 5, 2017  
To: City of Hartsville  
From: Jordan Braddock, Marketing & Events Coordinator  
Re: Tourism and Events Report- November 2017

## **Status Report & Updates**

### **Current Projects**

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. Our first television commercial with Darlington Raceway began its flight on July 1<sup>st</sup>. As of August 1<sup>st</sup>, we have purchased a ¼ page ad in *Discover*, South Carolina's Official Visitors Guide, enrolled in SCPRT's Co-Op Marketing Program, and acquired a 1 year lease for an out-of-home unit on HWY 151. The unit was posted on October 4, 2017. Next, we will have boosted Facebook posts on SCPRT's Facebook page and are looking at out-of-home units on Interstate 20 in Columbia.

Wrapping up the 2017 Hartsville for the Holidays season. I will be working on final event evaluations and 2018 development plans over the next month. Overall, the attendance and engagement with this year's events has been much higher than in 2016.

Working on new geofilters that users on SnapChat can use when they are in a certain geographical locations 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 100,000 times and viewed over 3 million times.

Continuing to build [www.visithartsville.com](http://www.visithartsville.com) into a one-stop shop of information for Hartsville on the Internet. We are hoping to add more features, blog posts and information over the next few months as we push visitors to this website during the #ExperienceHartsville campaign.

Developing the 2018 City of Hartsville events calendar to create a master list for scheduling events. Dates have been selected for the 2018 Screen on the Green Movie Series, Easter Eggstravaganza, National Night Out, 2018 Downtown Holiday Open House & Centennial Tree Lighting and 2018 Hartsville Christmas Parade.

Developing the marketing plan for 2018 and preparing budget recommendations for the 2018-2019 fiscal year.

Working on marketing plans & designs for the new waterpark to open in summer 2018

Evaluating communication platforms for visitors and residents. We are terminating the City of Hartsville mobile app as of November 1, 2017 and will be focusing on social media and our tourism website to communicate with visitors. All marketing materials are directing visitors to [www.visithartsvillesc.com](http://www.visithartsvillesc.com).

Working with the Hartsville Museum to market current programs and the new event facility set to open in spring 2018

### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 1,362

Instagram (@visithartsvillesc)- 759 followers

Twitter (@visithartsville)- 285followers

VisitHartsvilleSC.com- 2,201 views

Hartsville for the Holidays

Facebook- 935

Downtown Holiday Open House & Centennial Tree Lighting- 396 went, 1,293 interested, 147 shares

2017 Hartsville Christmas Parade- 380 going, 788 interested, 216 shares

Christmas on Carolina- 195 going, 2,120 interested, 220 shares

### Current Key Sales

#### **November 2017**

Net Sales: \$924.97

Tax Collected: \$74.01

Total: \$998.98

Top Selling Items:

1. Gillespie's 2 oz. Salted Singles- Gillespie's Peanuts
2. Gillespie's Chocolate Covered Peanuts- Gillespie's Peanuts
3. I <3 Hartsville Buttons- City of Hartsville

### 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

Developing programming and events for spring 2018 and summer 2018

Creating more marketing campaigns geared towards retirees and millennials

Working with Carolina Sandhills NWR to develop more nature tourism opportunities

Developing a visitor demographics collection system to be utilized by all hospitality and accommodations entities