



Date: January 3, 2018
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- December 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 1st. As of August 1st, 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. We completed our first of 2 SCPRT boosted Facebook posts in November and received the results of the campaign in December (Total impressions: 51,829, Total reach: 32,543, Total reactions: 2,425, Total shares: 184, Total comments: 43, Total link clicks: 143). We have purchased 2 out-of-home units on Interstate 20 in Columbia and will see those go up in the coming months.

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.visithartsvillesc.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.

Finalizing 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. Our new Marketing & Events Assistant, Tilly Wright, started on December 9, 2017. She will be responsible for coordinating the Community Easter Eggstravaganza, Screen on the Green, and National Night Out.

Completed our 2017 Hartsville for the Holidays season with exceptional attendance at the Downtown Holiday Open House & Centennial Tree Lighting, Christmas on Carolina, Pictures with Santa at the Simply Christmas Exhibit, and 2017 Hartsville Christmas Parade. We are already making plans for 2018 including a change to the current parade route.

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 that is set 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.

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

Preparing for the 2018 SCPRT grant application period to apply for Tourism Advertising Grant funds

Starting an employee campaign to push our #ExperienceHartsville campaign to our residents and visitors through our frontline employees.

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 1,384

Instagram (@visithartsvillesc)- 784 followers

Twitter (@visithartsville)- 285followers

VisitHartsvilleSC.com- 2,420 views

Hartsville for the Holidays

Facebook- 955

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

2017 Hartsville Christmas Parade- 487 went, 1,089 interested, 216 shares

Christmas on Carolina- 195 went, 2,120 interested, 225 shares

Current Key Sales

December 2017

Net Sales: \$1,543.32

Tax Collected: \$123.53

Total: \$1,666.85

Top Selling Items:

1. Gillespie's 2 oz. Salted Singles- Gillespie's Peanuts
2. Gillespie's Chocolate Covered Peanuts- Gillespie's Peanuts
3. Gillespie's Trio Box- 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

Developing programming and events for fall 2018 and winter 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