



Date: May 2, 2018
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- April 2018

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. The first unit is located near Lexington and was posted on March 1, 2018; this unit will stay posted for 5 periods. Our final billboard of the current fiscal year has posted on I-20 at Broad River Road and is featuring Neptune Island; we have received a lot of calls and emails in reference to this unit.

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.

Finalized the 2018 City of Hartsville events calendar to create a master list for scheduling events.

2018 City of Hartsville Sponsored Events:

- Children's Theatre presented by Columbia Children's Theatre at Center Theater sponsored by Novolex
 - Sunday, May 6, 2018 at 3 PM- Miss Nelson Has a Field Day
- Screen on the Green at Dusk
 - Saturday, May 26, 2018- "Top Gun" sponsored by North Industrial Machine
 - Saturday, June 9, 2018- "Moana" sponsored by Carolina Pines Regional Medical Center
 - Saturday, June 23, 2018- "Hidden Figures" sponsored by The Children's Group
 - Saturday, July 14, 2018- "Despicable Me 3" sponsored by Darlington Raceway
 - Saturday, July 28, 2018: TEEN NIGHT- "Jumanji" sponsored by Darlington County Sheriff's Office and Fire Department
 - Saturday, August 11, 2018- "Guardians of the Galaxy" sponsored by Hartsville Police Department and Fire Department

- National Night Out from 6-8 pm
 - Saturday, August 11, 2018
- Downtown Holiday Open House & Centennial Tree Lighting
 - Thursday, November 15, 2018 from 5:30-9:00 pm
- 2018 Hartsville Christmas Parade
 - Saturday, December 8, 2018 at 10:30 am

Developing the marketing plan for 2018 and preparing budget recommendations for the 2018-2019 fiscal year. Our “Find What You Love” campaign will continue into FY 18/19 with an emphasis on the waterpark and family-friendly features.

Working on marketing plans & designs for the Neptune Island that is set to open in summer 2018. We have launched all of our social media platforms and are currently working to increase engagement on these platforms as well as subscriptions to our e-marketing list. Our landing page for the new neptuneisland.com has been launched and I am currently working on the full scale website. We hope to release pricing and sales to the public when our ecommerce is available for our point of sale system.

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

Submitted our 2018 SCPRT TAG application and am waiting to hear if we are awarded additional advertising funds for the 2018/2019 fiscal year. I am currently working to apply for Accommodations Tax grants and am looking for other opportunities to maximize our advertising funds.

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

Preparing for an increase in tourism through tournaments at Byerly Park and preparing ways to market our city and Neptune Island Waterpark to these visitors.

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 2,322

Instagram (@visithartsvillesc)- 980 followers

Twitter (@visithartsville)- 295 followers

VisitHartsvilleSC.com- 3,716 views

Neptune Island Waterpark

Facebook- 6,439 likes

Instagram (@neptuneislandwaterpark)- 707 followers

Current Key Sales

April 2018

Net Sales: \$888.10

Tax Collected: \$70.15

Total: \$946.55

Top Selling Items:

1. Gillespie’s 2 oz. Singles- Gillespie’s Peanuts
2. Gillespie’s Honey Roasted- Gillespie’s Peanuts

3. Gillespie's Chocolate Covered- 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