



Date: October 3, 2018
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- August & September 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. We will be allocating more resources to advertising for the 18/19 fiscal year to promote not only Hartsville, but also Neptune Island Waterpark. Our “Find What You Love” campaign will continue into FY 18/19 with an emphasis on the waterpark and family-friendly features.

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.

Continuing to plan and create programming and events for 2018.

2018 City of Hartsville Sponsored Events:

- 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

Beginning planning for the 2019 season at Neptune Island and evaluating current marketing tactics.

Working with Parks & Recreation to continue the growth of sports tourism and to build our partnership between Neptune Island and tournaments at Byerly Park.

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 2,598

Instagram (@visithartsvillesc)- 1,028 followers

Twitter (@visithartsville)- 306 followers

VisitHartsvilleSC.com- 4,176 views

Neptune Island Waterpark

Facebook- 17,243 likes

Instagram (@neptuneislandwaterpark)- 1,597 followers

Current Key Sales

August 2018

Net Sales: \$495.22

Tax Collected: \$37.17

Total: \$532.39

September 2018

Net Sales: \$318.59

Tax Collected: \$25.51

Total: \$344.10

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 2019

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