



Date: May 7, 2019
To: City of Hartsville
From: Samantha Martrano, Special Events Coordinator
Re: Tourism and Events Report- April 2019

Status Report & Updates

Current Projects

Working on getting some new merchandise into The Key to market the shop more as a gift shop for the city.

Brought in vintage Pepsi machine with glass and plastic bottles. Working on getting some snacks in stock to sell with the drinks.

Trying to get sponsors for Screen on the Green and have them more involved with the event than to just donate money, to boost some community involvement.

Working with Adam and Stephen for some small cosmetic improvements on Lawton to support the new price increases.

Bringing in a new receptionist and doing orientations with all workers, including interns, for The Key so that everyone has all of the same information and working expectations.

Improving communication between Tourism, Museum, and Main Street Hartsville to achieve better results for the residents, businesses, and visitors of Hartsville.

The Tourism Department will now fall under the responsibilities of the Public Information Officer position.

Finalized the 2019 City of Hartsville events calendar to create a master list for scheduling events.

2019 City of Hartsville Sponsored Events:

- Screen on the Green
 - Saturday, June 1, 2018- "Remember the Titans" sponsored by Carolina Pines
 - Saturday, June 15, 2019- "Beauty and the Beast (2017)" sponsored by Sonoco
 - Saturday, July 20, 2019- "Miracle" sponsored by The Children's Group
 - Saturday, August 3, 2019- "Lego Movie 2" sponsored by Darlington County Police and Fire
 - Saturday, August 10, 2019- "Jurassic World " sponsored by Hartsville Animal Hospital
 - Saturday, August 24, 2019- "Aquaman" sponsored by Hartsville Police Department and Fire Department
- National Night Out from 6:30-8:30 pm
 - Saturday, August 24, 2018
- Downtown Holiday Open House & Centennial Tree Lighting
 - Thursday, November 21, 2019 from 6:00-9:00 pm
- 2019 Hartsville Christmas Parade
 - Saturday, December 14, 2019 at 3:00pm

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 2,752

Instagram (@visithartsvillesc)- 1,086 followers

Twitter (@visithartsville)- 314 followers

VisitHartsvilleSC.com- 3402 views

Current Key Sales

March 2019

Net Sales: \$609.38

Tax Collected: \$48.76

Total: \$658.14

Top Selling Items:

1. Gillespie's Salted Peanuts Singles 2oz- Gillespie's Peanuts
2. Gillespie's Chocolate Covered Peanuts - Gillespie's Peanuts
3. Gillespie's Lime Margarita Peanuts - Gillespie's Peanuts

Future Projects

Creating new marketing materials, brochures and social media pages for Lawton and The Edition.

Market research on other local venues to compare Lawton and The Edition to so we can compare prices and packages of what is being offered at other locations.

Work on more community outreach with local hotels, realtors, and major businesses like Duke and Sonoco. Provide them with a brochure of The Key, all of our social media sites and regular websites so visitors and people moving to the area have the information they need.

Work more closely with the museum during the holiday events and joint promotions.