



Date: July 1, 2019
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- June 2019

Status Report & Updates

Current Projects

Painted the interior of The Key for a new, clean look. Working on new merchandise as well, that should be in this month.

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

Sponsors spots for Screen on the Green are now full. We hope to have sponsors 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.

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, 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- 2,827
Instagram (@visithartsvillesc)- 1,105 followers

Twitter (@visithartsville)- 315 followers
VisitHartsvilleSC.com- 3500 views

Current Key Sales

June 2019

Net Sales: \$502.30

Tax Collected: \$40.21

Total: \$542.51

Top Selling Items:

1. Gillespie's Chocolate Covered Peanuts - Gillespie's Peanuts
2. Gillespie's Lime Margarita Peanuts - Gillespie's Peanuts
3. Gillespie's Honey Roasted Peanuts - Gillespie's Peanuts

Future Projects

Beginning planning for the Holiday's and possibly coming together with some new ideas.

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.