



Date: August 6, 2019  
To: City of Hartsville  
From: Samantha Altman, Special Events Coordinator  
Re: Tourism and Events Report- July 2019

## **Status Report & Updates**

### **Current Projects**

Working on hiring a new front desk receptionist as our interns will return to school shortly.

New merchandise is in the store by Rebecca Giese and Coker University. Also new window displays are featured.

Started first Christmas Committee meeting and already ahead of schedule with bookings and timeline.

Sponsors for Screen on the Green have been very engaged in each showing.

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, 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- 2,882  
Instagram (@visithartsvillesc)- 1,118 followers  
Twitter (@visithartsville)- 316 followers  
VisitHartsvilleSC.com- 3500 views

### Current Key Sales

#### **July 2019**

Net Sales: \$603.32

Tax Collected: \$48.28

Total: \$651.60

#### Top Selling Items:

1. Gillespie's Trio Box - Gillespie's Peanuts
2. Gillespie's Lime Margarita Peanuts - Gillespie's Peanuts
3. Gillespie's Carmel Crunch Peanuts - Gillespie's Peanuts

### Future Projects

Continue working on Christmas with new ideas and sponsors.

Working on bundle/day pricing for The Edition.

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.