



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

Status Report & Updates

Current Projects

Finalizing holiday events and will begin releasing information to the public.

A gift basket option is now available at The Key. We are working on new t-shirts and holiday items.

Screen on the Green and National Night Out events have all concluded with good attendance. Average attendance was around 100-120 people. Lowest attendance of 60-80 people during July showing and Nation Night Out. Working on new rain plans and dates for next year on these events.

Helping with Main Street events while Suzy is out.

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:

- 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- 2,998
Instagram (@visithartsvillesc)- 1,146 followers
Twitter (@visithartsville)- 324 followers
VisitHartsvilleSC.com- 3620 views

Current Key Sales

September 2019

Net Sales: \$792.97

Tax Collected: \$63.44

Total: \$856.41

Top Selling Items:

1. Bottled Water - Concessions
2. Hartsville Post Cards – City of Hartsville
3. Gillespie’s Salted Peanuts - Gillespie’s Peanuts

Future Projects

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.