



Date: November 5, 2019
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- October

Status Report & Updates

Current Projects

Putting together 2020 event calendar.

Working on new holiday merchandise and T-shirts to have in store by DHOH. Also working on holiday promotions and discounts for DHOH.

A gift basket option is now available at The Key.

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- 2,960
Instagram (@visithartsvillesc) - 1,162 followers
Twitter (@visithartsville) - 327 followers
VisitHartsvilleSC.com- 3620 views

Current Key Sales

October 2019

Net Sales: \$2403.08
Tax Collected: \$54.67
Total: \$2457.75

Top Selling Items:

1. Darkside Tour – Hartsville Museum
2. Hartsville Post Cards – City of Hartsville
3. K-Knight 5-k T-shirts - HPD

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.