



Date: February 4, 2020
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- December

Status Report & Updates

Current Projects

Will start planning for the Easter Eggstravaganza and getting a list together to vote on for Screen on the Green showings.

Adding and planning a Touch a Truck event downtown.

Facebook pages for Lawton Park Pavilion and The Edition are posted.

Working on a list of deep cleaning needed at Lawton and The Edition.

Working on bundle/day pricing for The Edition.

Finalized the 2020 City of Hartsville events calendar to create a master list for scheduling events.

2020 City of Hartsville Events:

- Community Easter Eggstravaganza
 - Saturday, April 4, 2020
- Touch a Truck
 - Saturday, May 2, 2020
- Screen on the Green
 - Saturday, May 30, 2020
 - Saturday, June 13, 2020
 - Saturday, June 27, 2020
 - Saturday, August 1, 2020
 - Saturday, August 15, 2020
- National Night Out from 6:30-8:30 pm
 - Saturday, August 1, 2020
- Downtown Holiday Open House & Centennial Tree Lighting
 - Thursday, November 19, 2020 from 6:00-9:00 pm
- 2020 Hartsville Christmas Parade
 - Saturday, December 12, 2020 at 3:00pm

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 2,992

Instagram (@visithartsvillesc) - 1,188 followers

Twitter (@visithartsville) - 326 followers

VisitHartsvilleSC.com- 3632 views

Current Key Sales

January 2020

Net Sales: \$197.85

Tax Collected: \$15.84

Total: \$213.69

Top Selling Items:

1. Gillespie's Salted Peanuts Singles – Gillespie's Peanuts
2. Gillespie's Chocolate Covered Peanuts – Gillespie's Peanuts
3. Gillespie's Honey Roasted Peanuts – Gillespie's Peanuts

Future Projects

Adding new items to the gift shop at The Key.

Working with Parks and Recreation to put together Tourism packets for tournament attendees.

Creating and distributing Hartsville field trip opportunities with local schools.