



Date: May 5, 2020
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- April

Status Report & Updates

Current Projects

All city events through May 12th have been cancelled to follow CDC event regulations.

All events at The Pavilion at Lawton Park and The Edition through May 12th have been cancelled or rescheduled to follow CDC event regulations.

No special event or yard sale permits are being approved until after May 12th to follow CDC regulations.

The Key store is still closed but offering curbside pickup.

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

2020 City of Hartsville Events:

- Screen on the Green
 - Saturday, June 13, 2020 – “Moana” sponsored by Carolina Pines
 - Saturday, June 27, 2020 – “Jumanji – The Next Level” sponsored by The Children’s Group
 - Saturday, August 1, 2020 – “The Incredibles 2” – National Night Out
- 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- 3,054
Instagram (@visithartsvillesc) - 1,221 followers
Twitter (@visithartsville) - 322 followers
VisitHartsvilleSC.com- 3650 views

Current Key Sales

April 2020

Net Sales: \$107.64

Tax Collected: \$8.63

Total: \$116.27

Top Selling Items:

1. Gillespie's Chocolate Covered Peanuts - Gillespie's Peanuts
2. Gillespie's Spicy Sriracha Peanuts - Gillespie's Peanuts
3. Gillespie's Sea Salt and Pepper 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.