



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

## **Status Report & Updates**

### **Current Projects**

Ordered new Hartsville t-shirts to match the mural on College Avenue. These will be in the store in the next couple of weeks.

Hosted two mask distribution events at the Coach T.B. Thomas Sports Center to distribute 10,000 masks donated by the Byerly Foundation and Sonoco Foundation. We are in the process of planning an additional distribution event for the 5,000 donated by Carolina Pines.

Working with Wayfinding Sign Project to finalize and install. Date is still TBD, but contractors will be on site again in the next couple of weeks to lay the footing, weather permitting.

Starting discussions and ideas for Downtown Holiday Open House, Centennial Tree Lighting, and the Hartsville Christmas Parade to meet new regulations.

Special event permits are being approved and requiring COVID procedures.

### ***2020 City of Hartsville Events:***

- 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- 3,131  
Instagram (@visithartsvillesc) - 1,253 followers  
Twitter (@visithartsville) - 330 followers  
VisitHartsvilleSC.com- 3712 views

### **Current Key Sales**

#### **July 2020**

Net Sales: \$210.22  
Tax Collected: \$15.80  
Total: \$226.02

Top Selling Items:

1. Hartsville Post Cards – City of Hartsville
2. Gillespie's Chocolate Covered Peanuts - Gillespie's Peanuts
3. Gillespie's Carolina BBQ 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.

Create a Hartsville brochure to distribute at welcome centers.