Date: September 1, 2020
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- August

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. Contractors have been on site digging the holes and laying the footing for the signs. Major progress will be made with the signs this month, 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- 3,180
      Instagram (@visithartsvillesc) - 1,268 followers
      Twitter (@visithartsville) - 332 followers
      VisitHartsvilleSC.com- 3712 views

Current Key Sales

August 2020
Net Sales: $1137.72
Tax Collected: $79.19
Total: $1216.91

Top Selling Items:

1. Small Town, Big Heart T-shirt Comfort Colors – City of Hartsville
2. Small Town, Big Heart T-shirt Regular – City of Hartsville
3. Diet Mt. Dew Plastic Bottle - Concessions

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.