



Date: November 2, 2020
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- October

Status Report & Updates

Current Projects

Purchased an additional 500 masks and will be distributing those soon.

Wayfinding Signs and parking signs have been installed. Will be working on the downtown kiosk project.

Moving forward with plans 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- 3,219
Instagram (@visithartsvillesc) - 1,276 followers
Twitter (@visithartsville) - 332 followers
VisitHartsvilleSC.com- 3712 views

Current Key Sales

October 2020

Net Sales: \$489.27
Tax Collected: \$39.16
Total: \$528.43

Top Selling Items:

1. Gillespie's Chocolate Covered Peanuts – Gillespie's Peanuts
2. Hartsville Post Cards – City of Hartsville
3. Gillespie's Lime Margarita 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.