



Date: February 2, 2021  
To: City of Hartsville  
From: Samantha Altman, Special Events Coordinator  
Re: Tourism and Events Report- January

## **Status Report & Updates**

### **Current Projects**

Working with Parks and Recreation to be more Tourism Friendly for the events that they have been actively recruiting.

Working on new ways to market Hartsville as a Tourism destination. We were offered a discounted ad in the Post and Courier and will be advertising in their 101 things to do in South Carolina booklet.

DiscoverSC's 2021 Travel Guide has been released and Hartsville Tourism placed a 1/3 page ad in this booklet. The circulation for DiscoverSC is 315,000 physical copies and 30,000 eGuides. This is great exposure for Hartsville Tourism.

Exploring volunteer opportunities for Hartsville for the Holidays events to create an event series that has a diverse group of offerings and more community involvement.

Collaborating more with Main Street Hartsville to promote Downtown as a Tourism destination.

Meeting with Neptune Island to finalize plans for Tourism Marketing in 2021.

Looking into 2021 event plan and dates. We hope to have a formal schedule of events posted in February.

Special event permits are being approved and requiring COVID procedures.

### ***2021 City of Hartsville Events:***

### ***TBD Formal Announcement in February***

### **Current Social Media & Website Stats**

Visit Hartsville, SC

Facebook- 3,244

Instagram (@visithartsvillesc) - 1,293 followers

Twitter (@visithartsville) - 329 followers

VisitHartsvilleSC.com- 3750 views

### **Current Key Sales**

#### **January 2021**

Net Sales: \$385.73

Tax Collected: \$11.66

Total: \$397.39

Top Selling Items:

1. Hartsville Post Cards – City of Hartsville
2. Main Street Gift Cards– City of Hartsville
3. Hartsville Logo Mug – City of Hartsville

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.