



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

### **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 release 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.

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

- Community Easter Eggstravaganza
  - Saturday, March 27, 2021
- Screen on the Green
  - Saturday, May 8, 2021
  - Saturday, June 12, 2021
  - Saturday, August 14, 2021
  - Saturday, September 11, 2021
  - Saturday, October 23, 2021
- National Night Out from 6:30-8:30 pm
  - Saturday, August 14, 2021
- Parking Day
  - Friday, September 17, 2021
- Downtown Holiday Open House & Centennial Tree Lighting
  - Thursday, November 18, 2021 from 6:00-9:00 pm
- 2021 Hartsville Christmas Parade
  - Saturday, December 11, 2021 at 3:00pm

**2021 MSH Events:**

- Farmers Market
  - Saturday, April 10, 2021
  - Saturday, May 8, 2021
  - Saturday, June 12, 2021
  - Saturday, July 10, 2021
  - Saturday, August 14, 2021
  - Saturday, September 11, 2021
  - Saturday, October 9, 2021
  - Saturday, November 13, 2021
  - Saturday, December 11, 2021
- Downtown Block Parties
  - Friday, April 16, 2021
  - Friday, May 21, 2021
  - Friday, June 18, 2021
  - Friday, August 20, 2021
  - Friday, September 17, 2021
  - Friday, October 8, 2021
- Treats on the Streets
  - Thursday, October, 2021 from 4:30-6:30 pm
- Late Night Shopping
  - Thursday, December 2, 2021
  - Thursday, December 9, 2021
  - Thursday, December 16, 2021

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,256

Instagram (@visithartsvillesc) - 1,301 followers

Twitter (@visithartsville) - 333 followers

VisitHartsvilleSC.com- 3750 views

Current Key Sales

**February 2021**

Net Sales: \$804.77

Tax Collected: \$29.48

Total: \$834.25

Top Selling Items:

1. Main Street Gift Cards– City of Hartsville
2. Gillespie’s Salted Peanuts – Gillespie’s Peanuts
3. Postcards – The Peaceful Porch

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.