



Date: May 4, 2021
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- April

Status Report & Updates

Current Projects

Sponsoring the first Downtown Block Party of the Season with Neptune Island on May 21st. This will be Island themed. There will be a tacky tourist costume contest.

Working with Parks and Recreation to create a Hartsville Tourism Tournament Packet. This will be ready for the Dylan Adams Memorial Day Weekend Tournament.

Working on new ways to market Hartsville as a Tourism destination including implementing social media ads.

Applying for grant funds for advertising with the City of Hartsville and South Carolina Parks, Recreation, and Tourism office.

Announced an application for the Hartsville Christmas Parade committee. We hope to have a diverse representation to further our efforts of a dynamic Christmas parade. We have only had two applicants, but would love to have one from each Council district.

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

Working with Neptune Island for promotions and advertising for the 2021 season.

2021 City of Hartsville Events:

- Screen on the Green
 - Saturday, May 8, 2021 – “Wizard of Oz”
 - Saturday, June 12, 2021 – “Lion King” (2019)
 - Saturday, August 14, 2021 – “Spiderman – Into the Spider-Verse”
 - Saturday, September 11, 2021 – “Aladdin” (2019)
 - Saturday, October 23, 2021 – “Hocus Pocus”
- 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, 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, 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
- Veteran's Day Ceremony
 - November 11, 2021 11 a.m.
- Late Night Shopping
 - Thursday, December 2, 2021
 - Thursday, December 9, 2021
 - Thursday, December 16, 2021

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,348

Instagram (@visithartsvillesc) - 1,328 followers

Twitter (@visithartsville) - 333 followers

VisitHartsvilleSC.com- 3750 views

Current Key Sales

April 2021

Net Sales: \$859.01

Tax Collected: \$35.95

Total: \$894.96

Top Selling Items:

1. I Love Hartsville Buttons – City of Hartsville
2. Hartsville Postcards – City of Hartsville
3. Chocolate Covered Peanuts – Gillespie's Peanuts

Future Projects

Adding new items to the gift shop at The Key.
Creating and distributing Hartsville field trip opportunities with local schools.
Create a Hartsville brochure to distribute at welcome centers.