



Date: July 6, 2021  
To: City of Hartsville  
From: Lauren Baker, Director of Tourism  
Re: Tourism and Events Report- June

## **Status Report & Updates**

### **Current Projects**

The month of June is quite a busy month for the Tourism Office as we close out the fiscal year internally and submit Tourism Advertising Grant reimbursements with the South Carolina Parks, Recreation, and Tourism Department. This year, these requests were submitted and we anticipate to receive 50% back on destination advertising (50+ miles) spent by Hartsville Tourism and Neptune Island Waterpark in the 20-21 FY. These final approved totals are still forthcoming.

The newly finished Hartsville Tourism packet is being requested and distributed to conferences and events in Hartsville as word spreads on how helpful this has been for tourists. In the month of June, 50 copies were given to attendees of a K9 training that HPD assisted in hosting with attendees from many different states and even a couple of countries. This packet was also offered to the Little Miss South Carolina and will be in each of the 100+ packets distributed to their participants.

The Little Miss South Carolina Pageant will be held July 12<sup>th</sup>-17<sup>th</sup> at the Center Theater. They are celebrating their 50<sup>th</sup> Anniversary of the pageant. This pageant continues to be an asset to Hartsville Tourism as children and their families flood our businesses and restaurants for this very important week of the year. We thank the organizers for continuing to choose Hartsville as the home of this very prestigious state-wide pageant in our state.

Our office continues to work on new ways to market Hartsville as a Tourism destination. We will soon be launching a new marketing campaign and replacing the old billboards on Hwy 151.

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**

- Farmers Market
  - 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, August 20, 2021
  - Friday, September 17, 2021
  - Friday, October 8, 2021
- Screen on the Green
  - 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
- Treats on the Streets
  - Thursday, October 28, 2021 4:30-6:30 pm
- Veteran’s Day Ceremony
  - November 11, 2021 11 a.m.
- Downtown Holiday Open House & Centennial Tree Lighting
  - Thursday, November 18, 2021 from 6:00-9:00 pm
- Late Night Shopping
  - Thursday, December 2, 2021
  - Thursday, December 9, 2021
  - Thursday, December 16, 2021
- 2021 Hartsville Christmas Parade
  - Saturday, December 11, 2021 at 3:00pm

#### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,414

Instagram (@visithartsvillesc) - 1,354 followers

VisitHartsvilleSC.com- 2,934 Users, 3,352 Sessions (trending up 14% from May)

#### Current Key Sales

##### **June 2021**

Net Sales: \$1,767.52

Tax Collected: \$77.81

Total: \$1,845.33

Top Selling Items:

1. Small Town, Big Heart T-Shirt – The Key
2. Main Street Hartsville Gift Certificate
3. Trio Box – 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.