



Date: September 7, 2021
To: City of Hartsville
From: Lauren Baker, Director of Tourism
Re: Tourism and Events Report- August

Status Report & Updates

Current Projects

We are also working with another Tourism event, the National Retriever Club Championship, which will be held at H Cooper Black in Cheraw beginning November 12th. While the main event is in Cheraw, they have chosen Hartsville to be the host city of the additional events that they plan with the championship. They would love to have Council representation at their opening ceremonies, so we will keep you in the loop on when that may be.

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, September 11, 2021
 - Saturday, October 9, 2021
 - Saturday, November 13, 2021
 - Saturday, December 11, 2021
- Downtown Block Parties
 - Friday, September 17, 2021
 - Friday, October 8, 2021
- Screen on the Green
 - Saturday, September 11, 2021 – “Aladdin” (2019)
 - Saturday, October 23, 2021 – “Hocus Pocus”
- 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- 3,486

Instagram (@visithartsvillesc) - 1,359 followers

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

Current Key Sales

August 2021

Net Sales: \$823.67

Tax Collected: \$28.70

Total: \$852.37

Top Selling Items:

1. Main Street Hartsville Gift Certificate
2. Hartsville Post Cards – The Key
3. 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.