



Date: October 6, 2021  
To: City of Hartsville  
From: Lauren Baker, Director of Tourism and Communications  
Re: Tourism and Events Report- September

## **Status Report & Updates**

### **Current Projects**

The Special Events office has seen a dramatic increase in Special Event Permits this fall. This continues to trend upward as people plan events for the Fall and Holiday seasons.

We are working with a Tourism event, the National Retriever Club Championship, which will be held at H Cooper Black in Cheraw beginning November 12<sup>th</sup>. 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 had two people apply for the 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.

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

- Farmers Market
  - Saturday, October 9, 2021
  - Saturday, November 13, 2021
  - Saturday, December 11, 2021
- Downtown Block Parties
  - Friday, October 8, 2021
- Screen on the Green
  - Saturday, October 23, 2021 – “Hocus Pocus”
- Treats on the Green
  - Saturday, October 23, 2021
- 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
  - Thursday, December 23, 2021
- 2021 Hartsville Christmas Parade
  - Saturday, December 11, 2021 at 3:00pm

### Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,514

Instagram (@visithartsvillesc) - 1,371 followers

VisitHartsvilleSC.com- 3,687 Users in September, 4,199 Sessions

### Current Key Sales

#### **September 2021**

Net Sales: \$1197.46

Tax Collected: \$46.79

Total: \$1244.25

Top Selling Items:

1. Darkside Tour Tickets - Museum
2. Hartsville Post Cards – The Key
3. Gillespie’s Salted 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.