



Date: December 7, 2021
To: City of Hartsville
From: Lauren Baker, Director of Tourism and Communications
Re: Tourism and Events Report- November

Status Report & Updates

Current Projects

The Special Events office has seen a dramatic increase in Special Event Permits this fall and holiday season. The permits continue to come in as organizations look to invite more people in for events during the holidays.

November was a busy month as we hosted Downtown Holiday Open House and Centennial Tree Lighting. We welcomed over 3,000 guests Downtown for this event and brought in many vendors from around Hartsville that came out to show their goods.

Planning for the Hartsville Christmas Parade, hosted on December 11th is going well. We have taken suggestions by the community and brought many of those to life. We will be introducing categories of judging this year to add a little bit of competition to the spirit of the event. We did a great deal of outreach this year to recruit new entries and bring back entries from years past. We will be having our largest parade in the last four years with over 50 parade entries.

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

2021 City of Hartsville Events

- Farmers Market
 - Saturday, December 11, 2021
- Late Night Shopping
 - 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- 3,596
Instagram (@visithartsvillesc) - 1,386 followers

Current Key Sales

November 2021
Net Sales: \$2,323.66
Tax Collected: \$90.74

Total: \$2,420.40

Top Selling Items:

1. Hartsville Heart Pins
2. MSH \$20 Gift Cards
3. Gillespie's Chocolate 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.