



Date: January 4, 2022
To: City of Hartsville
From: Lauren Baker, Director of Tourism and Communications
Re: Tourism and Events Report- December

Status Report & Updates

Current Projects

The Special Events office ended the year with 53 total special event permits for 2021.

We wrapped up the season of holiday events with a successful Hartsville Christmas Parade. This year's Hartsville Christmas Parade featured many new and old entries for a total of 51 entries. The parade was livestreamed to Facebook and was widely viewed. We introduced a judging portion of the parade this year and were proud to announce the following entries:

Best Overall Entry: LOL Steam Center

Most Festive Entry: Hometown Urgent Care

Best Theme Entry: SugaRush

Finalizing details for the 2022 Event Calendar.

Brainstorming ideas to utilize social media more in 2022 to promote all of Hartsville as a destination.

Current Social Media & Website Stats

Visit Hartsville, SC
Facebook- 3,618
Instagram (@visithartsvillesc) - 1,388 followers

Current Key Sales

December 2021

Net Sales: \$5,080.19
Tax Collected: \$123.69
Total: \$5,203.88

Top Selling Items:

1. MSH \$25 Gift Cards
2. MSH \$50 Gift Cards
3. Hartsville Post Cards

Future Projects

Adding new items to the gift shop at The Key.
Create a Hartsville brochure to distribute at welcome centers.
Planning a Hartsville photoshoot for new marketing material.