



Date: April 5, 2022  
To: City of Hartsville  
From: Samantha Altman, Special Events Coordinator  
Re: Tourism and Events Report- March

### **2022 Event Calendar**

#### **April**

- 9- Community Easter Eggstravaganza | Coker University | 10 a.m.
- 9- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.

#### **May**

- 14- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 14- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 20- Downtown Block Party | College Avenue | 6-9 p.m.

#### **June**

- 11- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 11- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 17- Downtown Block Party | College Avenue | 6-9 p.m.

#### **July**

- 9- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.

#### **August**

- 13- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 13- National Night Out | Burry Park | 6:30 – 8:30 p.m.
- 13- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 19- Downtown Block Party | College Avenue | 6-9 p.m.

#### **September**

- 10- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 10- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 16- Parking Day | Downtown Hartsville | 11 a.m. – 3 p.m.
- 16- Downtown Block Party | College Avenue | 6-9 p.m.

#### **October**

- 8- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 8- Screen on the Green | Burry Park | Dusk, around 8:30 p.m.
- 21- Downtown Block Party | College Avenue | 6-9 p.m.
- 29- Treats on the Green | Byerly Park | 4:30-6:30 p.m.

#### **November**

- 11- Veterans Day | Burry Park | 11 a.m.
- 12- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 17- Downtown Holiday Open House & Centennial Tree Lighting | 6-9 p.m.

#### **December**

- 1- Late Night Shopping | Downtown Hartsville | 6-8 p.m.

- 8- Late Night Shopping | Downtown Hartsville | 6-8 p.m.
- 10- Farmers Market | Downtown Hartsville | 9 a.m. – 1 p.m.
- 10- Hartsville Christmas Parade | Hartsville | 3 p.m.
- 15- Late Night Shopping | Downtown Hartsville | 6-8 p.m.
- 22- Late Night Shopping | Downtown Hartsville | 6-8 p.m.

### **Current Social Media & Website Stats**

Visit Hartsville, SC

Facebook- 3,714

Instagram (@visithartsvillesc) - 1,427 followers

VisitHartsvilleSC.com-

Users- 3,150

New Users- 3,012

Sessions- 3,602

### **Current Key Sales**

#### **March 2022**

Net Sales: \$932.85

Tax Collected: \$45.84

Total: \$978.69

Top Selling Items:

1. Gillespie's Salted Singles – Gillespie's Peanuts
2. Gillespie's Chocolate Covered – Gillespie's Peanuts
3. MSH \$20 Gift Certificates – Main Street Hartsville

### **Projects**

Planning a Hartsville photoshoot for new marketing material.

Scheduling 2022 Neptune Island Marketing.

Creating a social media plan for all social media channels.

Finalizing a new Hartsville mural.