



Date: December 2022

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- December

Current Social Media Stats

Facebook- 10,813 followers (New page likes last 28 days: 113)

Instagram (@hartsville_SC) – 2,083 followers

Instagram (@visithartsville) – 1,504

Current Key Sales

December 2023

Net Sales \$ 2637.96

Tax Collected: \$ 65.92

Total: \$ 2703.88

Top Selling Items:

1. Main Street Gift Certificates
2. Gillespie's Peanuts
3. City of Hartsville Merchandise

Special Events

Lawton Rentals: 3

The Edition Rentals: 8

Special Event Permits Issued: 1

Tourism Team Projects

- Calendar/Social Media planning for 2023
- Re-evaluating how to move older merchandise in The Key
- Re-evaluation location of The Key and Key Employees
- Tourism Department Retreat to Plan 2023
- Updating current website in preparation for new website migration

The Tourism Team worked alongside Main Street to produce the final Downtown Farmers Market on Cargill Way in December. We will be evaluating if we move ahead during the 2023 Season at this location or move back to Carolina Avenue.

Additionally, the Tourism Team led and experienced our first Heart of the Holidays Christmas Parade on December 17, 2022. We had one of the largest parades with 60 units in the Parade. Feedback on the parade was very positive and we are discussing ways to improve it for 2023.

The Tourism Team also was on hand to support the Pride Park Community Tree Lighting after the parade. It was a great event and nice to be part of the event.

