



Date: February 7, 2023

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- January 2023

Current Social Media Stats

Facebook- 10,813 followers (New page followers last 28 days: 25)

Instagram (@hartsville_SC) – 2,092 followers

Instagram (@visithartsville) – 1,504

January 2023 Key Sales

Net Sales \$ 26.00

Tax Collected: \$ 2.16

Total: \$ 29.16

Top Selling Items:

1. Gillespie's Peanuts
2. The Peaceful Porch
3. The Craft Corner

Special Events Rentals/Permits

Lawton Rentals: 2

The Edition Rentals: 4

Special Event Permits Issued: 4

Tourism Team Projects

- Created Employee Newsletter
- Relocated Tourism Department Employees and The Key into City Hall
- Continue work on current website in preparation for new website migration.
- Started Communications Team training on new audio and video equipment in Council Chambers
- Working on Neptune Island Promotions and Advertising plans/ training Haley Gates on media buying
- Developing media/communications policy