



Date: March 9, 2023

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- February 2023

**Current Social Media Stats**

Facebook- 10,813 followers (New page followers last 28 days: 26)

Instagram (@hartsville\_SC) – 2,092 followers (New page followers last 28 days: 20)

Instagram (@visithartsville) – 1,517 (New page followers last 28 days: 13)

**February 2023 Key Sales**

Net Sales \$ 125.92

Tax Collected: \$ 9.36

Total: \$ 135.28

**Top Selling Items:**

1. Gillespie's Peanuts
2. Journey Soap Bar products

**Special Events Rentals/Permits**

Lawton Rentals: 0

The Edition Rentals: 6

Special Event Permits Issued: 3

**Tourism Team Projects**

- Creating brochure/media for Neptune Island for recruiting and advertising
  - Working on Neptune Island Promotions and Advertising plans/ training Haley Gates on media buying
  - Continue work on current website in preparation for new website migration.
  - Farmer's Market Rebranding
  - Supporting Accreditation Process for Main Street
  - Narrowing down our Social Media Pages by eliminating pages no longer used and making sure our current pages are active
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