



Date: June 7, 2023

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- May 2023

Current Social Media and Website Stats

Facebook- 11,144 followers (New page followers last 28 days: 117)

Instagram (@hartsville_SC) – 2171 followers (New page followers last 28 days 79)

Instagram (@visithartsville) – 1,526 followers (New page followers last 28 days 32)

www.HartsvilleSG.gov – 8.3k users (3.8% increase in users)

May 2023 Key Sales

Net Sales \$ 1009.38

Tax Collected: \$ 13.96

Total: \$ 1023.34

Top Selling Items:

1. Farmers Market Application
2. Gillespie's Peanuts
3. Main Street Gift Certificates

Special Events Rentals/Permits

Lawton Rentals: 3

The Edition Rentals: 5

Special Event Permits Issued: 6

Tourism Team Projects

- Continuing to work to promote Neptune Island and provide media advertising materials for billboards, radio, and digital advertising
- Assisting recruitment for Police and Fire by creating and posting on social media
- Planning and executing promotion of Farmers Market, Screen on the Green, Block Parties, and Museum Events
- Managing positive shares on social media concerning City and City Departments
- Creating new Visit Hartsville Social Media and revamp of the Visit Hartsville webpage to be able to promote tourism and bring visitors to Hartsville.

- Working with new Cultural District Steering Committee to facilitate the application to the State for creating an official Cultural District within Hartsville
- Working to plan the year ahead addressing more tourism related projects

The Tourism Department (including Mainstreet) has entered the busy season. We kicked off an amazingly successful Farmers Market in May, which you will find details about under the Main Street Hartsville report. The team also hosted the first Screen on the Green, where a local sponsor provided pizza for the attendees which was a big hit. This event continues to provide families with a no cost evening of fun in Burry Park.

Additionally, our first Block Party (which was threatened by weather) was a HUGE success. Carolina Avenue was filled with residents and visitors alike, along with local vendors and everyone enjoyed a night of great music, dancing, and the best of community. Thank you to all the Council Members who were present!



Upcoming Events:

- June 10, 2023: 9:00 AM – 1:00 PM Downtown Farmers Market (on Cargill Way)
- June 10, 2023: Dusk – Screen on Green featuring *The Bad Guys* at Burry Park
- June 16, 2023: Block Party – 6:00 PM – 9:00 PM featuring 803 Band