



Date: July 7, 2023  
To: City of Hartsville  
From: Michelle Byers Brown, Director of Tourism and Communications  
Re: Tourism and Events Report- June 2023

**Current Social Media and Stats**

Facebook- 11,202 followers (New page followers last 28 days: 63)  
Instagram (@hartsville\_SC) – 2,192 followers (New page followers last 28 days 19)  
Instagram (@visithartsville) – 1,527 followers (New page followers last 28 days 19)

We have launched a new Facebook page for Visit Hartsville at: <https://www.facebook.com/ItsHartsville>  
Please follow if you are on Facebook to follow our Tourism Department news. This page will work as our social media page for tourism related events.

**May 2023 Key Sales**

Net Sales \$ 869.90  
Tax Collected: \$ 7.20  
Total: \$ 844.10

**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.
- 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
- Continuing design and migration of new website which is tentatively planned for a late summer/early fall release after training has been completed with each department.

- Continuing work towards Cultural District within Hartsville
- Driving and increasing tourism related projects
- We have begun planning for our Heart of the Holidays Festival and details will be forthcoming.
- The Tourism Department organized a visit with the Children & Family Resource Foundation Summer Camp Students to explore the Council Chambers. City Manager, Daniel Moore, along with members of the Fire and Police Department spent time answer questions from the children ages 6-11.
- Our Marketing Coordinator, Haley Gates, worked closely with Human Resources to create another outstanding Employee Newsletter.

The Tourism Department (including Mainstreet) has continued to have a successful Farmers Market in May, which you will find details about under the Main Street Hartsville report. The team also hosted Screen on the Green, and we have increased advertising to drive more attendance. This event continues to provide families with a no cost evening of fun in Burry Park.

Additionally, our June Block Party (which was threatened by weather) was a success. Neptune Island provided cupcakes in celebration of Neptune’s 5<sup>th</sup> birthday to attendees. We had multiple food and beverage vendors which have been requested through feedback from those who attend.





Visit from Children & Family Resource Foundation