



Date: August 8, 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- 11,281 followers (New page followers last 28 days: 79)

Instagram (@hartsville_SC) – 2,204 followers (New page followers last 28 days 12)

Instagram (@visithartsville) – 1,550 followers (New page followers last 28 days 23)

**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.**

July 2023 Key Sales

Gross Sales \$ 265.98

Tax Collected: \$ 4.48

Total: \$ 270.46

Top Selling Items:

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

Special Events Rentals/Permits

Lawton: 5

Edition: 7

Special Events: 5

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.

- Did walk about with the SC Cultural Commission around proposed Cultural District boundaries in collaboration with Black Creek Arts.
- We have begun planning for our Heart of the Holidays Festival and details will be forthcoming.
- Began training on Placer.AI which will be a powerful tool for the City to determine demographics of visitors to and from our City, routes of travel and time spent.
- Advertising Tourism and Brand Awareness both in the Pee Dee and beyond through:
 - USA Today (Southeastern Travel Guide)
 - Post & Courier
 - Discover South Carolina
 - Adams Outdoors
 - Clear Image Marketing
 - Coker University Magazine
 - Continuing to support local schools with advertising/branding on athletic fields
 - Hartsville High School
 - Trinity High School

The Tourism Department (including Mainstreet) has continued to have a successful Farmers Market in July, which you will find details about under the Main Street Hartsville report.

July found our department turning towards the holidays and preparing for our very first Heart of the Holidays Festival. We have received many requests for a festival, and we felt spring boarding off our already very successful Holiday Open House and Centennial Tree Lighting would be the perfect place to start. Currently the order of events is:

- This event opens with our traditional *Downtown Holiday Open House and Centennial Tree Lighting Ceremony* on Thursday, November 16th; beat the rush on your holiday shopping by supporting your favorite, local merchants who always offer the best deals of the holiday season.
- Friday night is for the adults as we launch our first ever *Wine and Art Walk!* Stroll the streets of Downtown Hartsville, shop with your favorite stores, sample tasty wine and support local artists at the same time (this will be done in collaboration with Black Creek Arts and the wine tasting will be a ticketed event)
- Plan for a fun-filled Saturday as we bring all the excitement of the *Holiday Carnival*, complete with carnival rides, downtown for families and kids to enjoy!
- The festival is capped with an elegant evening at the *Heart of the Holidays Holiday Ball*, set along the backdrop of scenic Prestwood Lake at the Lawton Park Pavilion. Dress to the nines for this event that will offer heavy h'orderves, a live band, dancing, and celebrating the true heart of the holidays. (ticketed event)

We are committed to advertising and promoting this event far and wide to bring the most return on investment for both the city and our sponsors. The Tourism Team is seeking sponsorships to offset the cost and tickets to the events will also go towards covering the investment. This new holiday event promises to catapult Hartsville into the spotlight like never before.