



Date: September 6, 2023
To: City of Hartsville
From: Michelle Byers Brown, Director of Tourism and Communications
Re: Tourism and Events Report- August 2023

Current Social Media and Stats

Facebook- 11,416 followers (New page followers last 28 days: 135)
Instagram (@hartsville_SC) – 2,221 followers (New page followers last 28 days 17)
Instagram (@visithartsville) – 1,563 followers (New page followers last 28 days 13)

**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.**

August 2023 Key Sales

Gross Sales \$ 756.92
Tax Collected: \$ 15.96
Total: \$ 772.88

Top Selling Items:

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

New Products:

- Hartsville Lapel Pins
- Stuffed foxes to accompany Tales on the Town book/scavenger hunt
- Hartsville drinking glasses (restock)
- Hartsville Mugs
- Dish towels
- Key Chains
- Postcards
- Sweaters

Special Events Rentals/Permits

Lawton: 4
Edition: 8
Special Event Permits: 4

Tourism Team Projects

- Continuing to work to promote Neptune Island and provide media advertising materials for billboards, radio, and digital advertising through close of season
- 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
- Updating and relaunching Visit Hartsville SC (www.VisitHartsvilleSC.com)
- Began advertising and promoting Heart of the Holidays Festival
- Shared and began seeking Heart of the Holidays Festival Sponsors
- Meet with Brad Boob, Athletic Director at Hartsville High, to discuss ways to integrate Hartsville High with City Events
- Met with Jon Shannon and GSSM Marketing team to learn how we can better serve their students

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

Our August 2023 Block Party was a huge success and with collaboration with the Police and Fire Department we insured that attendees were well cared for in the heat. Thank you to both departments for their extra help!







Block Party August 2023