



Date: October 4, 2023

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- September 2023

Current social media counts

Facebook- 11,519 followers (New page followers last 28 days: 122)

Instagram (@hartsville_SC) – 2,235 followers (New page followers last 28 days 14)

Instagram (@visithartsville) – 1,568 followers (New page followers last 28 days 6)

**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.**

September 2023 Key Sales

Gross sales- \$1,712.62

Taxes- \$46.93

Most popular- Dark Side Tour

Special Events Rentals

Lawton: 3

Edition: 9

Special Event Permits: 4

On Going Tourism Team Projects

- 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

The Tourism Department (including Mainstreet) ran into a challenge with the September Farmers Market, as we opened on schedule but had to close it early due to the weather. We hosted a “make-up” market on the following Thursday from 5-7 PM which brought out 10 vendors and 100-150 visitors. We felt it was a good opportunity to see how an evening or make up markets would work for future consideration.

Our September Block Party was a success and offered thanks to all City Employees as it was “Employee Appreciation Night”. The Human Resource Department was on hand (and on stage!) to help out and provide meals for employees.







Tourism Department Staffing

The position of Current Events Coordinator became available during September. The job was listed, and applications are in. We look forward to adding a new team member to continue the tradition of growing, improving, and providing excellent experiences to residents and visitors.