



Date: November 9, 2023
To: City of Hartsville
From: Michelle Byers Brown, Director of Tourism and Communications
Re: Tourism and Events Report- October 2023

Current social media counts

Facebook- 11,699 followers (New page followers last 28 days: 175)
Instagram (@visithartsville) – 1,582 followers (New page followers last 28 days 14)

**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- \$4624.10
Taxes- \$2.50
Most popular- Dark Side Tour Tickets
Heart of the Holidays Ball Tickets

New Items:
Throw Pillows
Key Chains
Stuffed Red Foxes to accompany the Fox Treasure Hunt and Tales on the Town children’s book
We will also be the sole location selling our Heart of the Holidays commemorative ornament

Special Events Rentals

Lawton: 7
Edition: 4

On Going Tourism Team Projects

- Planning and executing promotion of Farmers Market, and Museum Events
- Completing 2023 Screen on the Green, and Block Party Series
- 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, and selling tickets
- Shared and began seeking Heart of the Holidays Festival Sponsors
- Organizing Heart of the Holidays 2023 Christmas Parade
- Setting up The Key in our new location

The October Block Party was a wet and chilly event, but we managed to have a descent (though lower than average) turnout both before and after the rain. The band played the entire time, not breaking for the rain and vendors stayed open as well. Thank you to Coker University for sponsoring the evening.

Tourism Department Staffing

We have hired a new Special Events Coordinator who is expected to start in the position on November 20, 2024.

The Key – Relocation

The Key has officially relocated out of City Hall to 147 West Carolina Avenue. This space allows our department to be together with office space and storage, as well as have a retail/informational space. The team has worked hard to settle in and make the space workable as it should see us through the foreseeable future well. Please visit us any time!

Heart of the Holidays Festival

We have received a huge amount of positive feedback concerning this event and we look forward to seeing the effects on our community. Ticket sales for the Wine and Art Walk and Holiday Ball are moving right along and promise to be great events.

Hartsville Cultural District

As noted in the Main Street Report, Hartsville has received designation as a South Carolina Arts Commission Cultural District. This is an honor, as we are the 10th City to receive this designation in the State. We are planning a kickoff in 2024 as to be the 10th City in the 10th Season of the program. This Overlay District will bring many opportunities to expand our cultural offerings and events.