



Date: December 6, 2023

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- November 2023

Current social media counts

City of Hartsville Facebook - 11,963 followers (New page followers last 28 days: 287)

City of Hartsville Instagram – 2,288 followers

Visit Hartsville SC Facebook – 233 followers (New page followers last 28 days 39)

Instagram (@visithartsville) – 1,593 followers (New page followers last 28 days 11)

**We have launched a new Facebook page for Visit Hartsville at: <https://www.facebook.com/ltsHartsville>
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.**

November 2023 Key Sales

Gross sales- \$2,356.66

Taxes- \$28.49

Most popular - Heart of the Holidays Ball Tickets, Farmers Market Fees, holiday Ornaments

New Items:

Hartsville themed prints

Hartsville themed dishtowels

Hartsville Holiday ornaments

Special Events Rentals

Lawton: 0

Edition: 1

Special Event Permits Issued: 6

On Going Tourism Team Projects

- Heart of the Holidays 2023 Christmas Parade – December 9, 2023
- Polar Express Movie Night at TB Thomas Sports Center – December 16, 2023
- Managing positive shares on social media concerning City and City Departments
- Setting up The Key in our new location, ordering stock, setting up Visitors Center
- Beginning the plans for announcing and celebrating the new Hartsville Cultural District Designation
- Panning and booking 2024 events

- Continuing to learn about our new Placer AI program to enable us to gauge the success of events and economic impacts on the City
- Work continues on our new city website, expected to be fully up by early Spring

Tourism Department Staffing

Our new Special Events Coordinator, Bethany Scott, started in her new role on November 20, 2023.

Heart of the Holidays Festival

As a first year event, this event was a great success and we received much positive feedback. We are still evaluating the attendance, but our Thursday Night Open House and Tree Lighting was busy in all directions, the Wine and Art walk was a sold-out event and had people back in town on Friday night shopping, dining, visiting exhibits and, of course, tasting wines. Saturday brought us perfect weather for the Craft Fair and Children's Carnival. Many families expressed how grateful they were to be able to bring their children out for the day and enjoy rides and great quality time. Saturday night's Holiday Ball at Lawton Park was a fun, formal night with good food, dancing, and holiday spirit. The Tourism Department worked hard to pull this all together and could not have done it without our volunteers and especially our sponsors. The City of Hartsville made many people happy and provided a lifetime of memories. We are already looking forward to improving and growing this event in 2024.

A special Thanks to our Heart of the Holiday Sponsors:

Sonoco

Coker University

City of Hartsville

Duke Energy

North Industrial

SPC Credit Union

McCall's Supply, Inc.

First Citizens Bank

MPD Electric Cooperative

Black Creek Arts

Please check our Social Media Channels for photos of these great events!