



Date: March 6, 2024

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- February 2024

Current social media counts

City of Hartsville Facebook – 12,102 followers (New page followers last 28 days: 49)

City of Hartsville Instagram – 2,332 followers (New page followers last 28 days: 36)

Visit Hartsville SC Facebook – 332 followers (New page followers last 28 days 9)

Visit Hartsville SC Instagram – 1606 followers (New page followers last 28 days 12)

On Facebook, if you haven't already, please follow: <https://www.facebook.com/ItsHartsville> to follow our Tourism Department news. This page will serve as our social media outlet for tourism and social related events.

February 202 Key Sales

Gross sales- \$914.13

Taxes- \$47.73

Most popular – Hartsville Sweatshirts, Key "Sale" items, Main Street Hartsville Gift Certificates

New Items:

Hartsville Sweatshirts

Special Events Rentals

Lawton: 0

Edition: 7

Special Event Permits Issued: 1

On Going Tourism Team Projects

- Cultural District was officially announced which produced a great deal of traction in the media. Plans are underway for grant applications to add cultural assets to our City
- Dates were announced for upcoming 2024 City 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
- Rack cards and calendars were created to be available at Welcome Centers around the State
- Social Media posts saw an increase, and the response was very well received.

- Sponsorship packets were designed to go out the first week of March to acquire sponsors for our social events throughout the year (Heart of the Holidays Sponsorship Packets will be available in the Summer)
- We have worked closely with HR and Neptune Island to provide collateral for recruiting and also a PR Campaign (radio, digital, print advertising) to increase applicants and community awareness.

