



Date: April 3, 2024

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- March 2024

**Current social media counts**

City of Hartsville Facebook – 12,187 followers (New page followers last 28 days: 115)

City of Hartsville Instagram – 2391 followers (New page followers last 28 days: 59)

Visit Hartsville SC Facebook – 342 followers (New page followers last 28 days 10)

Visit Hartsville SC Instagram– 1617 followers (New page followers last 28 days 11)

**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.**

**March 2024 Key Sales**

Gross sales- \$1096.75

Taxes- \$67.92

Most popular – Hartsville Sweatshirts, Main Street Hartsville Gift Certificates

**New Items:**

Hartsville T-Shirts

**Special Events Rentals**

Lawton: 0

Edition: 7

The Tourism Department launched our 2024 Season on Saturday, March 23, 2024, in collaboration with Coker University by hosting our Annual Easter Eggstravaganza. Despite uncooperative weather we were still able to have a great event held outside on the Coker University Campus. There were lots of smiling faces which made up for the lack of sunshine. Thank you to the Police Department for your support at this event as well.



**On Going Tourism Team Projects**

- Working on developing branding for Cultural District as well as suggestions for governance of District moving forward.
- Continuing to learn about our new Placer AI program to enable us to gauge the success of events and economic impacts on the City
- Increased Social Media Reels which brought a very good response.
- Working to gain sponsors for our Summer events.
- Continue to work 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.
- Working to help Police and Fire with collateral, publicity, and civic engagement.