



Date: May 8, 2024

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- April 2024

### **Current social media counts**

City of Hartsville Facebook – 12,279 followers (New page followers last 28 days: 64)

City of Hartsville Instagram – 2405 followers (New page followers last 28 days: 14)

Visit Hartsville SC Facebook – 405 followers (New page followers last 28 days 46)

Visit Hartsville SC Instagram– 1627 followers (New page followers last 28 days 10)

**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- \$3,907.47

Taxes- \$70.30

Most popular – Spring Art & Wine Stroll Tickets, Farmers Market Vendors, Hartsville Logo Items

### **Special Events Rentals**

Lawton: 0

Edition: 6

Special Event Permits: 4

### **Upcoming Events**

- Saturday, May 11<sup>th</sup>, 2024 – Downtown Farmers Market 9:00 AM – 12:00 PM
- Saturday, May 11<sup>th</sup>, 2024, Screen on the Green, "The Parent Trap", movie begins at dusk
- Friday, May 17<sup>th</sup>, 2024, Block Party, 6:00 PM – 9:00 PM
- Monday, May 31<sup>st</sup>, 2024, HFD Honor Guard Memorial Day Ceremony, Burry Park, 11:00 AM

### **On-Going Tourism Team Projects**

- Working to finalize adjustments to upcoming City of Hartsville Website
- Planning and launching 2024 Neptune Island promotional campaign

- Continuing to learn about our new Placer AI program to enable us to gauge the success of events and economic impacts on the City
- Working to gain sponsors for our Summer events.
- Working to help Police and Fire with collateral, publicity, and civic engagement