



Date: April 5, 2017
To: City of Hartsville
From: Jordan Braddock, Marketing & Events Coordinator
Re: Tourism and Events Report- March 2017

Status Report & Updates

Current Projects

Updating and redesigning the City of Hartsville mobile app through Simpleview Inc. We are hoping to better utilize the mobile app by making it more user friendly. In addition, I am also researching other mobile app platforms that may be more cost efficient and user-friendly.

Writing a Facilities Guide book to showcase facilities in Hartsville that are available to rent for parties, meetings, events, etc. The draft has been completed and is now in the hands of the graphic designer who will be editing my design for the final draft.

Working on content for the VisitHartsvilleSC.com tourism website. This website will feature the Key store and brochures for planning trips to Hartsville.

In January, I launched a campaign to increase engagement through the Visit Hartsville, SC social media platforms. By using #experiencehartsville and other strategic hashtags, we are driving content to more people who may not have seen the content otherwise. I am also reposting posts that use #experiencehartsville to encourage the use of the hashtag. In March, we had a 15.2% increase in followers on Instagram and 6.7% increase in likes on Facebook. Currently, #experiencehartsville has been used in 2,852 posts on Instagram.

In addition to Facebook and Instagram, we are also exploring other social media platforms such as SnapChat. We are working on new GeoFilters that users on SnapChat can use when they are in a certain geographical location of Hartsville. Currently there is one geofilter for Hartsville that is not owned by the City of Hartsville, but since its creation on July 29, 2016 the filter has been used over 74,000 times and viewed over 2 million times.

Currently planning the 2017 *Screen on the Green* series. We have confirmed the majority of sponsors and will be announcing the lineup of movies via the City of Hartsville mobile app and Visit Hartsville, SC Facebook page later in the month.

We are working on a city map to be able to give to visitors when they come to The Key. These maps will be 1 page tear-off sheets that highlight key landmarks for visitors.

Working with Darlington Raceway to plan for the influx of tourists for their Labor Day weekend events. This includes strategic marketing throughout Hartsville and shuttles to transport visitors staying in Hartsville hotels to the track for race events.

Currently organizing and promoting our Columbia Children's Theatre's performance of *James and the Giant Peach* (5/7/17) at the Center Theater. The performance will take place at 3 PM. Tickets are \$8 for adults (12 and up), \$6 for children (3-11), and free for young children (2 and under).

Designing advertisements for digital, print and billboards for 2017/2018. We also recently filmed a 15 second commercial for WFXB to play after our year-long "52 weeks of #experiencehartsville" segment.

Coordinating advertisements for the 2017 Piratesville Splash Pad season

Coordinating a weekend visit from Columbia Metropolitan Magazine in May. They will be featuring Hartsville in their travel edition of the magazine.

Current Social Media Stats

Visit Hartsville, SC

Facebook- 860 likes

Instagram (@visithartsvillesc)- 494 followers

Twitter (@visithartsville)- 269 followers

Current Key Sales

March 2017

Net Sales: \$671.91

Tax Collected: \$53.78

Total: \$725.69

Top Selling Items:

1. I <3 Hartsville buttons- City of Hartsville
2. Gillespies' Chocolate Covered- Gillespie's Peanuts
3. Hartsville Landmarks Comfort Colors Tee- Waffle Studio

Future Projects

Creating new marketing materials and brochures for the Hartsville Museum and Center Theater

Developing trips and vacation packages for out-of-town tourists and "staycationers"

Hosting a bus tour group in April & August 2017 in conjunction with Florence CVB

Developing programming and events for Fall and Winter 2017

Ordering Key merchandise for Summer 2017 and working with local artisans to increase consignment at The Key.

Creating more marketing campaigns geared towards retirees

Working with Black Creek Arts Council to designate Hartsville as an official South Carolina Cultural District through S.C. Arts Commission

Working with Carolina Sandhills NWR to develop more nature tourism opportunities

Participating in 2017 National Travel and Tourism Week at the Dillion SC Welcome Center