



Date: June 5, 2024

To: City of Hartsville

From: Michelle Byers Brown, Director of Tourism and Communications

Re: Tourism and Events Report- May 2024

Current social media counts

City of Hartsville Facebook – 13,284 followers (New page followers last 28 days: 58)

City of Hartsville Instagram – 2412 followers (New page followers last 28 days: 7)

Visit Hartsville SC Facebook – 448 followers (New page followers last 28 days 37)

Visit Hartsville SC Instagram– 1633 followers (New page followers last 28 days 6)

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.

Aril 2024 Key Sales

Gross sales- \$1,429.57

Taxes- \$35.54

Most popular – City of Hartsville merchandise, Farmers Market, Main Street Gift Certificates

Special Events Rentals

Lawton: 0

Edition: 3

Special Event Permits: 6

Upcoming Events

- Thursday, May 13, 2024 – 4:00 PM The Key Ribbon Cutting – 147 West Carolina Ave.
- Friday, May 21st, 2024, Block Party, 6:00 PM – 9:00 PM – Blackwater Band

On-Going Tourism Team Projects

Working to finalize adjustments to upcoming City of Hartsville Website

- Expanding Neptune advertising into the Charlotte/NC market and additional coverage in Columbia
- 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
- Beginning work on Heart of the Holidays Festival for 2024 along with our first night Christmas Parade