

The Municipal Association of South Carolina Annual Meeting gives municipal leaders an opportunity to come together and learn in a focused environment about issues, solutions and opportunities facing South Carolina cities and towns.

Agenda at a Glance

Thursday, July 22

Noon – 7 p.m.	Registration
2:00 – 3:00 p.m.	Hope Inspires Action: Leading Positive Community Change
3:15 – 4:00 p.m.	Don't Become a Headline: How to Comply with the State Ethics Act
4:15 – 5:00 p.m.	Building Trust Through Open Communication
5:30 – 7:00 p.m.	Welcome Reception

Friday, July 23

8:00 a.m. – 5:00 p.m.	Registration
8:00 a.m. – 4:00 p.m.	Patron Showcase
9:00 – 10:45 a.m.	Opening Session <i>Keynote: Andrew Davis</i>
11:00 – 11:45 a.m.	Update on Legislative Session and Business Licensing
11:45 a.m. – 12:30 p.m.	Visit Patron Showcase
12:30 – 2:00 p.m.	Delegates' Luncheon <i>Keynote: Miguel Washington</i>
2:30 – 3:15 p.m.	Attracting the Remote Workforce Post-Pandemic
3:30 – 4:15 p.m.	American Rescue Plan: ARP From A to Z
4:30 – 5:15 p.m.	Quick Takes on Hot Topics

Saturday, July 24

8:00 a.m. – noon	Registration
9:00 – 10:00 a.m.	Achievement Awards Presentation
10:15 – 11:00 a.m.	Broadband Is No Longer a Luxury; It Is a Necessity
11:15 a.m. – noon	Between the Lines: Redistricting and Your Budget
7:30 – 9:30 p.m.	Coffee, Cake and Cocktails

2021 ANNUAL MEETING

July 22 – 24, 2021 | Hilton Head Island, SC

Important Dates

Drawing for municipal registration appointments	May 26
Online registration appointments for municipalities	June 8 - 9
Online registration for nonmunicipal registrants opens	June 11
Deadline to reserve hotel room	June 18
Registration deadline	July 12

Meeting registration and hotel deposits are nonrefundable.
Tickets can be refunded before June 29.

General Sessions

Thursday, July 22

2:00 – 3:00 p.m. Hope Inspires Action: Leading Positive Community Change

Providing hope to a community may be the greatest contribution elected officials can provide to their residents. During this session, Dave Ivan will unpack the notion of “hope” in the context of a creating a community-wide vision for positive change. Learn strategies for your own community to enhance vitality, strengthen resident engagement and enrich quality of place.

3:15 – 4:00 p.m. Don’t Become a Headline: How to Comply with the State Ethics Act

Transparency is a bedrock principle of government. Learn what the South Carolina Ethics Commission requires you to report annually to stay in compliance.

4:15 – 5:00 p.m. Building Trust Through Open Communication

Recently city leaders across the nation have faced terrible crises. Examples range from the death of George Floyd to active shooter situations, water contaminations and bombings. Learn how an effective communication plan is necessary during and after a crisis to help reduce liability, protect residents and maintain public trust.

Friday, July 23

9:00 – 10:45 a.m. Opening Session - Keynote: Andrew Davis, Author, “Town, Inc.”

Author and marketing expert Andrew Davis visited 50 cities and towns to determine why some places are booming and others are bust. It turns out that the places seeing unparalleled success do one thing most of us don’t: they stake their claim. Some of the most successful destinations are places you’ve likely never heard of. These destinations have leveraged the power of the online world by targeting a niche. They inspire people to visit their cities and towns by understanding their passions and catering specifically to their emotions. Hear the secrets to creating a moment of inspiration, learn how to send people on a journey they never expected and most importantly, learn how to stake your claim.

11:00 – 11:45 a.m. Update on Legislative Session and Business Licensing

Municipal officials play a critical role in advocating for municipal interests in the General Assembly. Get the latest information on bills impacting cities during the 2021 session, and learn what cities and towns need to do to comply with the SC Business License Standardization Act.

2:30 – 3:15 p.m. Attracting the Remote Workforce Post-Pandemic

COVID-19 proved to companies all over the world that their employees can get the job done without going into the office. Learn how to make your city the new hometown for these high-earning workers who can work from anywhere.

3:30 – 4:15 p.m. American Rescue Plan: ARP From A to Z

American Recovery Plan funds will be distributed soon. Find out the eligible uses of these funds and how cities need to plan projects for the most impact.

4:30 – 5:15 p.m. Quick Takes on Hot Topics

This fast-paced session will provide quick updates and guidance on a variety of issues important to cities and towns.

Saturday, July 24

9:00 – 10:00 a.m. Achievement Awards Presentation

10:15 – 11:00 a.m. Broadband Is No Longer a Luxury – It’s a Necessity

Today’s broadband access is as vital to the quality of life and success of residents and businesses as electric, water, sewer and other critical services and public infrastructure. Hear about the State of South Carolina’s plan to expand broadband to underserved areas and how municipalities like the City of Newberry are acting to ensure the availability of affordable high-speed broadband services in their city.

11:15 a.m. – noon Between the Lines: Redistricting and Your Budget

The results of the 2020 U.S. Census have been delayed. Learn what effects this delay may have on your city elections and how you can plan for redistricting. Learn how changes in population can impact your municipal budget.

Special Events

Welcome Reception

Thursday, July 22 5:30 – 7:00 p.m.

Kick off the Annual Meeting and enjoy cocktails, light hors d’oeuvres and networking with other attendees.

Patron Showcase

Friday, July 23 8:00 a.m. – 4:00 p.m.

The Association’s Patron members provide support throughout the year. Visit the Patron Showcase to hear about products and services offered by participating Paton members.

Delegates’ Luncheon

Friday, July 23 12:30 – 2:00 p.m. Cost: \$45

Address: Miguel Washington

Network with colleagues and hear a fun and inspirational message from comedian Miguel Washington. The luncheon is a ticketed event only available to meeting registrants.

Achievement Awards Presentation

Saturday, July 24 9:00 – 10:00 a.m.

Learn from the accomplishments of this year’s winners of the Municipal Achievement Awards and the Main Street South Carolina Excellence on Main Street Award.

Coffee, Cake and Cocktails

Saturday, July 24 7:30 – 9:30 p.m. Cost: \$0

If you are still on Hilton Head Island Saturday night, come by after dinner and enjoy a dessert or cocktail before turning in for the night. While this is a complimentary event, you must indicate on the registration form if you plan to attend.

Registration

Hotel Information

Marriott Hilton Head Resort and Spa Hotel is the host hotel and location for all meetings and events. There are several overflow hotels to accommodate meeting attendees. For more information on hotels, visit www.masc.sc (keyword: Annual Meeting).

Registering for the meeting and making hotel reservations for municipal officials

Municipal officials have priority in reserving hotel rooms. To ensure all have an equal opportunity, the Association conducts a drawing on May 26 to determine the order cities will register during appointments on June 8 and 9. For more information on the registration process, visit www.masc.sc (keyword: Annual Meeting).

Hotel and registration procedures for meeting registrants who are not municipal officials and municipal officials without an appointment

Beginning on June 11, go to www.masc.sc to register for the Annual Meeting and make hotel reservations. The deadline to register online and reserve a hotel room at the Association’s discounted rates is June 18. The preregistration deadline is July 12. After July 12, individuals must register on-site.

Planning Worksheet

To prepare for the registration appointments, use the attached planning worksheet or print one at www.masc.sc (keyword: Annual Meeting).

Registrant information

Registrant’s full name Mr. Ms. Dr. Birth month Birth day Last 4 digits of SS#

Example: William James Smith, Jr. 05 10 1258

This combination of numbers is used as the official’s personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Badge information

Registrant’s first name as it will appear on badge: _____

Example: Bill

Organization name: _____

Example: City of Bakersville

Title: _____

Example: Mayor

Registration fees

Price

Description

<input type="checkbox"/> Attendee registration	\$200	Registration fee includes access to all educational sessions and Thursday’s Opening Reception. Coworkers or associates within the industry will not be allowed to register as a guest of a paid attendee.
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Sessions/tickets

Price Description

<input type="checkbox"/> Delegates’ Luncheon (<i>One ticket per registrant</i>)	\$45	Friday, July 23, 12:30 – 2:00 p.m.
<input type="checkbox"/> Coffee, Cake and Cocktails (<i>Ticket Quantity ____</i>)	\$0	Saturday, July 24, 7:30 – 9:30 p.m.

Housing reservations

Check-in Date: _____ Check-out Date: _____
(On or after 7.21.2021) (On or before 7.25.2021)

Indicate your preferred accommodations in order of 1-4. Use these as a guide when making online housing reservations. Nightly rates do not include taxes and fees.

	Priority	Nightly Rate	Deposit
Marriott Hilton Head Resort and Spa (host hotel) <i>(Two-night minimum stay required)</i>	_____	\$240	\$559.26
Omni Hotel in Palmetto Dunes	_____	\$309	\$373.74
Sonesta Resort	_____	\$299	\$362.97
Beach House Resort	_____	\$239	\$266.69

Room type

Indicate preference of king or double room type. Room types are not guaranteed. _____

Payment method

(Do not send card information to the Association. Destroy the card information after using the online registration system.)

Payment for registration, tickets and hotel deposits must be made by **Visa** or **MasterCard**. Ensure there is an adequate available balance(s) to cover the registrations/reservations. Also, ensure the credit card activity will be within the card’s transaction limit by comparing the total being charged on the worksheets to the total transaction limit on the card(s) being used. The CVV security code is needed to complete the transaction.

Terms

1. Registration fees and hotel deposits are nonrefundable. Tickets purchased are refundable prior to 5 p.m. on June 29.
2. Call Ken Ivey of the Municipal Association to cancel tickets and hotel reservations or for special needs requests (803.933.1205).
3. The hotels assigned room types at check-in and requested room types are not guaranteed.
4. Hotel deposits include taxes and fees.
5. Failure to check in on the date reserved for arrival will result in the guest’s room being canceled and the deposit being forfeited.