



**Main Street Directors | Summer Retreat Agenda
June 7 – 9, 2023**

Best Western Sea Island Inn | 1015 Bay St. | Beaufort, SC

Wednesday, June 7

Noon – 12:45 p.m.

Main Street Learning Lunch With Lise Sundrla

Lunch provided by Downtown Beaufort

Learn about Beaufort's history and where its evolution is heading today, specifically with historic preservation.

12:45 p.m. – 1:00 p.m.

Break

1:00 p.m. – 3:00 p.m.

Walking Tour: Downtown Beaufort

Linda Roper, City of Beaufort

Join Downtown Beaufort staff as they walk the downtown district along Bay Street. See public and private development projects up close.

Experiential Retail

Scout Sweet Tea Bar – 709 Bay St.

3:00 p.m. – 5:00 p.m.

Mobile Tour: Beaufort City and County Development

City of Beaufort staff

Location: Waterfront Park – 1010 Bay St.

The tour continues aboard Coastal Expeditions along the waterway.

Preregistration is required. \$35/person.

5:30 p.m. – 7:00 p.m.

Cocktail Social

Location: John Mark Verdier House – 801 Bay St.

Enjoy pre-dinner social time with the City of Beaufort's leadership team.

Thursday, June 8

10:00 a.m. – 10:10 a.m.

Welcome, Announcements and Introductions

Jenny Boulware, Manager, Main Street SC

Mayor Stephen Murray, City of Beaufort

10:10 a.m. – 11:30 a.m.

Diversified Workforce (Landing Pad, Beaufort Digital Corridor, Cyber Security)

John O'Toole, Executive Director, Beaufort County Economic Development

Mayor Stephen Murray, City of Beaufort

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11:30 a.m. – noon	Roundtable Updates
Noon – 12:30 p.m.	Keynote: 40 Years of Main Street <i>Randy Wilson, President, Community Design Solutions</i> Get inspired as Wilson celebrates the state program’s 40 years of work — recognizing the people, places and moments that have shaped and continue to shape the state's Main Street program.
12:30 p.m. – 1:00 p.m.	Lunch <i>Lunch provided by Downtown Beaufort</i>
1:00 p.m. – 2:15 p.m.	Integration of Marketing Data With Partners From the CVB <i>Robb Wells, President & CEO of Visit Beaufort, Port Royal and Sea Islands</i>
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:30 p.m.	Branding, Media and Promotion <i>Shawn Hill, Owner of SK Signs, Designs and Marketing</i>
3:30 – 6:00 p.m.	Explore Downtown Beaufort Visit Beaufort’s unique mix of boutiques, eateries, alleyways and waterfront.
6:00 p.m.	40th Anniversary Reception Location: Arsenal/Beaufort History Museum – 713 Craven Street, Beaufort Enjoy a cocktail hour and dinner, as well as presentations on Main Street’s anniversary.
Friday, June 9	
10:00 a.m. – 11:00 a.m.	Beaufort Regional Chamber Military Enhancement Program <i>Ian Scott, President & CEO of Beaufort Regional Chamber</i>
11:00 a.m. – 11:10 a.m.	Break
11:10 a.m. – noon	Main Street and the Downtown Beaufort Merchants Association <i>Linda Roper, Director of Downtown Operations & Community Services</i> <i>Nan Sutton, Owner of Lulu Burgess</i> <i>Kevin Cuppia, Owner of Modern Jewelers</i>
Noon	Adjourn

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