



Summer Retreat Agenda

**June 12 – 14, 2024**

DIY Place Building | 157 W. Evans Street | Florence, SC



## **Wednesday, June 12**

Noon – 1:00 p.m.

### **Main Street Lunch and Learn: Main Street Speak!**

*Hannah Davis, Manager, Downtown Florence Main Street Program*

Overwhelmed with the glossary of terms used in Main Street? Can't handle another mysterious acronym? Grab lunch to-go from a downtown dining establishment and bring it with you to *Main Street Speak!* This session will explore language we use when talking about our Main Street programs and help you gain the tools you need to have a seat at the economic development table and with your local municipalities.

1:00 p.m. – 2:30 p.m.

### **Dr. Downtown – Problem Solving from the Hive Mind**

During this session, we'll select a few local program challenges and collectively brainstorm solutions in real time! Local program issues should be submitted ahead of time to Main Street SC for selection and peer communities should be prepared to provide insight during this interactive session.

2:30 p.m. – 2:45 p.m.

### **Break**

2:45 p.m. – 3:45 p.m.

### **Walkable Communities: Practical Quality of Life for Pedestrian-Friendly Downtowns, Part 1**

*Randy Wilson, Community Design Solutions*

Can the "walkability" of your Main Street district translate into dollars and cents? We know that enhancing the pedestrian orientation of Main Street communities does more than keep your design committee volunteers occupied; it creates a cohesive atmosphere, improves safety for motorists and pedestrians, builds foot traffic for businesses, encourages interaction in public spaces, and adds vibrancy to the street. This session simplifies the '10 Steps of Walkability' and couples it with wisdom from other practitioners. Best practices are synthesized into a set of practical applications on a scale that is applicable to smaller, rural cities and towns.

3:45 p.m. – 4:45 p.m.

### **Walkable Communities: Practical Quality of Life For Pedestrian-Friendly Downtowns, Part 2**

*Randy Wilson, Community Design Solutions*

Participants will walk Downtown Florence to conduct a walkability assessment. An assessment tool will be provided to workshop participants to be used when they return to their own downtowns.

Established in 1983, Main Street SC is a comprehensive revitalization program that promotes the economic redevelopment of historic commercial districts throughout the state. Main Street SC is a program of the Municipal Association of SC and is the state's Main Street America coordinating partner.



4:45 p.m. – 5:30 p.m.

**Break**

5:30 p.m. – 6:30 p.m.

**Downtown Florence Happy Hour**

Starting Location: The Dispensary, Rooftop, 101 W. Evans Street

Enjoy pre-dinner social time, stunning downtown views, and sample some of the most flavorful, award-winning cocktails during this roving happy hour! Each stop on the tour will offer a small bite and cocktail sample curated by Downtown Florence mixologists!

**Preregistration is required. \$35/person.**

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**Thursday, June 13**

9:30 – 9:45 a.m.

**Welcome, Announcements, and Introductions**

*Jenny Boulware, Manager, Main Street SC*

*Scotty Davis, City of Florence Interim City Manager*

9:45 a.m. – 12:00 p.m.

**Community Storytelling: Interviewing, Writing and Photography, Part 1**

*Phil Eich, Storyville*

Storytelling is an essential tool for downtown programming. It builds loyalty in our districts, creates and cultivates human-to-human relationships, and fosters greater connections to our downtown communities. Learn how purposeful human stories about our business owners, our leaders, and our volunteers inspire stronger and more positive community interaction. This 3-part session will present a simple but powerful framework that will allow you to implement a successful and sustainable human-centered storytelling campaign. Skills presented - and practiced - include interviewing, writing, and photography.

12:00 p.m. – 1:15 p.m.

**Lunch**

*Lunch provided from Lil Jazzi's*

1:15 p.m. – 3:45 p.m.

**Community Storytelling: Implementation, Part 2**

*Phil Eich, Storyville*

Storytelling is essential to celebrating downtowns, cultivating partners and advocating for downtown's value - and anyone can do it! Participants will gain an understanding of why our Main Streets need to reclaim the art of storytelling as well as experience practical applications to launch a compelling and well-curated downtown storytelling campaign. Learn tricks and tips from a master storyteller.

3:45 – 5:45 p.m.

**Walking Tour: Downtown Florence Cultural District**

*Downtown Florence Team*

Join Downtown Florence staff to explore the Downtown Florence Cultural Arts District.



See public and private development projects up close, explore public art installations, and close the tour with an opening reception at the FMU Gately Gallery for their newest exhibit!

6:00 p.m.

**Dinner on Your Own**

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**Friday, June 14**

9:30 a.m.-10:30 am.

**Main Street Communication on the Fly**

*Austin Watters, Coordinator, Downtown Florence Main Street Program*

Freezing up in council meetings? Not sure what to say when someone asks you what you do? What even is Main Street? Gain valuable public speaking tactics, tips, and skills while you develop an elevator pitch for your Main Street Program.

10:30 a.m. – Noon

**THE Main Street Solution Center**

*Ben Muldrow, Partner at Arnett Muldrow & Associates*

This session aims to empower communities with the latest strategies in business development, real estate management, event planning, marketing, preservation, placemaking, organizational capacity and community engagement. This concise workshop will walk you through the Solution Center's eight key focus areas, offering a roadmap to leveraging these resources for your community's unique needs.

Noon

**Adjourn & Shop!**