



**Third Quarter Training Agenda
Wednesday, September 17, 2025**

City of Dillon Visitors Center | 106 S. Railroad Ave. | Dillon, SC 29536

9:30 – 9:45 a.m.

Name Badge Pickup and Refreshments

9:45 – 10:05 a.m.

Welcome, Announcements and Introductions

Jenny Boulware, Manager, Main Street SC

Jennifer Foster, Assistant Downtown Coordinator, City of Dillon

Jonathan Irick, Staff Associate, Main Street SC

Lisa Moody, Downtown Coordinator, City of Dillon

10:05 – 11:05 a.m.

The Main Street Approach Strategy Deep Dive

Jenny Boulware, Manager, Main Street SC

Jonathan Irick, Staff Associate, Main Street SC

Beyond the Four Points, it is critical for Main Street organizations to understand the role that strategy development plays in revitalization when using the Main Street Approach. When developing downtown strategies, there are several key ingredients that cannot be overlooked: community engagement, market analysis, demonstrating local impact and work planning. This dynamic duo will provide the nuts and bolts for how each works.

11:05 – 11:15 a.m.

Break

11:15 a.m. – 12:00 p.m.

Community Analysis 101

Hannah Davis, Manager, Downtown Florence Main Street Program

Jonathan Irick, Staff Associate, Main Street SC

What are Transformation Strategies, and how can they help provide direction and guide planning and implementation efforts? How do we utilize market and community data to inform decision making on Main Street? This interactive tabletop session will guide participants through evaluation of community surveys, market demographics and economic characteristics to build the case for Transformation Strategy selection.

Noon – 1:00 p.m.

Lunch and Statewide Updates

Lunch provided by City of Dillon

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 a National Main Street Center Coordinating Program.

1:00 – 2:00 p.m.

District Investigation: Transformation Strategies

*Hannah Davis, Manager, Downtown Florence Main Street Program
Jonathan Irick, Staff Associate, Main Street SC*

Participants will use what they learned in the first half of the day to conduct a district investigation and glean local sentiments. Attendees will be provided a worksheet to help them draft potential Transformation Strategies for Downtown Dillon.

2:00 – 2:15 p.m.

Break

2:15 – 2:45 p.m.

Community Analysis Discussion

*Hannah Davis, Manager, Downtown Florence Main Street Program
Jonathan Irick, Staff Associate, Main Street SC*

Considering the tabletop exercise from the morning and the district investigation, attendees will bring it all together in this session to draft potential Transformation Strategies for Dillon, identify key district measurements and glean insights into work already in progress in the district.

2:45 – 3:45 p.m.

Implementation Strategies

Hannah Davis, Manager, Downtown Florence Main Street Program

Gain insights on the impact and value of identifying and deploying Transformation Strategies in your community, while also being sensitive to trends on Main Street and shifting economic conditions as revitalization efforts transform communities.

4:00 p.m.

Closing Remarks and Adjourn