



**Third Quarter Training Agenda
Wednesday, September 16, 2026**

Farmers Market Pavilion | 110 Depot St. | Fountain Inn, SC 29644

9:45 – 10:00 a.m.

Name Badge Pickup and Refreshments

10:00 a.m. – 10:10 a.m.

Welcome, Announcements and Introductions

Jenny Boulware, Manager, Main Street SC

Jonathan Irick, Staff Associate for Main Street SC,

Clare Jones, Director, Main Street Fountain Inn

10:10 – 11:15 a.m.

Market Studies and Historic Preservation

Tripp Muldrow, Principal, Arnett Muldrow & Associates

Every downtown has data. The challenge isn't collecting it, it's knowing how to interpret it and use it to make better decisions. In this interactive session, participants will follow the early stages of Gaffney's downtown market analysis while exploring the tools and techniques used by professional market analysts. Through live demonstrations of resources such as Census on the Map and other market data platforms, attendees will learn how population, employment, consumer spending, housing and business conditions combine to tell the story of a downtown.

11:15 – 11:30 a.m.

Break

11:30 a.m. – 12:15 p.m.

Great Projects, Great People, Great Stories: Crafting Compelling Main Street Inspiration Award Submissions

Amanda Benfield, Community Relations Director, City of Fountain Inn

Alicia Griffith, Director, Clover Main Street

Sarah Sutton, Director, Main Street Beaufort

Behind every successful downtown is a dedicated group of people turning ideas into action. This panel will share practical strategies for identifying stories, documenting impact throughout the year and crafting strong award submissions that celebrate both measurable outcomes and the people who make revitalization possible. The session will conclude with the 2026 Main Street Inspiration Award video, recognizing this year's recipient and the transformational work happening in their downtown.

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.

12:15 – 1:15 p.m.	Lunch and Statewide Updates Lunch Provided by City of Fountain Inn
1:15 – 2:45 p.m.	Discovering Downtown Fountain Inn Walking Tour Wear comfortable walking shoes as we visit projects, places and initiatives shaping downtown Fountain Inn.
2:45 – 3:00 p.m.	Break
3:00 – 3:45 p.m.	Unlocking Investment: The Bailey Bill as a Downtown Revitalization Tool Betsy Kleinfelder, Planner / Preservation Planner, City of Columbia Matt Kennel, President & CEO, Main Street District, Columbia, SC The Bailey Bill is one of South Carolina's most effective but often underutilized tools for encouraging investment in historic downtown districts. Learn how this property tax incentive can support rehabilitation, attract private investment and preserve historic properties. This session breaks down how the Bailey Bill works and explore its impact on historic preservation and revitalization.
3:45 p.m. – 4:00 p.m.	Closing Remarks and Adjourn