



Fourth Quarter Training Agenda

Wednesday, November 18, 2026

Gaffney's Crossroads | 301 N. Limestone St. | Gaffney, SC 29340

9:45 – 10:00 a.m.

Name Badge Pickup and Refreshments

10:00 – 10:10 a.m.

Welcome, Announcements and Introductions

Jenny Boulware, Manager, Main Street SC

Kelly Curtis, Director, Main Street Gaffney Jonathan Irick, Staff Associate, Main Street SC

10:10 – 11:15 a.m.

Putting Market Intelligence to Work

Tripp Muldrow, Principal, Arnett Muldrow & Associates

Market studies don't revitalize downtowns, people do. Building on the Gaffney case study introduced at the Third Quarter Training in Fountain Inn, this workshop challenges participants to move from analysis to action. Working together with the completed market study, attendees will identify opportunities for business recruitment, business retention, marketing, redevelopment, housing, placemaking and strategic investment.

11:15 – 11:30 a.m.

Break

11:30 a.m. – 12:15 p.m.

Putting Market Intelligence to Work, Part 2

Tripp Muldrow, Principal, Arnett Muldrow & Associates

Through guided discussion and live exercises, participants will experience how market analysis becomes a practical decision-making framework that can be applied in every South Carolina downtown. Attendees will leave with a repeatable framework for using market data to guide local decision-making.

12:15 – 1:15 p.m.

Lunch and Statewide Updates

Lunch Provided by Main Street Gaffney

1:15 – 2:45 p.m.

Discovering Downtown Gaffney

Wear comfortable shoes, as Kelly Curtis will take us on a walking tour to discover the projects and initiatives impacting downtown Gaffney.

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.



2:45 – 3:00 p.m.

Break

3:00 – 3:45 p.m.

Strategies for Downtown Revitalization and the Role of Local Government

Will Brennan, Partner, 1st & Main Development

Rory Dowling, Owner, 1st & Main Development

Attendees will explore the role of local government during the pre-development process for building better public-private partnerships. We will also discuss how to utilize unique financing strategies to make these projects feasible.

3:45 – 4:00 p.m.

Closing Remarks and Adjourn

Jenny Boulware, Manager, Main Street SC

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.