



Annual Meeting

July 17 – 21, 2024
Greenville, SC

Important Dates

Drawing for municipal registration appointments	June 4
Online registration appointments for municipalities	June 17, 18, 20
Online registration for nonmunicipal registrants opens	June 21
Deadline to reserve hotel room	June 26
Registration deadline	July 5

Meeting registration and hotel deposits are nonrefundable.
Tickets can be refunded before July 5.

The Municipal Association of South Carolina Annual Meeting gives municipal leaders an opportunity to come together and learn in a focused environment about issues, solutions and opportunities facing South Carolina cities and towns.

Agenda at a Glance

Wednesday, July 17

4:00 – 6:00 p.m. Registration

Thursday, July 18

8:00 a.m. – 6:30 p.m. Registration

9:00 a.m. – noon Preconference Workshops:

- The Power of Personal Branding and Storytelling
- Unlock Your Communication Confidence: The Improv Advantage (*limited space*)
- Mobile Workshop: Mauldin's BridgeWay Station (*limited space*)

11:00 a.m. – 7:00 p.m. Exhibit Hall Open

2:00 – 3:00 p.m. Concurrent Sessions

- How to Manage Rising Municipal Insurance Costs
- Collaboration and Economic Opportunity: A Partnership for Inclusive Innovation

3:15 – 4:00 p.m. Concurrent Sessions

- Partnering for Wellbeing: Effective Mental Health Resources for Local Governments
- Revitalize Your Downtown District: Unlock the Power of Economic Development Incentives

4:00 – 5:30 p.m. Visit Exhibits

5:30 – 7:00 p.m. Welcome Reception With Exhibitors

Friday, July 19

8:00 a.m. – 5:00 p.m. Registration

9:00 – 11:00 a.m. Opening General Session

- Brian Carter – Demystifying the World of AI

11:15 a.m. – noon Concurrent Sessions

- Small Projects, Big Impact: Activating Your Community Through Placemaking Projects
- Police Departments and Crisis Intervention Teams

12:15 – 2:15 p.m. Awards Luncheon

2:30 – 3:30 p.m. Concurrent Sessions

- Your City's Future Workforce: Unleashing Gen Z and Millennial Talent
- Large City Roundtable (*for cities with population of 20,000 or more*)

3:45 – 4:30 p.m. Concurrent Sessions

- Brownfields Redevelopment: Resources for Turning Your Community's Liabilities Into Assets
- Building Better Cities: Cultivating Leaders Through Civic Academies

4:30 – 5:30 p.m. Mayors' Roundtable

Saturday, July 20

8:30 a.m. – noon Registration

9:00 – 10:00 a.m. 2024 State Legislative Wrapup

10:15 – 11:00 a.m. Concurrent Sessions

- Taming the Town Hall: Simple Strategies for Productive Public Discourse
- "Can't We All Just Get Along?" Cities and Counties Working Together

11:15 a.m. – noon Concurrent Sessions

- Navigating Business Licensing
- WeShopSC: Empowering Your Locally Owned Small Business Community

6:00 – 9:00 p.m. Municipal Association Family BBQ

Preconference Workshops

Thursday, July 18

9:00 a.m. – noon **The Power of Personal Branding and Storytelling** **Cost: \$75**

Kim Faith, Senior Consultant, Black Sheep, Inc.

Feeling like your updates miss the mark? In today’s whirlwind, leaders often rush through reports, leaving crucial context behind. Templates and metrics, while essential for speed, lack the power to inspire and connect.

This impactful session will change that. We’ll unlock the power of personal branding and storytelling to equip you and your team with tools to craft clear, concise, and compelling insights – turning data into a story that resonates.

9:00 a.m. – noon **Unlock Your Communication Confidence: The Improv Advantage** **Cost: \$75**

Public officials wear many hats: campaigner, leader, spokesperson and community liaison. Communicating effectively in each role is paramount to building trust and achieving success. This interactive workshop will equip you, the public official, with the tools to navigate any public speaking scenario with confidence and clarity. Through roleplay and improvisation, participants will learn to speak with confidence and clarity in any public setting, deliver powerful messages that connect with an audience, navigate challenging questions and crisis situations with poise and become a more effective communicator and leader.

This session is not for the faint of heart. You will participate in group activities and improvisation exercises. *Space is limited for this session.*

9:00 a.m. – noon **Mobile Workshop – Mauldin’s BridgeWay Station** **Cost: \$100**

BridgeWay Station is an innovative urban village that includes apartments, offices, shops and restaurants with an emphasis on a walkable, pedestrian form. Wrapped in an Italian design, BridgeWay Station is a private-public partnership between the City of Mauldin and Hughes Investments to take the best features of urban life, and suburban life and bring them together. As part of a multi-county industrial park, the city worked with Greenville County and Greenville School District to fund more than \$11 million in public improvements to make BridgeWay possible. In addition, the city designed and built a \$5 million pedestrian bridge across I-385 that would connect the Swamp Rabbit Trail to BridgeWay Station and provide an access point to carry the trail down into Simpsonville and Fountain Inn. During this workshop you will hear the story of how the City of Mauldin and Hughes Investments took an idea from concept to reality along with lessons learned along the way.

Space is limited for this session. This session is a mobile workshop and will require getting on and off of large motor coaches, some walking, climbing stairs and exposure to heat and weather conditions. Tickets are limited to municipal officials. Guests are not permitted.

General Sessions

Friday, July 19

9:00 – 11:00 a.m. **Opening Session**
Keynote: Brian Carter – The Best of Both Worlds: How to Benefit From AI

Saturday, July 20

9:00 – 10:00 a.m. **2023 State Legislative Wrapup**

This year concluded a two-year legislative session for the SC General Assembly. Join the Municipal Association’s advocacy team to learn about bills that passed, bills that did not pass, and action that local officials can take to support cities and towns in the 2025 session.

Special Events

Exhibitor Reception

Thursday, July 18 **5:30 – 7:00 p.m.**

Kick off the Annual Meeting and enjoy cocktails and light hors d’oeuvres while catching up with old friends and visiting with exhibitors.

Awards Luncheon

Friday, July 19 **12:15 – 2:15 p.m.** **Cost: \$50**

Learn from the accomplishments of this year’s winners of the Municipal Achievement Awards and the Main Street South Carolina Excellence on Main Street Award.

Municipal Association Family BBQ

Saturday, July 20 **6:00 – 9:00 p.m.** **Cost: \$50**

Join friends old and new for a relaxed family event featuring your favorite cookout foods and a DJ in a fun and casual atmosphere. It’s a backyard BBQ without the mosquitos and humidity.

Registration

Hotel Information

The Hyatt Regency Greenville is the host hotel and location for all meetings and events. There are several overflow hotels to accommodate meeting attendees. For more information on hotels, visit www.masc.sc (keyword: Annual Meeting).

Registering for the meeting and making hotel reservations for municipal officials

Municipal officials have priority in reserving hotel rooms. To ensure all have an equal opportunity, the Association will conduct a drawing on June 4 to determine the order cities will register during appointments on June 17, 18 and 20. Appointments will not be scheduled on June 19. For more information on the registration process, visit www.masc.sc (keyword: Annual Meeting).

Hotel and registration procedures for meeting registrants who are not municipal officials and municipal officials without an appointment

Beginning on June 21, go to www.masc.sc to register for the Annual Meeting and make hotel reservations. The deadline to register online and reserve a hotel room at the Association’s discounted rates is June 26. The preregistration deadline is July 5. After July 5, individuals must register on-site.

Planning Worksheet

To prepare for the registration appointments, use the attached planning worksheet or print one at www.masc.sc (keyword: Annual Meeting).

Registrant information

Registrant’s full name	<input type="checkbox"/> Mr.	<input type="checkbox"/> Ms.	<input type="checkbox"/> Dr.	Birth month	Birth day	Last 4 digits of SS#
Example: William James Smith Jr.				05	10	1258

This combination of numbers is used as the official’s personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Badge information

Registrant’s first name as it will appear on badge:	Guest’s first name as it will appear on badge:
Example: Bill	Example: Sally
Organization name:	Guest last name:
Example: City of Bakersville	Example: Smith
Title:	Guest City, State:
Example: Mayor	Example: Bakersville, SC

Registration fees	Price	Description
<input type="checkbox"/> Attendee registration	\$200	Registration fee includes access to all educational sessions and Thursday’s Opening Reception. Coworkers or associates within the industry will not be allowed to register as a guest of a paid attendee.

Sessions/tickets	Price	Description
<input type="checkbox"/> Precon: Branding/Storytelling	\$75	Thursday, July 18, 9:00 a.m. – noon
<input type="checkbox"/> Precon: Improv Advantage <i>(limited space)</i>	\$75	Thursday, July 18, 9:00 a.m. – noon
<input type="checkbox"/> Precon: Mobile Tour <i>(limited space)</i>	\$100	Thursday, July 18, 9:00 a.m. – noon
<input type="checkbox"/> Awards Luncheon <i>(Ticket Quantity ___)</i>	\$50	Friday, July 19, 12:15 – 2:15 p.m.
<input type="checkbox"/> Family BBQ <i>(Ticket Quantity ___)</i>	\$50	Saturday, July 20, 6:00 – 9:00 p.m.
<input type="checkbox"/> Children under 12 <i>(Ticket Quantity ___)</i>	\$25	Saturday, July 20, 6:00 – 9:00 p.m.

Housing reservations

Check-in Date: _____ Checkout Date: _____
(On or after July 17, 2024) (On or before July 21, 2024)

Indicate your preferred accommodations in order of 1–5. Use these as a guide when making online housing reservations. Nightly rates do not include taxes and fees.

	Priority	Nightly Rate	Deposit
Hyatt Regency Greenville (host hotel) <i>(Two-night minimum stay required)</i>	_____	\$175	\$405.62
AC Hotel Greenville	_____	\$199	\$224.87
Courtyard by Marriott	_____	\$189	\$213.91
Residence Inn Greenville Downtown	_____	\$175	\$197.75
Springhill Suites Greenville Downtown	_____	\$175	\$197.75

Room type

Indicate preference of king or double room type. Room types are not guaranteed. _____

Payment method

(Do not send card information to the Association. Destroy the card information after using the online registration system.)

Payment for registration, tickets and hotel deposits must be made by Visa or MasterCard. Ensure there is an adequate available credit to cover the registrations/reservations. Also, ensure the credit card activity will be within the card’s transaction limit by comparing the total being charged on the worksheets to the total transaction limit on the card(s) being used. The CVV security code is needed to complete the transaction.

Terms

1. Registration fees and hotel deposits are nonrefundable. Tickets purchased are refundable prior to 5 p.m. on July 5.
2. Call Ken Ivey of the Municipal Association to cancel tickets and hotel reservations or for special needs requests (803.933.1205).
3. The hotels assign room types at check-in and requested room types are not guaranteed.
4. Hotel deposits include taxes and fees.
5. Failure to check in on the date reserved for arrival will result in the guest’s room being canceled and the deposit being forfeited.