

2026

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 15

4:00 – 6:00 p.m. Registration

Thursday, July 16

8:00 a.m. – 6:30 p.m. Registration

9:00 a.m. – noon Preconference Workshops **\$100**

- Effective Leadership in Challenging Times
- Mastering the Narrative: Media, Crisis and Social Strategy

9:00 a.m. – 1:00 p.m. Mobile Workshop **\$100**
 Simpsonville, SC: Where Southern Charm Meets Modern Convenience

4:00 – 5:30 p.m. Opening General Session

5:30 – 7:00 p.m. Welcome Reception - America's 250th Anniversary

Friday, July 17

8 a.m. – 5:00 p.m. Registration

9:00 a.m. – 4:00 p.m. Exhibit Hall Open

9:00 – 10:00 a.m. General Session – Keynote: 13 Ways to Kill Your Community

10:15 – 11:15 a.m. General Session – Meet the Candidates for Governor of South Carolina

11:30 a.m. – 1:30 p.m. Lunch on your own

1:30 – 2:15 p.m. Concurrent Sessions

- Are You Smarter Than a Lobbyist?
- The \$50,000 Facebook Comment

2:30 – 3:15 p.m. Concurrent Sessions

- The Municipality as an Employer
- Under Attack: How Cities Can Defend Against Cyber Threats

3:30 – 4:30 p.m. Concurrent Sessions

Shared Challenges, Shared Solutions: Roundtable Discussions by Population

- Population below 3,000
- Population 3,000 – 10,000
- Population above 10,000

4:30 – 5:30 p.m. Association of SC Mayors Roundtable

Saturday, July 18

8:30 a.m. – 2:00 p.m. Registration

9:00 – 9:45 a.m. Concurrent Sessions

- Data Centers 101: Benefits, Risks and Realities for Local Leaders
- Breaking Up with Robert's Rules: Alternate Parliamentary Procedures

10:00 – 10:45 a.m. Concurrent Sessions

- Does the Form of Government Really Matter?
- The Do's and Don'ts of FOIA for Elected Officials

11:00 a.m. – noon General Session – From Vision to Viability:
 A Practical Framework for
 Downtown Redevelopment

Noon – 2:00 p.m. Awards Luncheon

6:00 – 9:00 p.m. Carolina Cowboy Cookout

Important Dates

Drawing for municipal registration appointments	June 1
Online registration appointments for municipalities	June 15, 16, 17
Online registration for nonmunicipal registrants opens	June 18
Deadline to reserve hotel room	June 22
Registration deadline	July 2

*Meeting registration and hotel deposits are nonrefundable.
 Tickets can be refunded before July 2.*



Annual Meeting

July 15 – 19, 2026
 Greenville, SC

Preconference Workshops

Thursday, July 16

9:00 a.m. – noon **Effective Leadership in Challenging Times** **Cost: \$100**
Ashlye V. Wilkerson, Ph.D.

In these challenging political moments, leadership is tested not just by outcomes, but by how leaders show up, communicate, and serve their constituents. This interactive pre-conference workshop equips municipal leaders and key staff with the mindset, skills and tools needed to lead effectively during challenging times — while modeling civility, ethical leadership and public trust.

9:00 a.m. – noon **Mastering the Narrative: Media, Crisis and Social Strategy** **Cost: \$100**
Mary Cullen, Director, NP Strategy
Ryal Curtis, Senior Director, NP Strategy

Master the art of municipal leadership in the digital age. This 3-hour workshop equips elected officials and staff to handle high-pressure media, manage crises effectively and engage stakeholders with transparency. Learn to protect public trust through proactive, strategic messaging that keeps your community informed and your narrative on track.

9:00 a.m. – 1:00 p.m. **Mobile Workshop** **Cost: \$100**
Simpsonville, SC: Where Southern Charm Meets Modern Convenience

This guided tour will showcase some of the city’s newest facilities, including City Hall and cutting-edge police and fire stations. You’ll hear the story behind the successful city-county partnership that delivered a modern municipal courthouse, as well as the creative transformation of a historic school into the thriving Simpsonville Arts Center. Discover how these projects can be thoughtfully scaled to meet your city or town’s unique needs.

Registration is limited to the first 100 registrants. The registration fee includes breakfast. Buses will depart from the Hyatt Regency promptly at 9 a.m. and return attendees to the Hyatt Regency by 1 p.m. Comfortable walking shoes and clothing are strongly encouraged as the tour will include walking and outdoor spaces. Registration is limited to municipal officials. Guests may not register for this session.

General Sessions

Thursday, July 16

4:00 – 5:30 p.m. **Opening Session and Annual Business Meeting**
Municipal Elected Officials Institute of Government Graduation

Friday, July 17

9:00 – 10:00 a.m. **Keynote: 13 Ways to Kill Your Community**
Doug Griffiths, MBA, Community Enthusiast, Author of 13 Ways to Kill Your Community

Why do some communities thrive while others fade away? Doug Griffiths reveals the 13 self-inflicted wounds that cause communities to sabotage their own success — and why the most dangerous enemy isn’t the economy, government policy or outside forces. You will leave with a renewed sense of ownership and responsibility, a clear understanding of specific challenges, and tools to begin moving toward success.

10:15 – 11:15 a.m. **Meet the Candidates for Governor of South Carolina**

Join Municipal Association of SC Executive Director Todd Glover for a discussion with the Republican Party and Democratic Party nominee for governor of South Carolina. The general election is in November – make sure you study both candidates to be an informed voter in the general election.

Saturday, July 18

11:00 a.m. – noon **From Vision to Viability: A Practical Framework for Downtown Redevelopment**
Mark Elliott, Chairman and CEO, Opportunity South Carolina
Rory Dowling, Owner and Principal, 1st and Main Development

This session presents a step-by-step framework to help South Carolina communities revitalize their downtowns by identifying redevelopment opportunities, ensuring financial feasibility, leveraging tax credits, forming public-private partnerships and attracting suitable developers. Participants will gain practical tools to reduce risk, align projects with community goals, and turn revitalization plans into action.

Special Events

Welcome Reception

Thursday, July 16 **5:30 – 7:00 p.m.**

Kick off our Annual Meeting with a toast to the American Semiquincentennial! Join us for cocktails and light hors d’oeuvres as we celebrate 250 years of history. It’s the perfect setting to reconnect with long-time colleagues and forge new connections.

Exhibit Hall

Friday, July 17 **9:00 a.m. – 4:00 p.m.**

Explore the latest goods and services designed to help your municipality thrive. Meet the experts behind the tools your community needs.

Awards Luncheon

Saturday, July 18 **Noon – 2:00 p.m.** **Cost: \$65**

Get inspired by the success stories of this year’s Municipal Achievement Awards and Excellence on Main Street Award winners. Discover the innovative projects and leadership strategies shaping the future of South Carolina’s communities.

Carolina Cowboy Cookout

Saturday, July 18 **6:00 – 9:00 p.m.** **Cost: Adult \$75, Children under 12 \$40**

Giddy up for a night of delicious grub and good times! Dust off your boots and tip your hat to another successful Annual Meeting. This casual family event will be a fun western-themed dinner ... and that ain’t no bull.

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 1 to determine the order cities will register during appointments on June 15, 16 and 17. 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 18, go to www.masc.sc to register for the Annual Meeting and make hotel reservations. The deadline to reserve a hotel room at the Association’s discounted rates is June 22. The preregistration deadline is July 2. After July 2, 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 Mr. Ms. Dr.

Example: William James Smith Jr.

Badge information

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

Registration fees

Price

Attendee registration \$250
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

<input type="checkbox"/> Effective Leadership in Challenging Times	\$100	Thursday, July 16, 9:00 a.m. – noon
<input type="checkbox"/> Mastering the Narrative	\$100	Thursday, July 16, 9:00 a.m. – noon
<input type="checkbox"/> Mobile Workshop: Simpsonville	\$100	Thursday, July 16, 9:00 a.m. – 1:00 p.m.
<input type="checkbox"/> Awards Luncheon (<i>Ticket Quantity ____</i>)	\$65	Saturday, July 18, Noon – 2:00 p.m.
<input type="checkbox"/> Cookout Adult (<i>Ticket Quantity ____</i>)	\$75	Saturday, July 18, 6:00 – 9:00 p.m.
<input type="checkbox"/> Cookout Child under 12 (<i>Ticket Quantity ____</i>)	\$40	Saturday, July 18, 6:00 – 9:00 p.m.

Housing reservations

Check-in Date: _____ Checkout Date: _____
(On or after July 15, 2026) (On or before July 19, 2026)

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 (host hotel) <i>(Two-night minimum stay required)</i>	_____	\$179	\$405.61
AC Hotel	_____	\$210	\$237.30
Home2 Suites	_____	\$179	\$196.90
Marriott Courtyard	_____	\$189	\$213.57
Residence Inn	_____	\$189	\$209.05
Springhill Suites	_____	\$185	\$209.05

Room type

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

Payment method

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 2.
2. Email Ken Ivey of the Municipal Association to cancel tickets and hotel reservations or for special needs requests (kivey@masc.sc).
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.