



**Third Quarter Training Agenda
Wednesday, September 18, 2024**

The Larne Building | 103 N. Main St. | Clover, SC 29710

9:45 – 10:00 a.m.

Name Badge Pickup and Refreshments

10:00 a.m.

Welcome, Announcements and Introductions

*Jonathan Irick, Staff Associate for Main Street SC,
Municipal Association of SC*

Alicia Griffith, Director, Clover Main Street

10:05 – 11:15 a.m.

Design 101 Training: The Main Street Approach to Design

Randy Wilson, President, Community Design Solutions

Before any building is built, a strong foundation must be laid. In similar fashion, before a community or a committee embarks on design-related projects, they must understand the basic roles and principles of the Main Street approach to design. In this session participants will learn what happened to downtown districts historically, the Main Street approach to design, critical design basics and a top-10 list of best practices pertaining to downtown design.

11:15 – 11:30 a.m.

Break

11:30 a.m. – 12:15 p.m.

**Spice Up Policies and Procedures With a Menu of Scenarios
(Main Street Policies and Procedures 2.0)**

Tripp Muldrow, Partner, Arnett Muldrow

This flavor-packed session will turn the meat and potatoes of policies and procedures into a buffet of recommendations! It will serve up real-world scenarios that will have participants laughing and learning.

From handling spicy merchant complaints to navigating that dumpster fire outside the Main Street kitchen, attendees will get a taste of hands-on practice, and will learn how to transform policies and procedures into the most delicious part of their day! Bon appétit!

12:15 – 1:15 p.m.

Lunch and Statewide Updates

Lunch Provided by Town of Clover

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.

1:15 – 2:45 p.m.

Discovering Downtown Clover Walking Tour

Wear comfortable walking shoes and discover the projects and initiatives impacting downtown Clover.

2:45 – 4:00 p.m.

Beyond the Numbers: How to Turn Market Data into Captivating Marketing Material

Tripp Muldrow, Partner, Arnett Muldrow

In the realm of downtown economic development, Main Street managers are often armed with a wealth of market data, but sometimes struggle with transforming this data into impactful marketing material. In this session, participants will learn practical strategies and techniques for leveraging market data to craft compelling narratives and messaging that resonate with their target audience. Through real-world examples and interactive exercises, attendees will gain the skills and confidence needed to effectively communicate the value proposition of their downtown areas, driving engagement, investment and growth.

4:00 p.m.

Closing Remarks and Adjourn