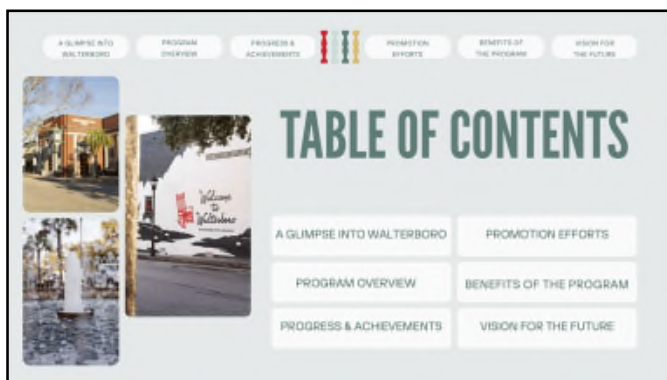


The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice and does not necessarily reflect the opinion or policy position of the Municipal Association of South Carolina. Consult your attorney for advice concerning specific situations.







A GLANCE AT
WALTERBORO

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OVERVIEW

PROGRESS &
ACHIEVEMENTS

PROMOTION
EFFORTS

BENEFITS OF
THE PROGRAM

VISION FOR
THE FUTURE

PROGRAM OVERVIEW

JOINED IN 2023 AS AN ASPIRING LEVEL COMMUNITY

MISSION

THE MISSION OF MAIN STREET WALTERBORO, A DEPARTMENT OF THE CITY OF WALTERBORO, IS TO PRESERVE, MANAGE, PROMOTE, AND ENHANCE WALTERBORO'S DOWNTOWN DISTRICT.

VISION

MAIN STREET WALTERBORO ENVISIONS A DYNAMIC, BEAUTIFULLY PROSPEROUS DOWNTOWN WHERE LOCAL BUSINESSES THRIVE, COMMUNITY PARTNERSHIPS GROW, AND ENGAGING EXPERIENCES CELEBRATE OUR HERITAGE AND INSPIRE MEANINGFUL CONNECTION AND PARTICIPATION.

WE FOLLOW THE FOUR-POINT APPROACH, WHICH SERVES AS THE FOUNDATION OF EVERYTHING WE DO.

- ECONOMIC VITALITY IS ABOUT STRENGTHENING OUR EXISTING BUSINESSES AND ATTRACTING NEW ONES.
- DESIGN FOCUSES ON IMPROVING THE PHYSICAL APPEARANCE OF DOWNTOWN—EVERYTHING FROM STOREFRONTS TO SIGNAGE TO STREETSCAPING.
- PROMOTION IS HOW WE TELL OUR STORY AND DRAW PEOPLE IN THROUGH EVENTS AND MARKETING.
- ORGANIZATION ENSURES THAT ALL THE MOVING PIECES—VOLUNTEERS, PARTNERS, AND FUNDING—ARE WORKING TOGETHER EFFECTIVELY.

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PROGRESS & ACHIEVEMENTS

\$811,293
PUBLIC INVESTMENT

\$230,147
PRIVATE INVESTMENT

25
BUILDING IMPROVEMENTS

10
NET NEW BUSINESSES

22
NET GAIN JOBS

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PROMOTION EFFORTS

COMMUNITY EVENTS

- FREE CONCERTS
- FIRST THURSDAY
- COLLETON COUNTY RICE FESTIVAL
- WHAMI!

OVER 28,000 ATTENDEES IN 2024

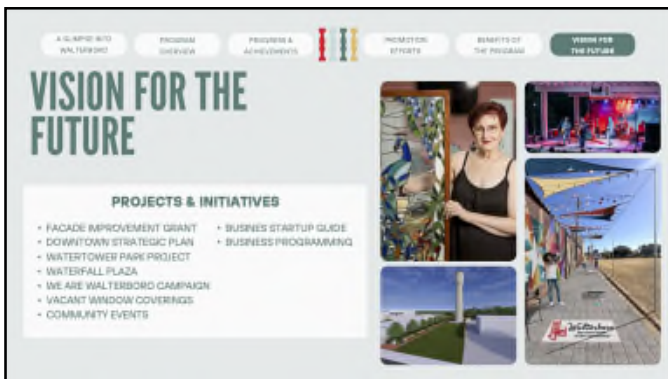
WE ARE WALTERBORO CAMPAIGN

BRANDING AND IDENTITY

- ADOPTED BRAND GUIDE
- STREET BANNERS
- SOCIAL MEDIA







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STAY IN
TOUCH
