

Important Dates

Drawing for municipal registration appointments	June 2
Online registration appointments for municipalities	June 16, 17, 18
Online registration for nonmunicipal registrants opens	June 19
Deadline to reserve hotel room	June 19
Registration deadline	July 3

Meeting registration and hotel deposits are nonrefundable.
Tickets can be refunded before July 3.



Municipal Association
of South Carolina

2025 ANNUAL MEETING

JULY 16-20 | HILTON HEAD ISLAND

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 16

4:00 – 6:00 p.m. Registration

Thursday, July 17

(New in 2025: Please note that the Opening General Session will take place on Thursday afternoon.)

8:00 a.m. – 6:30 p.m. Registration

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

- Leading Through Complexity: Strengthening Trust and Decision-Making Cost: \$100
- Say More by Saying Less – The Power of Purposeful Communication Cost: \$100

3:45 – 5:00 p.m. Opening General Session

5:30 – 7:00 p.m. Welcome Reception

Friday, July 18

8:00 a.m. – 5:00 p.m. Registration

9:00 a.m. – 4:00 p.m. Exhibitor Showcase

9:00 – 10:00 a.m. General Session – 2025 Legislative Update

10:15 – 11:15 a.m. General Session – Keynote: The Honorable David Beasley

11:30 a.m. – 1:30 p.m. Lunch on your own
Visit Exhibit Hall (Pre-purchased boxed lunches available in Exhibit Hall)

1:30 – 2:15 p.m. Concurrent Sessions

- Effectively Communicating with Your Legislators
- Unlocking Growth: Attracting Remote Talent to Your Municipality

2:30 – 3:15 p.m. Concurrent Sessions

- USC Brain Health: Community-Based Partners for Cognitive Care and Support
- Gun Violence Reduction: The City of Columbia Success Story

3:30 – 4:30 p.m. Concurrent Sessions

Shared Challenges, Shared Solutions: Round Table Discussions by Population Size

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

4:30 – 5:30 p.m. Mayors’ Roundtable

Saturday, July 19

8:30 a.m. – 2:00 p.m. Registration

9:00 – 9:45 a.m. Concurrent Sessions

- Critical Court Cases Impacting Local Government
- Retail Rivalry: Perfecting Your Pitch to Compete for New Commercial Development

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

- Short Takes on Hot Topics
- Unlocking New Grant Possibilities: Shifting From Hometown Economic Development Grants to the New IMPACT Fund

11:00 – 11:45 a.m. General Session – Leading Under Pressure: Stress Management for Community Leaders

11:45 a.m. – 1:45 p.m. Awards Luncheon

6:00 – 9:00 p.m. Lowcountry Boil

Preconference Workshops

Thursday, July 17

9:00 a.m. – noon

Leading Through Complexity:
Strengthening Trust and Decision-Making

Cost: \$100

Matt Lehrman, Co-founder and Managing Director, Social Prosperity Partners

Mounting challenges to civic unity, economic uncertainty, and shifting political pressures — from both state and federal levels — are making local leadership more difficult than ever. In a time of deepening divides, local leaders must face these pressures with advancing skill — every decision shapes the stability and future of their communities. Learn to navigate conflict, engage stakeholders, and foster confidence in your decisions.

9:00 a.m. – noon

Say More by Saying Less:
The Power of Purposeful Communication

Cost: \$100

Leniece Lane, Consultant, Small Town Soul

This session will explore effective communication strategies for city leaders and community partners, focusing on best practices for engaging residents in local government. It will provide practical suggestions for building trust, navigating difficult conversations, and addressing the concerns of disgruntled residents to foster collaboration and positive change in the community.

General Sessions

Thursday, July 17

(New in 2025: Please note that the Opening General Session will take place on Thursday afternoon.)

3:45 – 5:00 p.m.

Opening Session

Annual Business Meeting

Municipal Elected Officials Institute of Government graduation

Friday, July 18

9:00 – 10:00 a.m.

2025 Legislative Update

This year concluded the first year of 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 2026 session.

10:15 – 11:15 a.m.

Keynote – Global Order: War, Conflict, Stability, and the Nobel Peace Prize

The Honorable David Beasley, Former Governor of SC, Former Executive Director of the United Nations World Food Programme

Former SC Governor David Beasley explores the dynamics of global order, examining war, conflict, paths to stability, and the impact of the Nobel Peace Prize.

Saturday, July 19

11:00 – 11:45 a.m.

Leading Under Pressure: Stress Management for Community Leaders

Lauren H. Carter, PhD, Clinical Director, Modern Minds

Life can be stressful. Hear how stress impacts the body and learn stress management strategies to be better leaders in your community.

Special Events

Welcome Reception

Thursday, July 17 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.

Exhibit Hall

Friday, July 18 9:00 a.m. – 4:00 p.m.

Visit with companies that provide goods and services to municipalities. You can purchase a boxed lunch if you want to enjoy a light lunch while visiting the exhibits. Boxed lunches must be purchased in advance.

Boxed Lunch in Exhibit Hall (Boxed lunches must be purchased in advance.)

Friday, July 18 11:30 a.m. – 1:30 p.m. Cost: \$40

Lunch on Friday is on your own. You can purchase a boxed lunch in advance. These will be available for pick up in the exhibit hall. Boxed lunches will be a sandwich, potato chips, soft drink and cookie. Tickets for the boxed lunch must be purchased in advance.

Awards Luncheon

Saturday, July 19 11:45 a.m. – 1:45 p.m. Cost: \$65

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.

Lowcountry Boil

Saturday, July 19 6:00 – 9:00 p.m. Cost: Adult \$75, Children under 12 \$40

Join friends old and new for a family event featuring a casual dinner of Lowcountry boil and pork BBQ and dancing with your favorite music from DJ Dave Gilbert in a fun and casual atmosphere. It’s a backyard BBQ without the mosquitos and humidity.

Registration

Hotel Information

The Hilton Beachfront Resort 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 2 to determine the order cities will register during appointments on June 16, 17 and 18. 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 19, 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 19. The preregistration deadline is July 3. After July 3, 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
<i>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.</i>						

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	\$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	Description
<input type="checkbox"/> Leading Through Complexity (Civility)	\$100	Thursday, July 17, 9:00 a.m. – noon
<input type="checkbox"/> Say More by Saying Less (Communications)	\$100	Thursday, July 17, 9:00 a.m. – noon
<input type="checkbox"/> Exhibit Hall Boxed Lunch (Ticket Quantity ____)	\$40	Friday, July 18, 11:30 a.m. – 1:30 p.m.
<input type="checkbox"/> Awards Luncheon (Ticket Quantity ____)	\$65	Saturday, July 19, 12:15 – 2:15 p.m.
<input type="checkbox"/> Lowcountry Boil (Ticket Quantity ____)	\$75	Saturday, July 19, 6:00 – 9:00 p.m.
<input type="checkbox"/> Children under 12 (Ticket Quantity ____)	\$40	Saturday, July 19, 6:00 – 9:00 p.m.

Housing reservations

Check-in Date: _____ Checkout Date: _____
(On or after July 16, 2025) (On or before July 20, 2025)

Indicate your preferred accommodations in order of 1 – 3. Use these as a guide when making online housing reservations. Nightly rates do not include taxes and fees.

	Priority	Nightly Rate	Deposit
Hilton Beachfront Resort (host hotel) (Two-night minimum stay required)	_____	\$259	\$576.22
Sonesta	_____	\$349	\$412.92
Beach House	_____	\$299	\$335.81

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

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