



**Third Quarter Training Agenda
Thursday, September 21, 2023**

The Depot | 136 E. Main Street | Kingstree, SC, 29556

9:45 – 10:00 a.m.

Name Badge Pickup and Refreshments

10:00 a.m.

Welcome, Announcements and Introductions

*Jonathan Irick, Staff Associate, Main Street SC
Katie Wheeler, Director, Main Street Kingstree*

10:05 – 11:00 a.m.

Grow with Google Training

*Lara Hudson, Uptown Greenwood Community Development Director &
Grow with Google Digital Coach*

Showing up when customers are searching online is more important than ever. Bring your laptop or tablet for this interactive session where you will learn how to create and manage a Google Business Profile from start to finish.

11:00 – 11:15 a.m.

Break

11:15 a.m. – 12:00 p.m.

A New Era for Main Street: The Economic Impact of Remote Workers

Paul Daniele, Managing Partner, Palmetto Advisors; Executive Director & Co-Founder, Saving Rural America Foundation

Remote workers can help transform the local economy and contribute to our entrepreneurial ecosystem while enriching the social fabric of Main Street. During this session you will explore the economic impact of remote workers, become aware of effective tools to attract those workers to your community and why Main Street is the key.

12:00 – 12:30 p.m.

Lunch & Statewide Updates

Lunch Provided by Main Street SC and Town of Kingstree

12:30 p.m. – 1:15 p.m.

Main Street Buzz Session

1:15 – 1:20 p.m.

Break

1:20 – 2:20 p.m.

Discovering Downtown Kingstree Walking Tour

Wear comfortable walking shoes as we discover the projects and initiatives impacting Kingstree including the proximity of the Black River and its potential impact on downtown.

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.

2:20 – 2:30 p.m.

Break

2:30 – 3:15 p.m.

Data isn't a Dirty Word– Part 1, Demystifying

Hannah Davis, TMP, HREDFP

Development Manager – City of Florence

Get to know the why behind one of Main Street's most powerful tools—your DATA! Measuring our work is critical for telling the stories of our downtowns, demonstrating our impact, and proving that we are a solid investment. And data collection and usage shouldn't be an intimidating or time consuming task. In part one of our session, we'll explore how our data works for us and how to work plan the collection of our data to de-stress the process and save us time.

3:15 – 3:30 p.m.

Break

3:30 – 4:00 p.m.

Data isn't a Dirty Word– Part 2, Mining & Leveraging

Hannah Davis, TMP, HREDFP

Development Manager – City of Florence

Mining data is easy once you know where to look. In part two of our data discovery, we'll deep dive into lighter, quicker, and cheaper ways to find monthly and annual datasets and use those to tell our stories. This session will be hands-on and a laptop or tablet is strongly recommended for participation. You'll come away with a data snapshot, data resource list, and templates for telling your story through data so you can demonstrate the value of Main Street in your town.

4:00 p.m.

Closing Remarks & Adjourn