

Your Main Street Beaufort, USA Membership Benefits

Strength in Numbers

Main Street Beaufort, USA and the Merchant Association joined forces in 1985 to provide a cooperative and comprehensive promotion and communication network to strengthen and promote the businesses and enticing environment in downtown Beaufort. That network still exists with monthly Merchant Association meetings, frequent e-mails and mailings, all of which offer direct educational, special event, promotion and advertising information to the merchants in downtown Beaufort.

Increased Profits & Savings

Main Street Beaufort, USA is a non-profit organization that understands the needs of business owners because the members and supporters of the program ARE business owners. A volunteer-run program, Main Street works with local advertising media to produce special rates and programs ONLY AVAILABLE to our members.

Experience Counts

Main Street Beaufort, USA continually calls upon the expertise of the Director and board members to help lead the organization. The Board of Directors consists of downtown business and property owners, retailers, restaurant owners, a banker, an accountant, a lawyer, a community resident, and a small business development professional. Board members participate in various committees aimed at providing ongoing and recognizable promotions for the downtown district. The Main Street Staff works intimately with the National Main Street Center of the National Trust for Historic Preservation, as well as the South Carolina Main Street Association, to ensure that the goals and projects of Main Street Beaufort meet the needs for successful and progressive economic development in the downtown and surrounding environments. In addition, the Main Street staff has access to a national database of people, resources and materials on any subject matter or trends that affect small businesses in downtown districts.

Advocacy for Downtown Beaufort

Whether proposing new ideas or requesting attention from city or county government or petitioning legislation or proposed changes that affect small business owners in downtown Beaufort, Main Street is present and proactive. ALL area residents and businesses benefit from Main Street Beaufort's active role in keeping downtown alive and vibrant.

Increased Customer Traffic

Through the annual advertising campaign consisting of print, radio and television, Main Street Beaufort reaches thousands of households and car radios in the Lowcountry and spans Charleston, SC to Savannah, GA. Main Street aims to generate new and repeated foot traffic in the downtown stores. In addition, Main Street coordinates some of downtown's most notable special events including A Taste of Beaufort, Downtown Trick or Treat promotion, Light Up the Night holiday boat parade, A Night on the Town, and the Holiday Parade.

Inside Information

Members of Main Street Beaufort, USA attend monthly Merchant Association meeting to share ideas and network with other downtown merchants. The meetings offer Main Street Staff time to meet with merchants, propose new ideas and determine the scope of projects in a cooperative and engaging atmosphere. Guest speakers frequently address issues important to running a successful and safe business in the downtown environment.

Immediate Answers and Personal Service

Main Street Beaufort, USA staff and board members are always available to listen and respond to issues or ideas from member merchants. It is our duty to serve the businesses of downtown Beaufort and we make every attempt to be accessible and responsive to requests and proposals. Past suggestions from downtown merchants include cooperative marketing and advertising programs, special events in Downtown Beaufort and formatting changes of current special events to better meet the needs of downtown retail merchants.

Ribbon Cutting and Media Notification

New businesses and business expansions. Main Street Beaufort, USA wants to give you all the attention you deserve in your new endeavor. We will meet with you to plan a Ribbon Cutting event for your business.

Current & Future Goals of Main Street Beaufort

Work with the city to help guide and assist in the economic development of Charles Street and Bladen Street.

Expand the Main Street staff in order to provide more services to the downtown and surrounding areas.

Continue working with the city and private property owners to develop more parking in the core commercial district.

Develop a comprehensive brochure/directory of all businesses located in the downtown district.

For more information please call, Androula Weiland at (843) 684-1987 or email info@downtownbeaufort.com