

Main Street Beaufort IMPACT REPORT 2025

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WHERE EVERY STREET TELLS A STORY,
AND EVERY VISIT FEELS LIKE HOME



Vision & Mission

Main Street Beaufort, SC is dedicated to the success and growth of the city's Historic Business District, advancing a downtown where history lives, culture thrives, and community gathers. Our work aligns with the broader goals of the City of Beaufort by enhancing quality of life, preserving historic character, and fostering a vibrant, diverse, and resilient local economy.

Rooted in the spirit of the Lowcountry, Main Street Beaufort honors Beaufort's deep history, rich Gullah heritage, vibrant arts scene, and coastal beauty by cultivating a dynamic, walkable, and welcoming waterfront district. Through promotion, collaboration, and strategic partnerships, we support local businesses, encourage historic preservation, and create opportunities for shared experiences that connect locals and visitors alike.

Our vision is for Downtown Beaufort to flourish as a destination city—recognized as one of the best small coastal towns in the United States and a place where people are proud to visit, live, work, and play. We envision a thriving downtown that invites connection through art, food, storytelling, and Southern hospitality, while reflecting the authentic charm and enduring spirit of our community.

Our Story

In 1985, Beaufort became one of South Carolina's designated Main Street communities, joining a national movement to revitalize historic downtowns. As an early adopter, the city embraced the Main Street Four-Point Approach to preserve its historic charm, support small businesses, and strengthen its downtown economy—a legacy that continues to shape Beaufort today.



Our Strategy

Beaufort is a designated South Carolina Main Street community, with the City of Beaufort entrusting Beaufort Downtown to administer the Main Street program locally. Guided by the nationally recognized Main Street America™ model, Main Street Beaufort advances a comprehensive, place-based approach to economic development. Through the Main Street Four-Point Approach®—Economic Vitality, Design, Promotion, and Organization—the program implements strategic initiatives that strengthen the downtown district, support local businesses, preserve Beaufort's historic character, and deliver measurable, community-driven results.

Community Partners



Community Profile



POPULATION
14,300

MEDIAN AGE
31.5 YEARS



HOUSEHOLDS
5,466

MEDIAN INCOME
59,454

Main Street Beaufort actively engages volunteers to enhance downtown's vibrancy, with strong support from our military community and local residents playing a pivotal role in these efforts. As a City-led program, Main Street Beaufort relies on community involvement to help promote economic development and revitalization in the downtown district.

Volunteers, service members, and residents contribute their time and talents by helping plan and execute events, sharing the stories of small business owners, and elevating the commercial corridor—strengthening community connections and fostering a dynamic, welcoming downtown environment for all.

Downtown Profile

304 acres

storefronts **100+**

500+ public parking

restaurants **20+**



Volunteer Spotlight

"Volunteering at community events in downtown Beaufort is my favorite way to connect with neighbors, welcome visitors, and help create lasting memories for families. Whether it's helping behind the scenes or greeting people as they arrive, it feels good to play a small role in bringing the community together and showcasing everything that makes downtown Beaufort such a special place."

INVESTMENT STATS ²⁰²⁵

4,830 VOLUNTEER HOURS

PUBLIC
\$4,302,676

122 BUILDING IMPROVEMENTS

PRIVATE
\$8,518,458

28 NET NEW BUSINESSES

For every \$1 of public investment, \$1.98 in private investment was generated.



BUSINESS SUPPORT \$10K Leveraged StorySprint Series

Main Street Beaufort's StorySprints, with support from Main Street SC, help tell the stories of downtown small businesses. Next steps include creating marketing materials, training local storytellers, and tracking the StorySprints' impact.



COMMUNITY PROJECTS

Improving the look and function of downtown.

- Addition of flower pots
- Mural finalization and installation
- Stormwater Improvements - reducing flooding to protect historic buildings.
- Added additional lighting



Building strong leadership and community support.

- Main Street Program Support - ongoing investment in staff and downtown leadership.
- Continued partnership with GBA

Celebrating and sharing what makes downtown special.

- Social Media Engagement
- StorySprint Series



Helping businesses grow and the local economy thrive.

- Launch of the spill the beans training series
- monthly newsletter

PROMOTION

EVENTS & ACTIVITIES

Signature Events & Programming in Partnership with City of Beaufort

- First Friday: Every Month
- March: Lafayette Bicentennial in partnership with Historic Beaufort Foundation
- May: A Taste of Beaufort
- October: Beaufort Shrimp Festival, Annual Halloween Celebration
- November: Artists Sunday in partnership with Freedman Arts District
- December: Night on the Town, Tree Lighting, Lighted Boat Parade, Christmas Parade





Engaging Communities. Building Vitality.

Main Street South Carolina, the state's official Main Street coordinating program, helps local communities transform their downtowns through proven strategies, expert training, and statewide collaboration.

A technical assistance program of the Municipal Association of South Carolina, Main Street SC provides professional guidance using the Main Street Four-Point Approach™ to turn vision into action and strengthen local economies.



MAIN STREET IMPACT since 1983

Cumulative statewide impact reported by participating communities from 1983 to 2024

Transforming SC's Downtowns

Main Street South Carolina is the state's leader in grassroots economic development, helping to revitalize historic downtowns through a dedicated, experienced team. Local Main Street Programs apply the Main Street Four-Point Approach® - a comprehensive strategy to strengthen and renew their historic commercial districts by addressing design, organization, promotion, and economic vitality. **Main Street is D.O.P.E.**



VOLUNTEER HOURS
125,868



NEW BUSINESSES
1,487



NEW JOBS
6,851



BUILDING IMPROVEMENTS
2,458



PUBLIC & PRIVATE INVESTMENT
\$970 MILLION



Locally Powered

Representing a diversity of skills and backgrounds, South Carolina's local Main Street programs transform challenges into remarkable opportunities. Their dedication fuels investment and inspires community engagement.

“ Main Street communities all work towards a common goal - a revitalized, vibrant downtown district. ”
- Main Street America

Learn about Main Street SC



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