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**June 11, 2025**

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**Main Street Beaufort Launches 18-Month Plan to Revitalize Downtown**

**BEAUFORT, S.C.** – Main Street Beaufort has announced an ambitious 18-month implementation plan aimed at revitalizing the city’s historic downtown district. Running from January 2025 through June 2026, the plan is built on the nationally recognized Main Street Four-Point Approach®: Organization, Promotion, Design and Economic Vitality.

“Downtowns are the lifelines of cities like Beaufort — they become the heart and soul of the community,” said Sarah Sutton, director of Main Street Beaufort. “This plan is a strategic roadmap to ensure our historic core remains a vibrant place to live, work and visit.”

**Key initiatives include:**

- **Organization:** Establishing a formal Main Street structure, collecting downtown data and launching a dedicated marketing strategy.
- **Promotion:** Enhancing storytelling efforts for local businesses, hosting regular merchant meetings and expanding outreach.
- **Design:** Improving lighting, updating wayfinding signage and preserving Beaufort’s architectural character.
- **Economic Vitality:** Offering small business support, tracking market trends and fostering partnerships for sustainable growth.

In the first six months, the program will introduce a branding initiative, launch a business storytelling page and implement a downtown data tracking system. Following that, plans include a comprehensive communication strategy, a business welcome program and continued investment in the downtown arts infrastructure.

“This plan reflects our commitment to economic development while honoring Beaufort’s rich history and signature Southern charm,” Sutton said. “We invite the community to be part of this exciting journey as we work together to shape the future of our downtown.”

For more information, visit [mainstreetbeaufort.org](https://mainstreetbeaufort.org) or follow Main Street Beaufort on Instagram and Facebook.

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