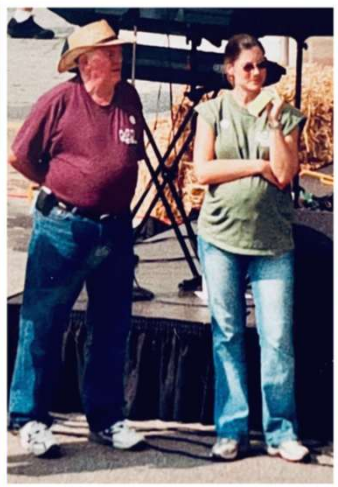


## From Blurry to Brilliant:


Focusing Your Lens on Main Street



**Jenny Boulware**

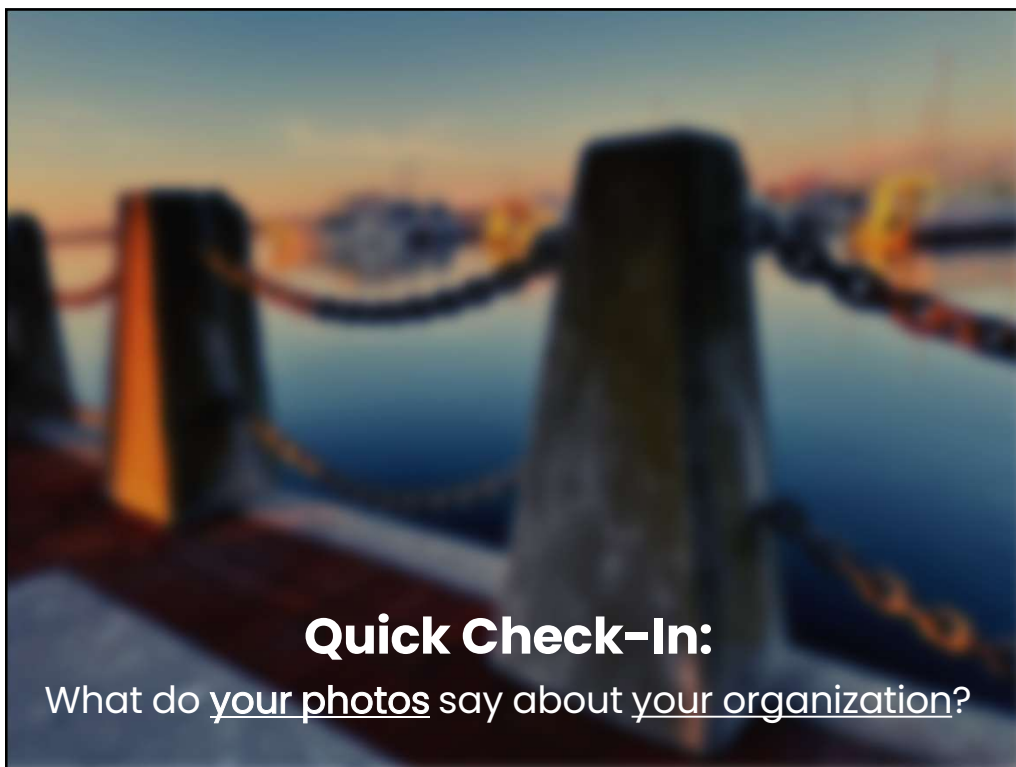
State Coordinator  
Main Street SC

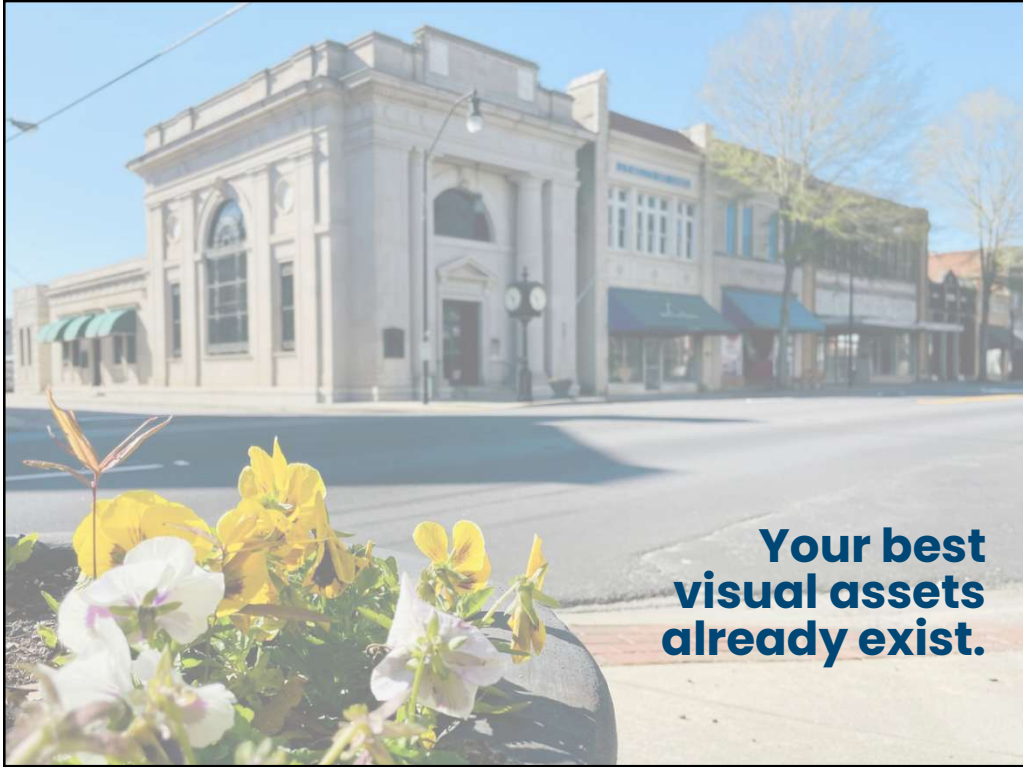
2005, Local Main Street Director  
Laurens, South Carolina



## Thumbs up if . . .

- You **rely on the same few images** over and over
- You're **short on staff/time** to capture everything
- You're **looking for simple, actionable ideas**





## Sharing Main Street's Visual Story

**5**  
Key Actions

- 1. Plan**
- 2. Capture**
- 3. Gain Permission**
- 4. Organize**
- 5. Train**



**1 Plan the Shoot**  
 → What are we capturing?  
 → Clarity = better photos

- People (diverse, candid, engaged)
- Businesses (interior + exterior)
- Details (signage, textures, products)
- Activity (events, sidewalk life)
- Seasonal / time-of-day

**Photo Shoot Checklist**

Photo Shoot Goal: \_\_\_\_\_ Date/Location: \_\_\_\_\_

**Pre-Shoot**

- Locations identified
- Businesses/subjects contacted
- Permissions secured
- Equipment checked
- Roles assigned

**Shots Needed**

- District wide shots
- Business portraits
- Customer interactions
- Details & signage
- Seasonal / thematic elements

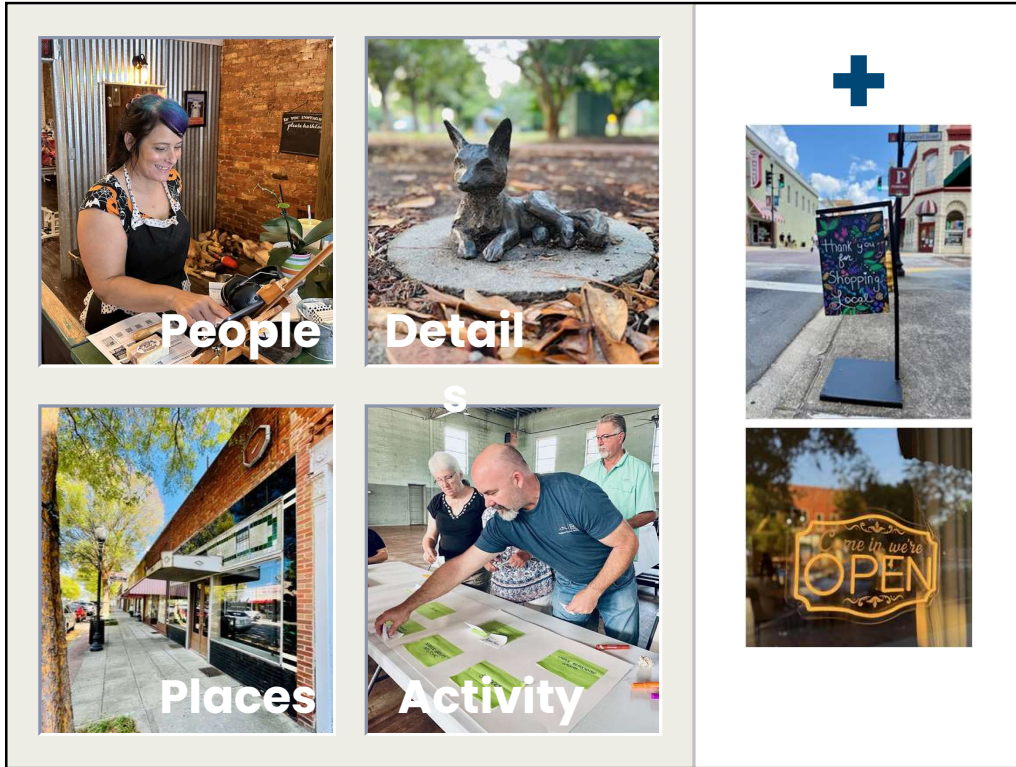
**Post-Shoot**


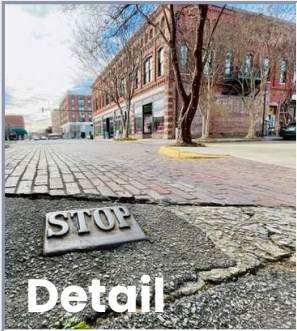
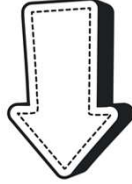


- Files renamed
- Photos backed up
- Uploaded to shared drive
- Images scheduled for use

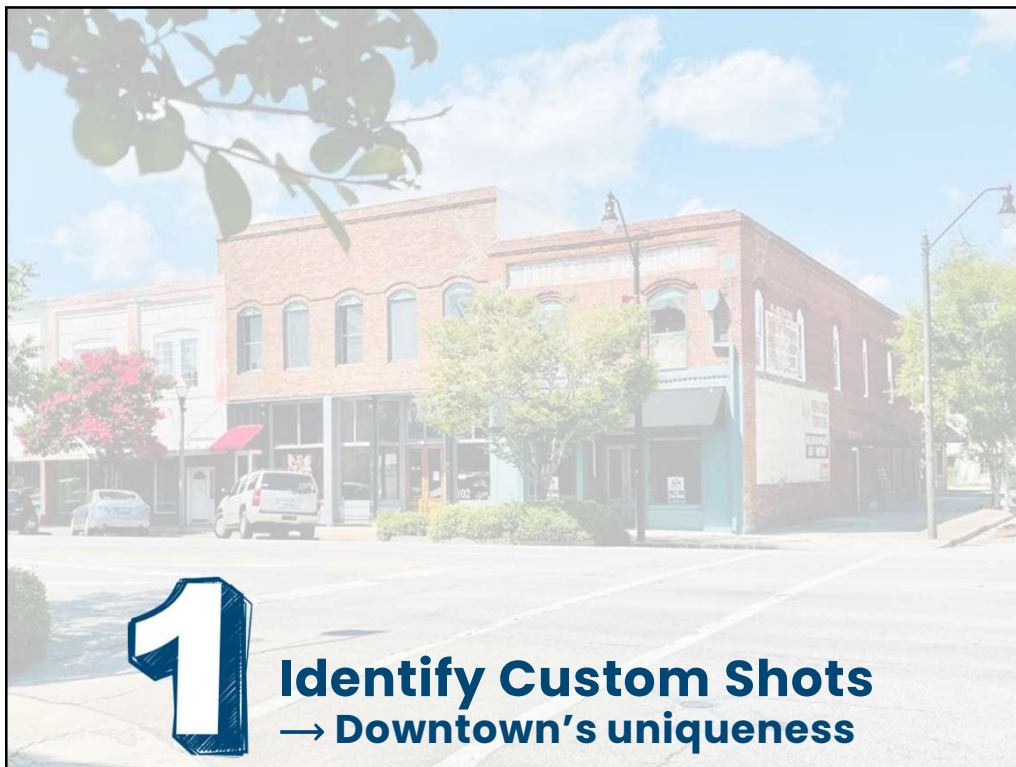
**Tips**

- Credit and celebrate local photographers & influencers
- Use consistent hashtags/tagging
- Rotate photo responsibilities
- Refresh your image library monthly

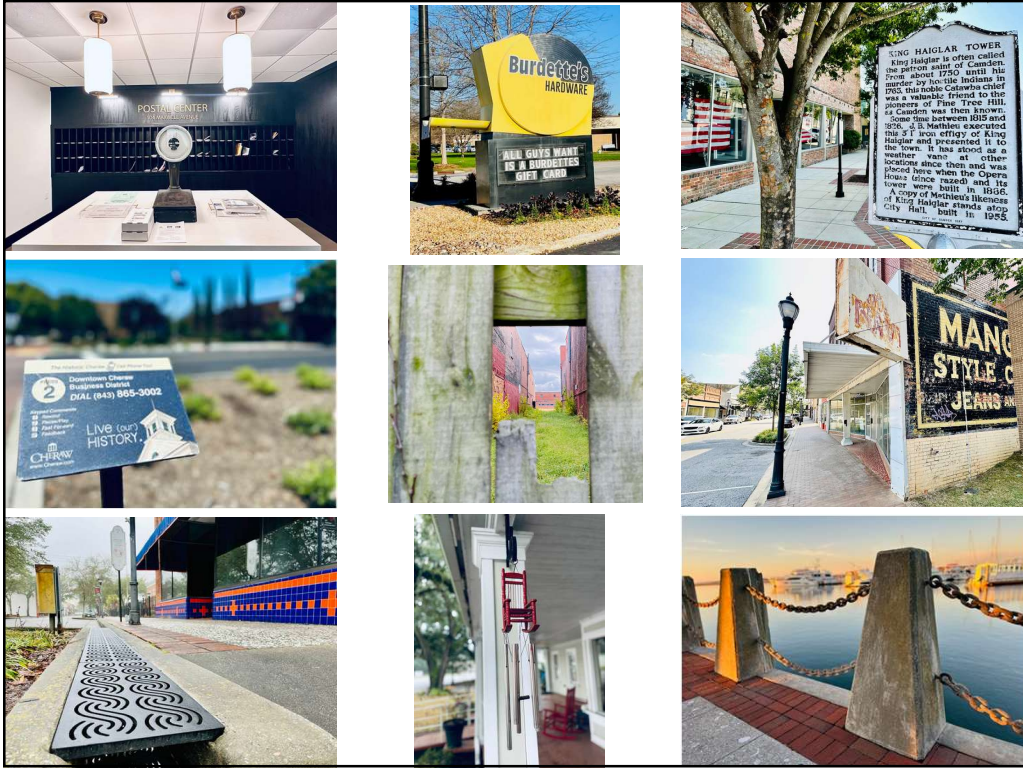
**1 Create the Shot List**  
 → People, place, details, activity



 <p><b>People</b></p>	 <p><b>Detail</b></p>	<p><b>YOUR TURN</b></p>  <p><b>List</b> 5 must-have shots + 3 often-missed moments</p>
 <p><b>Places</b></p>	 <p><b>Activity</b></p>	



**1** **Identify Custom Shots**  
→ **Downtown's uniqueness**



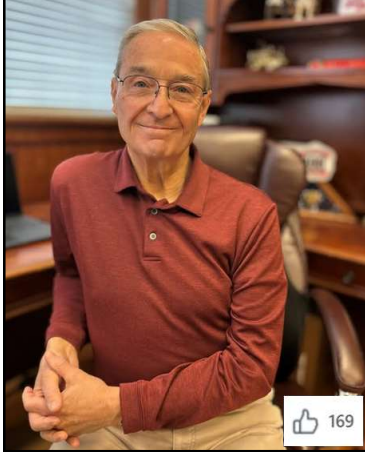
# PEOPLE





### Assign roles

- Lead shooter
- Detail shooter
- People/story shooter



*"Main Street is the heartbeat of the community, and it encompasses the past, which is very important for making progress into the future.*

*Honea Path is just a great community, a great place to call home.*

*I was born and raised here, then came back to practice medicine. I have practiced medicine here for 42 years in a family practice. I was also a member of the fire department for 53 years, and 30 of those I served as the fire chief. I have a lot of roots and a lot of attachment to the town.*

*My favorite thing is the people. The people make Honea Path!"*

- Mayor Jimmy Smith, MD, Honea Path, SC



LETTER HEAD & CONTACT DETAILS HERE

**MEDIA RELEASE**

\_\_\_\_\_, hereby give and grant to \_\_\_\_\_

NAME

the right to use my name and/or the right to photograph my physical likeness in any manner you desire and/or the right to reproduce and record my voice and other sound effects made by me, and I hereby consent to the use of my name and/or said photographs, likenesses and any reproductions thereof and/or the recordings and reproductions of my voice and other sound effects, by you, your licensees, successors and assigns, in or in connection with the production, exhibition, distribution, advertising and exploitation and/or other use of any of your photographs and/or otherwise.

This is a full release of all claims whatsoever I or my heirs, executors, administrators or assigns now or hereafter have against \_\_\_\_\_ or its employees, as regards any use that may be made by them of said photograph(s) [C] [U] reproductions, films, video/audio tapes, internet postings and/or direct transmission or television signals.

I understand that it is the purpose of \_\_\_\_\_ to use the material in a legitimate manner which is not intended to cause any harm or undue embarrassment.

I have read this entire document, understand the contents and I have willingly agreed to the above conditions.

Signature _____	Date _____
Parent or legal Guardian _____	Date _____
Witness _____	Date _____

3

## Collect permission(s)

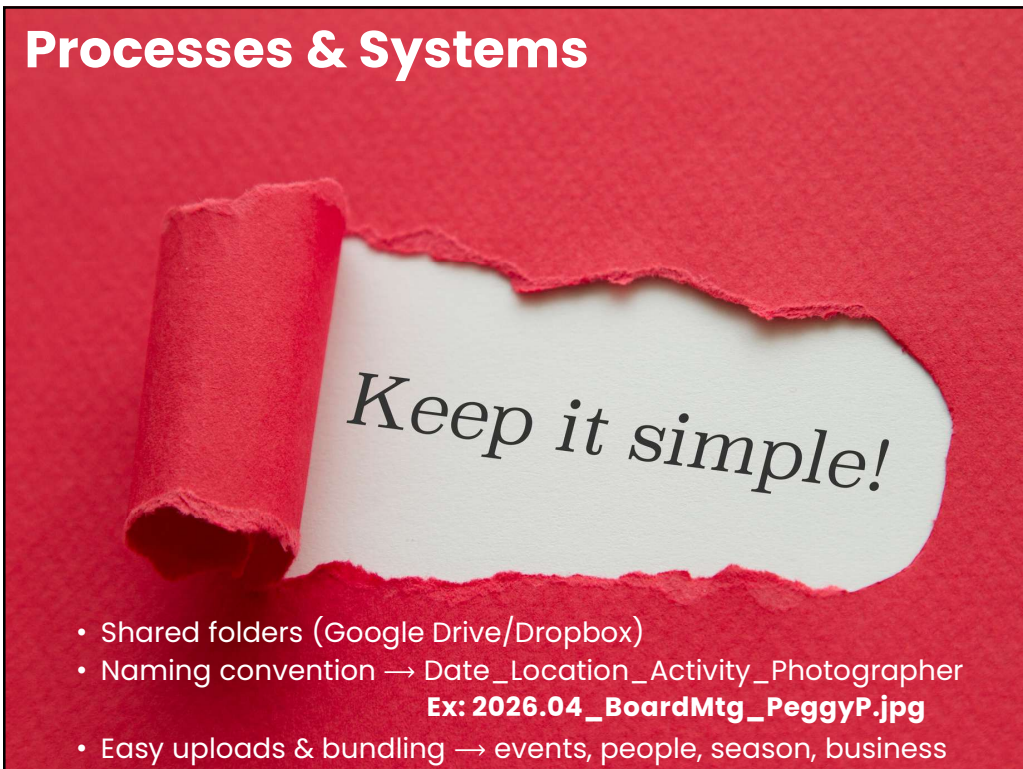
→ Can we use this image?

→ Trust = Confident Use



**4 Organize & Store**  
→ Can you find them... when you need them?  
→ Simple Systems = Usable Photos

**Processes & Systems**



*Keep it simple!*

- Shared folders (Google Drive/Dropbox)
- Naming convention → Date\_Location\_Activity\_Photographer  
**Ex: 2026.04\_BoardMtg\_PeggyP.jpg**
- Easy uploads & bundling → events, people, season, business

# Use photos everywhere

→ Slides, Social, Grants, Awards, Print

**Did you know that Downtown Camden is home to 12 Boykin Spaniel puppies?**

TRIVIA GIVEAWAY



**Find one. Take a selfie with it. Submit your selfie and tag a friend.**



**1 FOUNDATION BUILDING**

- 1. Organize and lead a neighborhood visioning session, helping participants identify their needs and priorities.
- 2. Coordinate volunteers to assist with data collection.
- 3. Develop a comprehensive collection of assets for an asset map.
- 4. Create a community vision statement.
- 5. Develop a business plan for the Main Street program.

**2 CELEBRATING AUTHENTICITY**

- 1. Identify existing historic resources.
- 2. Create a historic district or historic landmarks list.
- 3. Develop a historic preservation ordinance.
- 4. Explore local historic preservation opportunities.
- 5. Signage for markers.

**3 BEAUTIFICATION & DESIGN**

- 1. Identify public spaces.
- 2. Identify opportunities for additional public space.
- 3. Develop a public space plan.
- 4. Coordinate with local businesses and residents to improve public space.
- 5. Develop a public space plan.
- 6. Coordinate with local businesses and residents to improve public space.
- 7. Develop a public space plan.
- 8. Coordinate with local businesses and residents to improve public space.
- 9. Develop a public space plan.

Shop

- Share their stories
- Purchase gift cards
- Sign up for services
- Leave positive reviews



**ECONOMIC VITALITY**

- 1. Implement Main Street QR Code
- 2. Complete Main Street Property & Business Inventory & Visual Audit
- 3. Develop Business & Develop Clear Business Operating Process
- 4. Develop a Plan for Displaced Tenants



**Revolving Loan Fund**

What is it? How can it help?

- Low interest loans for redevelopment
- Low acquisition grants
- Renovation installation grants
- Architectural services grants
- Final floor build-out



**Waltersboro IS HIRING!**

Main Street Program Manager / Tourism Director




**5 Train / Invite**

→ Who else loves downtown?

→ More people = more capacity



**AGENDA**

- Welcome + purpose (5–10 min)
- Quick tips (10 min)
- Photo walk (30–45 min)
- Share + celebrate (10–15 min)

**Who**

- Board members
- Volunteers
- Students
- Business owners
- Local photographers



# 30-Day Action Plan

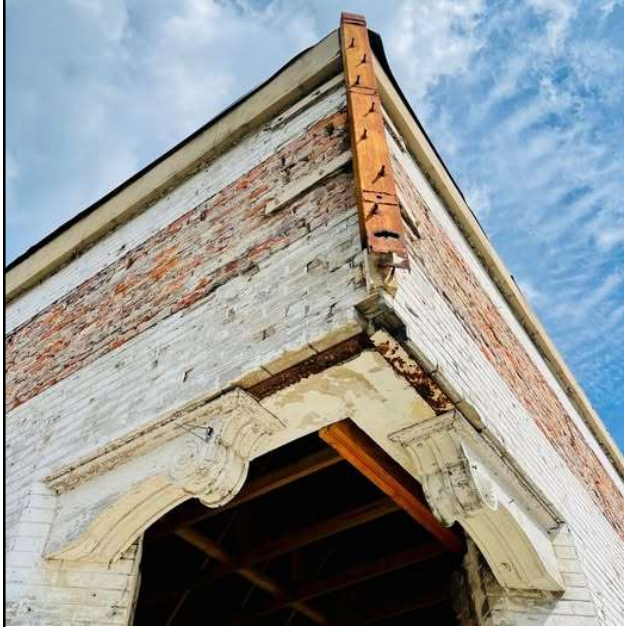
- Identify 1 goal
- Create 1 shot list
- Host 1 photography workshop w/ photo walk
- Set up 1 shared folder
- Invite 5+ contributors

**YOUR TURN**



**May = National Historic Preservation Month**





📍 Look up!

Take time to explore downtown's unique details.

Nearly every building -- whether historic or new, renovated or awaiting renovation -- offers interesting visual components.

Decorative elements are sometimes just that -- decorative. And sometimes they provide critical structural support.

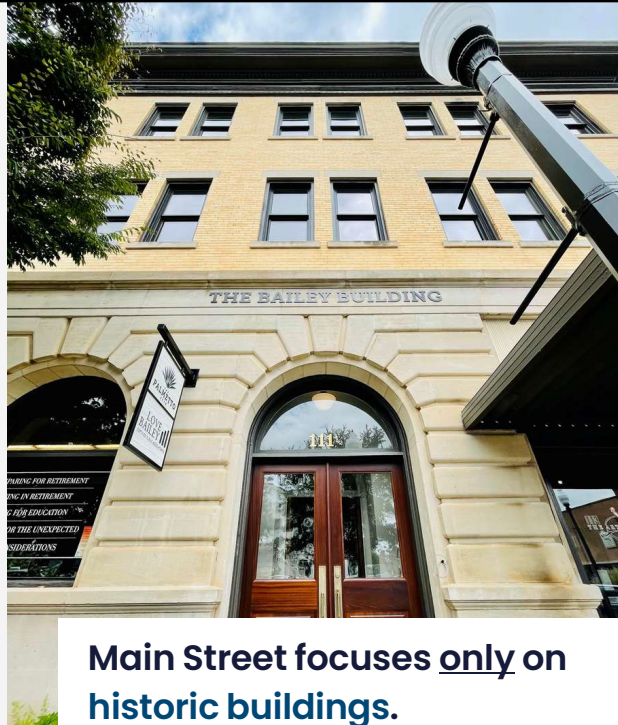
📷 Historic Corner, Downtown Georgetown

**Historic preservation isn't only about saving buildings. It's also a way to help people SEE them.**



- **Contractors/artisans at work**
- **Materials, tools, textures**
- **Cornices, brickwork, windows, doors**
- **Historic signs, ghost signs**
- **Ironwork, tile, woodwork**
- **Alleyways, back entrances, upper floors**
- **Hinges, mail slots, faded paint**
- **Things people walk by every day**

True /  
False



Main Street focuses only on historic buildings.

True /  
False



Main Street Programs support the **entire downtown** — small businesses, public spaces, historic buildings, vacant lots, and new construction.

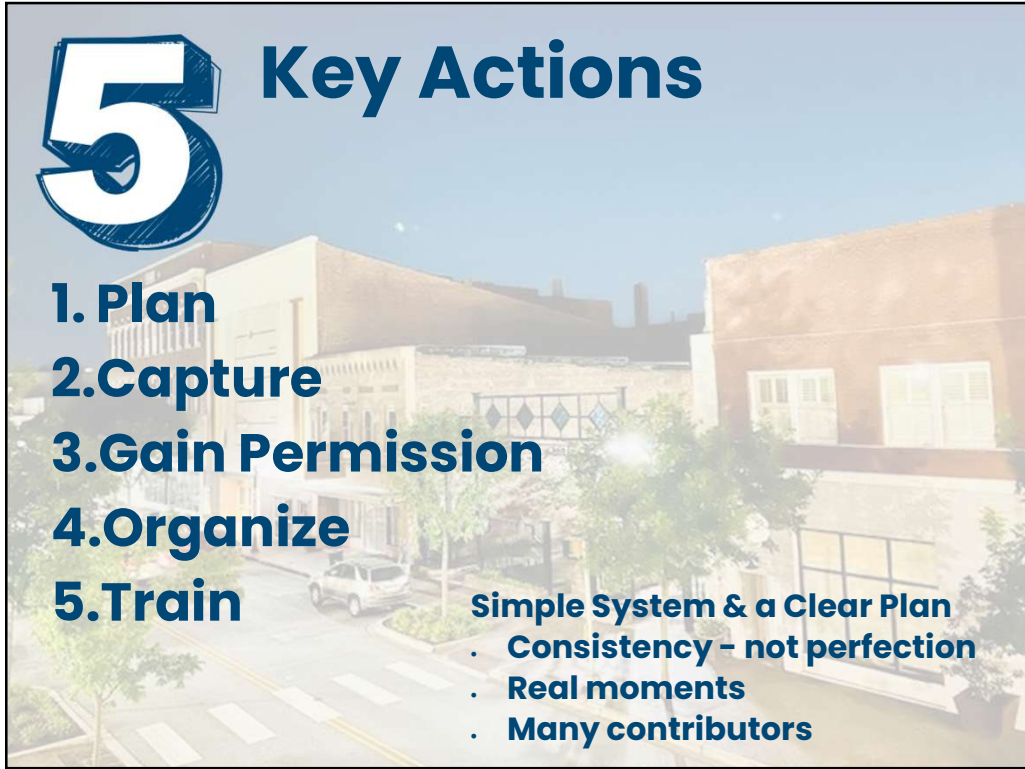


# 5 Key Actions

1. Plan
2. Capture
3. Gain Permission
4. Organize
5. Train

Simple System & a Clear Plan

- . Consistency - not perfection
- . Real moments
- . Many contributors



  
**Jenny Boulware**  
jboulware@masc.sc

→  @MainStSC  
 @main\_street\_sc



**MAIN STREET**  
South Carolina

A program of the Municipal Association of SC

## WE APPRECIATE YOUR FEEDBACK!

Please review this session on the Mobile Event Guide:

- 1 Download the “Main Street Now 2026” app
- 2 Locate this session and scroll to “Session Feedback”
- 3 Complete your review

*Need help?* See your conference program or a volunteer for assistance.

