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Walterboro working to improve image

Walterboro, SC -- Walterboro leaders are trying to revive the town's tarnished image following a string of violent and sometimes deadly crime over the past six months.

As tourism season kicks into gear, City of Walterboro officials want to make sure crime around the area doesn't take away from what the city has to offer.

"We wanted people to know that Walterboro is still a safe place, that it is a place that we are proud of and a place that we call home," said Bill Young, Mayor of Walterboro.

That's why Mayor Young hired E. Boineau & Company, a marketing and communications firm to help get the word out about what the city is doing to keep the streets safe.

"The first step in that process was to put together information on their 10-point plan which has been in place since February," said Elizabeth Boineau, owner of E. Boineau & Company.

The 10-point plan is a plan to reassure safety as a top priority.

"We're trying to get the word out about our 10-point plan to address the incidents, about establishing crime watch neighborhoods, about improving neighborhoods through code enforcement, about cross training our police officers," Young said.

Residents and business owners in town say good marketing is a step in the right direction, especially as tourists make decisions on where to take vacations.

"It is great for the community to know and outsiders to know that it is safe and that you are going to be taken care of if you come to Walterboro and you don't have to worry," said Cindy Infinger Corley, Owner of Old Bank Christmas and Gifts.

"I feel good about it and I hope that he (the mayor) is successful in whatever he does," said Naomi Stamps, a Walterboro resident.

The marketing company is being paid for with the city's tourism budget.