



Main Street America Community Transformation Workshop Agenda

DAY 1 – Wednesday, November 15, 2017

Evanston, Illinois

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- **Networking Breakfast & Workshop Check-in**, Breakfast Room & Hotel Lobby 7:00am – 8:00am
 - Breakfast provided by hotel
 - To check-in, look for NMSC staff person in lobby who will have a sign and white lanyard
 - **Walk as a group to Evanston commercial district** 8:00am – 8:15am
 - **Welcome** 8:30am – 9:00am
 - Welcome by Patrice Frey, President & CEO NMSC
 - Welcome from community partners
 - **Morning Session** 9:00am – 11:30am
 - Refer to Day 1 outline for details
 - **Tour of District** 11:30am – 12:15pm
 - **Lunch (provided)** 12:30pm – 1:45pm
 - **Afternoon Working Session** 1:30 pm – 5:00pm
 - Refer to Day 1 outline for details

DAY 2 – Thursday, November 16, 2017

Waukegan, Illinois

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- **Networking Breakfast**, Hotel Breakfast Room 7:00am – 7:30am
 - Breakfast provided by hotel. Please be ready to leave promptly at 7:30 am.
 - **Travel to Downtown Waukegan, Illinois** 7:30am – 9:00am
 - Take Metra - Union Pacific North line to Waukegan stop
 - Train departs at 7:50 am from Davis St. station; arrives 8:51 am
 - **Welcome** 8:45am – 9:00am
 - Welcome from community partners
 - **Morning Session** 9:00am – 12:00pm
 - Refer to Day 2 outline for details

- **Lunch (provided) & Tour/District Activity** 12:00pm–1:45pm
- **Afternoon Working Session** 2:00pm – 4:00pm
 - Refer to Day 2 outline for details
- **Networking & Free Time in the District** 4:00pm – 5:00pm
- **Return to Evanston on Metra** 5:10pm – 6:00pm

DAY 3 – Friday, November 17, 2017

Evanston, Illinois

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- **Networking Breakfast, Hotel Breakfast Room** 7:15am – 7:55am
 - Breakfast provided by hotel
 - **Morning Session** 8:00am – 11:00am
 - Refer to Day 3 outline for details
 - **Lunch on your own + District Investigation** 11:00am – 12:45pm
 - **Afternoon Session** 12:45 pm – 2:00pm
 - Refer to Day 3 outline for details



Community Transformation Workshop: Day 1

INSTRUCTORS: Matt Wagner, VP of Revitalization Programs, NMSC

Norma Ramirez de Miess, Senior Program Officer and Director of Leadership Development, NMSC

Transforming Communities and Urban Districts through the Refreshed Main Street Approach

SUMMARY – The workshop will commence in a commercial district in Evanston, Illinois by completely immersing participants in the refreshed Main Street Approach, Main Street America’s strategy driven framework that guides community-based revitalization efforts. Matt Wagner, NMSC Vice President of Revitalization Programs, will kick-off the morning by guiding participants through the new framework, focusing on how communities can take their “vision for success” to the next level by defining and identifying key Community Transformation Strategies that provide a clear sense of priorities and direction for revitalization efforts. During the afternoon, participants will have the opportunity to apply these concepts with a hands-on exercise on how to develop and implement Transformation Strategies.

LEARNING OBJECTIVES – revitalization leaders participating in this course will be able to:

1. Become familiar with the refreshed Main Street Approach and its ability to elevate our focus and impact
2. Understand the role that community engagement, market analysis and the development of metrics play in developing and evaluating Transformation Strategies
3. How to choose your district’s Transformation Strategies
4. How to build a work plan that aligns the Four Points around the Transformation Strategy(s)

CONTENT OUTLINE – the following topics will be addressed in this course:

1. Morning Session - *Defining Strategies that Transform Communities* | 9:00am – 11:30am

- a. Trends Impacting Commercial Districts
- b. Refresh Overview
 - i. How to Engage the Community and Build Consensus for a Common Vision
 - ii. How to Review Your Market Data to Understand Existing Conditions and Opportunities
 - iii. Selecting Transformation Strategies to Direct our Work
 - iv. Aligning our Work through Strategy-driven Planning & Implementation
 - v. Development Metrics & Measuring Impact
- c. Presentation by Local SSA

2. Tour of District | 11:30am – 12:15pm

To include an “investigation” piece – for participants to conduct a visual assessment of the district - identifying placed-based assets and key market information (business mix, occupancy/vacancy, etc.)

3. Lunch | 12:30pm - 1:45pm

4. Afternoon Session - *Transformation Strategy Development: Putting it all together* | 2:00pm – 4:30pm

- a. Review of Community Survey Results, Market Data, and onsite visual assessment
- b. Reviewing options and Developing Draft Transformation Strategies
- c. Discussion around Alignment of Activities to Drive Implementation
- d. How would we measure impacts and package value?

PREPARATION – Participants should review and/or research the following in preparation for this course:

1. Review resource page of National Main Street Center website on materials regarding the Refresh
2. Review information on Evanston SSA District

Participants are expected to have a laptop.



Community Transformation Workshop: Day 2

INSTRUCTOR: Donovan Rypkema, Principal, PlaceEconomics

The Economic Impact of Real Estate Development in Revitalization

SUMMARY – Day two will concentrate on the economic impact of real estate development in revitalization. Donovan Rypkema, an internationally renowned expert in real estate and economic development, will lead the instructional sessions focused on various modeling, analyses and tools used to evaluate and predict the results of new incentives in specific conditions, determine feasibility of real estate acquisition and development of historic properties, and drive strategic decisions for vacant property. Participants will travel to Waukegan, a longtime Main Street community located 25 miles northwest of Chicago, and take on a hands-on assignment in which they will apply concepts learned during the morning session.

LEARNING OBJECTIVES – revitalization leaders participating in this course will be able to:

1. Localize the “cost of an empty building”
2. Localize the “impact of a unit of upper floor housing”
3. Identify and apply metrics for measuring the catalytic impact of a development project.

CONTENT OUTLINE – the following topics will be addressed in this course:

1. **Morning Session | 9:00am -12:00pm**
 - a. Impact measurements – art or science?
 - b. Tools of analysis
 - c. Application of tools to specific situations
2. **Afternoon Session | 2:00pm – 4:00pm**
 - a. Group 1 – What’s the cost of an empty building in Waukegan?
 - b. Group 2 – What would be the impact of a unit of upper floor housing in Waukegan?
 - c. Group 3 – What is the catalytic impact of a development project in Waukegan?

PREPARATION – Participants should review and/or research the following in preparation for this course:

1. Review consumer expenditure survey (<http://www.bls.gov/cex/tables.htm#annual>)
2. Review annual operating statement for a retail business (participants to locate online)
3. Identify location of City hall, County Court House, Chamber of Commerce office, local real estate office, economic development office, Main Street office.
4. Review the following websites: www.waukeganmainstreet.org (Waukegan Main Street); <http://www.waukeganweb.net/> (City of Waukegan)

Participants are expected to have a laptop and Microsoft Excel software.



Community Transformation Workshop: Day 3

INSTRUCTORS: Matt Wagner, VP of Revitalization Programs, NMSC

Norma Ramirez de Miess, Senior Program Officer and Director of Leadership Development, NMSC

Strategic Business Development through Entrepreneurial Ecosystems & District Leadership

SUMMARY – Day Three will begin with a discussion on Strategic Business Development and Entrepreneurial Ecosystems, focusing on the role of Main Street professionals in creating the environments where businesses thrive. Participants will then explore downtown Evanston in small groups, identifying how Entrepreneurial Ecosystems align with district transformation strategies. The program will conclude back in the classroom, with a roundtable discussion on District Leadership and your role in implementing lessons learned during the workshop.

LEARNING OBJECTIVES – revitalization leaders participating in this course will be able to:

1. Understand the process for developing an entrepreneurial ecosystem focused on commercial district revitalization.
2. Identify key entrepreneurship assets, targets, and partners.
3. Develop key strategies to align your ecosystem with transformation strategies.
4. Understand your leadership role on a holistic basis for developing and implementing community transformations.

CONTENT OUTLINE – the following topics will be addressed in this course:

1. **Morning Session | 8:00am – 11:00am**
 - a. Setting the context: Entrepreneurial Ecosystems as a key component of business development and Transformation Strategies
 - b. Entrepreneurship and the 4 Point Approach
 - c. Asset Mapping and Developing Targets
 - d. Getting Started Strategies
 - e. Instructions for district investigation exercise
2. **Working Lunch & District Investigation | 11:15am – 12:45pm**
3. **Afternoon Session | 1:00pm – 2:30pm**
 - a. Roundtable discussion of results of district investigation
 - b. Understanding the relationship between district transformation strategies and strategic leadership
 - c. A Recap to Action: utilizing lessons learned during the Community Transformation Workshop

PREPARATION – Participants should review and/or research the following in preparation for this course:

1. Business directory for downtown Evanston: <http://downtownevanston.org/shop>
2. Supporting materials on incentives for business development

Participants are expected to have a laptop.