COVID Precautions
We will be asking all attendees who are vaccinated to provide proof of vaccination through a 3rd party provider. Upon completion of registration, we will provide information on how to complete this process. We strongly encourage vaccinations; however, if you are unvaccinated, we will ask that you provide proof of a negative test prior to your registration check-in. Self-tests will not be accepted. We will provide more information on testing procedures and requirements as we get closer to the Conference.

While at the Conference we will require all attendees to be fully masked in public spaces, unless you are actively eating or drinking. While six-feet social distancing may not be possible in meeting rooms, we will work with the hotel to space out seats as much as possible. We will also ask that no one stand or sit anywhere else outside of the seats provided in the session rooms. If there are no more seats available, we will kindly ask you to attend another session.

We also plan to provide on-site a color-coded system to notify other attendees of your comfort level with physical contact. Updates and more information on current COVID precautions can be found here.

Q. Can I attend virtually instead?
A. No. At this time, we are devoting our full efforts to creating an excellent in-person conference that’s safe, educational, and fun! Therefore, we will not be offering sessions virtually.

Registration
Q. Is there a special rate for Main Street America members?
A. Yes, Main Street America Members receive a $100 discount Not a member yet? Join today for as little as $95 to save! Click here to view rates. Please note: this discount only applies to Main Street America memberships. National Trust for Historic Preservation or Preservation Leadership Forum memberships are not eligible.

Q. How do I find my member ID number?
A. You can locate your member ID number by logging into you online account or on any of your membership renewal notices. You can also email us at mainstreet_membership@savingplaces.org. Please note: due to the heavy volume of requests, it may take up to 48 hours to respond. Also, if you just joined or renewed your membership online, it may take up to 72 hours for your number to be updated in the registration system.

Q. I clicked “I forgot my Number” and received an error saying, “That email is not on file – please try again”?
A. Please make sure the email entered matches the email on your Main Street America member account exactly. If it still does not work, please email us at mainstreet_membership@savingplaces.org, so we can provide you with your member # and update the email on file if needed. Also, if you’ve just joined or renewed, it may take up to 72 hours for your number to be updated in the registration system.

Q. When does the early bird rate end?
A. March 15 @ 12:01am CT.
Q. Can I register on-site?
A. No, unfortunately this year we are unable to accommodate on-site registrations. All registrations must be done online and the online registration system will close at 12pm CT on Thursday, May 12th.

Q. Do you provide scholarships or discounts on registration?
A. At this time we do not have scholarships available but would encourage you to monitor our communications for opportunities should they become available. The Conference also relies heavily on volunteers to assist with various tasks. Those spots are generally reserved for our co-host partner (Virginia Main Street), but if you are interested in opportunities that become available, please email mainstreet@savingplaces.org, and we will share that with our partner if there are needs.

Q. Who qualifies for the Civic Leader rate?
A. The Civic Leader rate is a special discounted rate for elected officials and senior government staff. Details about Civic Leader-focused content will be available soon. The Civic Leader Rate is $125. Main Street Managers and Coordinating Program staff are not eligible to receive the Civic Leader rate. The rate includes: Mayors, County Executives, City Councilmembers, elected municipal leaders, staff at the director level and above in Main Street-related departments (i.e. economic development, planning, historic preservation, etc.). Questions about qualifications? Please email mainstreet@savingplaces.org.

Q. Can I pay by check?
A. We strongly prefer credit card payment. If you must pay by check, there will be a $5 processing fee, and we will not allow check payments after. Payment by check will be accepted through Friday, April 15th and all checks must arrive no later than Friday, April 29th to ensure no issues when at check-in. Checks will be accepted on-site during registration.

Q. What is the cancellation policy?
A. We will allow cancellations for any reason through Friday, April 29th at 11:59pm CST. These cancellations will incur a $25 cancellation fee. The cancellation fee will be waived if you opt to roll your registration over to the 2023 Main Street Now Conference. You may also transfer your registration to another individual at no cost. All cancellations must be sent in writing to mainstreet@savingplaces.org. Refunds will be processed within one week of receipt of cancellation.

Q. Can I make changes to my registration after I already registered?
A. Yes. At the bottom of your registration confirmation email you should see a link that reads “Set Up Account Now.” Click the link, and from there you will be able to make changes, add Mobile Workshops, etc.

Travel
Q. Where will the conference take place? How do I get there?
A. The conference will take place at the Hilton Richmond Downtown and Richmond Marriott Downtown (located across the street from each other). Both hotels are accessible from Richmond International Airport (about a 15-minute drive). Airport shuttles are not offered.

Q. Where can I stay?
A. We have room blocks at both the Hilton Richmond Downtown and Richmond Marriott Downtown. You can read more about each hotel as well as find a link to book by clicking here.
Q. What food or meals are provided?
A. Monday through Wednesday we will provide light breakfast items, as well as coffee in the mornings. On Tuesday and Wednesday it will take place in the Exhibit Hall. Light food and drink will also be available at the Opening Reception and Exhibitor Receptions as well as the Big Bash*.
*Big Bash requires a separate ticket purchase.

Education
Q. Where will sessions take place?
A. Education sessions will be held in both the Marriott and Hilton, which are right across the street from one another. The Opening Plenary and daily Main Idea Sessions will take place at The Carpenter Theater, which is located right behind the Hilton.

Q. What is the schedule?
A. The conference will kick off on Sunday May 15th with Mobile Workshops. Education Sessions will be offered Monday – Wednesday from approximately 9 am – 4:30. The conference will conclude our Big Bash on Wednesday May 18th. You can view a schedule-at-a-glance here and a full session schedule in the next few weeks.

Q. Who is speaking at the conference?
A. You can find details on conference sessions and speakers here. We’ll be sharing additional session content by early February.

Q. What types of sessions will be offered?
A. Our content addresses the broad range of issues that impact Main Street, including community economic development, placemaking and design, marketing and promotions, organizational development and capacity building, and more.

Main Idea Sessions: keynote sessions that help frame and set the tone for each day of the programming through the celebration of the accomplishments of Main Street communities and exploration of thought leadership.
30-Minute Tactical Solution Sessions: Succinct sessions focused on key examples from Main Street communities and partner content through sponsors.
45-Minute Crash Courses: Topic-specific courses that provide quick information or skill-building.
75-Minute Classroom Sessions: Traditional, 75-minute sessions.
Deep Dive Sessions: 1.5 to three-hour sessions on topics that require detailed instruction or discussion.
Mobile Workshops: Off-site, ticketed excursion to a Virginia Main Street community or a downtown development/ historic preservation project, program, or area.

Q. Will sessions be recorded and available to view later?
A. No, at this time we do not plan to record audio or video of any education sessions. However, speakers are strongly encouraged to share their presentations and handouts with attendees via the conference app. We are also exploring livestreaming the Opening Plenary and Main Idea Sessions. A final announcement on this will be made in April.

Q. What are the conference themes?
A. Main Street Now 2022 will focus its programming around a number of major themes including:
  • Main Streets for the New Economy: As we look ahead to the post-pandemic economy, Main Street programs must harness shifts accelerated by the pandemic. To help their
communities thrive in a new economy, Main Street programs can embrace new community and economic development innovations to create quality jobs, advance equity, leverage shifts in lifestyle and consumer choices, and increase community wealth. From remote work to small-scale manufacturing to equity-focused entrepreneurship programming, and more, Main Streets are an incubator for ideas that will position our communities to thrive in the years to come.

- **Community Preservation and Expression:** A community's values, traditions, and culture come to life on Main Street through what it chooses to preserve, protect, and communicate in both physical and intangible ways. Main Street programs and other place-based revitalization organizations have an important role to play in ensuring that public spaces and signifiers of collective memory are reflective of and in service to all members of the community, and when necessary, engaging in difficult conversations to address past inequities. Join us as we explore the relationship between Main Streets of the future and our complicated histories; the ways in which the arts and storytelling can address real-world challenges and promote positive change; and the practice of historic preservation in a broader context in order to tell a fuller American story.

- **Housing and Small-Scale Development:** Strengthening commercial district housing, density, and mixed-use development is one of the most transformative ways that a community can drive investment in its downtown. Main Street programs and other place-based economic development organizations have an important role to play in advocating, planning, and facilitating community investments to ensure development projects reflect community interests and needs. To do this effectively, Main Street programs must be ambassadors for strategies and incentives, bring community stakeholders together, and build community-wide capacity to address the myriad issues involved in the development process. Sessions will explore how our redevelopment, planning, and preservation processes need to adapt to make it easier and more affordable to add housing downtown and showcase innovations from the field, including upper story housing programs, workforce housing strategies, working with property owners, and more.

**Q. Will Main Street Now offer continuing education credits?**

**A.** Yes, we anticipate offering APA and AIA credits for select sessions.