CONFERENCE FAQs

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Registration Rates

Q. Is there a special rate for members?
A. Yes, the Main Street America Member Rate is $149 and the non-member rate is $199. To access the MSA Member Rate you will need your Member ID number which can be found in your account page, renewal notices, and renewal confirmation emails. If you don't know your Member ID number please email mainstreet_membership@savingplaces.org.

Q. How does the group rate work?
A. Main Street America members are eligible for a discounted rate of $75/person for groups of 5 or more attendees from the same organization. This can include volunteers, board members, and staff. To receive the discount, simply add 5 or more registrants from your organization to the same transaction – no coupon code required. The registrants do not need to share the same email domain, but they must be associated directly with your organization as a volunteer, staff, or board member. Please note, those registering with a coupon or discount (such as Civic Leaders) may count toward your group of 5 but will not receive a further discount and this will only apply to new registrations and will not be credited against previous registrations.

Q. What is the Small Business Rate?
A. New this year, we are offering a dedicated track for small businesses on Main Streets for $25. The Small Business Rate is a special offer for owners and employees of small businesses. For our purposes, small businesses are defined as privately owned corporations, partnerships, or sole proprietorships that have fewer employees than 50 employees.
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 $50. 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.

Completing your Registration

Q. What is my Registration login information?

A. Your registration login is not connected to your Main Street member login. You will have an option to create an account on our registration site, RegFox. This is not required, though it will allow you to make any edits to your registration. There is a link to set-up your account in the confirmation page after you complete your registration and also in the confirmation email that is sent to you. You can also create an account by clicking here and providing the email you used to register. Please note, this login will only be used for registration. There will be a separate login for the virtual conference platform which you should receive within an hour of registering.

Q. I clicked on “I forgot my Number” and received a notice “That email is not on file. Please try again”?

A. The email entered in this box must match exactly to the email on your Main Street America member record. Please email us at mainstreet_membership@savingplaces.org so we can provide you with your member # and update the email on file if needed.

Q. What payment methods do you accept?

A. At this time we are only accepting credit card payments for Conference registration.

Q. I registered, now what?

We will be using Pathable as our platform for the virtual conference. This is where you’ll access all sessions, connect with other attendees, and explore the Exhibit Hall. Within one hour of registering you should receive an email with a link. If you do not see it within an hour please check junk/spam and then email mainstreet@savingplaces.org if you don't see it.

Q: I already registered for the conference. How do I access session recordings and materials?

A: If you’ve already registered, you can view recordings of the education sessions and any supplementary materials on the virtual Conference Platform. If it’s your first time logging in, use the Forgot Password link to create a username and password. After you’re logged in, you can browse, search, or filter the agenda to find the sessions you want to watch.
Q: I registered for the conference, but was not able to attend any of the sessions. Can I receive a refund?

A: No, as stated in our cancellation policy, no refunds will be given after March 29th. Even if you missed the conference live, you can access recordings of every session until March 1, 2022. You can view recordings of the education sessions and any supplementary materials on the virtual Conference Platform. If it’s your first time logging in, use the Forgot Password link to create a username and password. After you’re logged in, you can browse, search, or filter the agenda to find the sessions you want to watch.

Education Content

Q. What are the conference themes?

A. Main Street Now 2021 will focus its programming around a number of major themes including:

- **Recovery and Resilience**: The pandemic has had immense impacts on all aspects of Main Street revitalization work. The conference will directly address the ways in which our communities can rebuild stronger, resilient, and more equitable local economies.

- **Equity and Inclusion**: Main Street Now 2021 will feature a series of education sessions and keynotes on the topics of antiracism, equity, and inclusion on Main Street; community wealth-building; and supporting traditionally underserved populations.

- **Small Business and Entrepreneurship**: For the first time, Main Street Now will host “Small Business Day” on the second day of the conference, inviting small business owners to join us for sessions and workshops offering real time solutions as they look ahead to recovery. Other conference content will address ways in which communities can better support, retain, and recruit entrepreneurs.

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.

Listen & Learn (Main Idea General Sessions, Education Sessions, and Tactical Solution Sessions)

Participate & Share (Mini-workshops, Q&As with speakers and participants)

Engage & Connect (Networking Opportunities, Celebratory Events, and Virtual Expo Hall)

Q. How long will sessions be available?

A. Sessions will be available on the conference platform for attendees to view immediately following the conference through March 1, 2022.

Q. Will Main Street Now offer continuing education credits?

A. Yes, we anticipate offering APA and AIA credits.