

Detailed Conference Schedule

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Sunday, March 24

Special Sessions

Main Street Preservation Short Course

9:00 am – 4:00 pm | 502 Cowlitz | \$100 *Prior registration and payment required*

Join the National Park Service and the National Alliance of Preservation Commissions in this one-day program on how Main Streets can take advantage of their historic assets to drive community development. The Main Street Preservation Short Course is designed to educate Main Street professionals and volunteers on how to incorporate the work of preservation commissions and Certified Local Governments (CLGs) in their planning, programming, and day to day operations.

Main Street America Institute (MSAI) Leadership Development Workshop, Day 1

10:30 am – 5:00 pm | 602 Nooksack

Led by expert leadership coach and facilitator Patricia Clason, the Leadership Development Workshop focuses on emotional and conversational intelligence, enriching participants' knowledge base, strengthening their personal and interpersonal skills, and elevate their position as successful revitalization leaders. Whether navigating board conflicts or creating accountability with volunteers, participants will walk away with action plans to elevate their leadership approach.

Patricia Clason

Main Street 101

12:00 pm – 5:00 pm | Elwha A, 5th Floor

The Main Street America Field Services team will provide an overview of the Main Street Approach, highlighting the importance of engaging the community in revitalization planning, developing a set of district-specific strategies, implemented through work across the Four Points, and tracking and communicating meaningful impact measures.

12:00 – 1:15pm: Intro to Main Street and Organization – *Norma Ramírez de Miess, National Main Street Center (NMSC)*

1:30 – 2:30pm: Design – *Lindsey Wallace, NMSC*

2:45 – 3:45 pm: Economic Vitality – *Dionne Baux, NMSC*

4:00 – 5:00pm: Promotion – *Kathy La Plante, NMSC*

(Each presentation will be followed by a 15-minute break)

Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from the Hyatt Regency 8th Ave Entrance.

A Whale of a Tale

7:45 am – 4:00 pm | \$75

Langley, located on Whidbey Island, is visited each year by more than 50,000 people and a unique population of 10 to 12 gray whales that come back each year to feed off the waters of Saratoga Passage. Gray whales and orcas migrate through the waters of Puget Sound every spring and bring with them a

trail of eager tourists. In 2014, Langley Main Street Association worked with several local partners to turn a long-abandoned downtown building into the Langley Whale Center, harnessing both local and visitor appreciation and serving as an inviting and essential education center. Whether your community boasts whales, wheat fields, or waterways, you'll benefit from learning about the partnerships and ingenuity Langley uses to capitalize on its natural resources and natural wonders. Enjoy a ride on the Victoria Clipper from Seattle to Whidbey Island, as well as lunch in downtown Langley as part of this tour.

Includes ferry and lunch. Please note, attendees should meet in the hotel lobby at 7:45am to walk together to the boat. The walk is approx 1 mile. If you would like to arrange alternate transportation, meet at the Victoria Clipper Terminal no later than 8:40am.

Nidoto Nai Yoni: Let It Not Happen Again

8:15 am – 4:30 pm | \$55

On March 30, 1942, 227 Bainbridge Island men, women and children were forcibly removed from their homes - the first of more than 120,000 Japanese Americans to be banished from their West Coast communities and placed in concentration camps under Executive Order 9066. Take a ferry to Bainbridge Island to learn more about this dark mark on our country's history and how it impacted this community in Washington, including the neighbors who stood by their Japanese American friends and welcomed them home after the war. Hear from museum docents who were children when their families were forced to leave and learn why their American story is one of perseverance, patriotism, and courage. Visit the Japanese American Exclusion Memorial, a national historic site located at the place where the families boarded the ferry 77 years ago. Before leaving the island you'll enjoy lunch at a downtown legacy business started, and still owned by, a Japanese American family.

Includes ferry trip, lunch, and museum fee. Transportation: Bus, ferry (approx. 1 hr each way).

Walk the Talk: Walkability Tactics for Your Community

8:30 a.m. – 4:30 p.m. | \$40

A walking renaissance is upon us! We know walk-able communities promote the physical, social, mental, and economic well-being of people and place-- Main Street professionals have embraced this connection. This field session goes one step further getting into the "how to" of walk-able Main Street design. Set in downtown Issaquah, you'll have a chance to sharpen your skills related to identifying, promoting, and funding design elements that put pedestrians first on your Main Street. In addition to hearing case studies that highlight the connection between walk-able communities and economic development, you'll learn how to organize and lead a walking audit, tactics for transforming public spaces, planning and zoning factors related to public realm decisions, and how to find and present the data that will allow you to make a strong case for walk-ability in your own community.

Includes lunch. Transportation: Bus to downtown Issaquah (approx. 30 minutes each way).

Show & Tell: A Best Practices Retail Tour Sunday

8:30 a.m. – 4:00 p.m. | \$50

In-store experiential advantages are one way to respond to the growing influence of the internet. Using downtown Gig Harbor as a template, tour attendees will gain a greater understanding of shopper

behavior, as well as design and merchandising techniques that position businesses for increased enjoyment, loyalty and sales from their shoppers. Learn about this local Main Street program's investment in their retail community, see first-hand the improvements made by many of their merchants, and have a chance to play "secret shopper" by observing and evaluating the best practices you have learned. No need to feel guilty about spending an afternoon walking and shopping through this beautiful waterfront community – you'll be learning every step of the way, from the second you get on the bus, through a lunch focused on Gig Harbor's unique heritage, and even facilitated reflection time on your way back to Seattle!

Transportation: Bus (approx. 1 hr on the way; 1 hr 30 min on return).

A Taste of Industrial Reuse in Seattle's Georgetown Neighborhood

1:00 p.m. – 5:00 p.m. | \$40

Seattle's Georgetown neighborhood is known for its independent character, its art community, and its industrial history. Built around the establishment of the Seattle Brewing and Malting Company (the original makers of Rainier Beer), the neighborhood has remained true to its working-class roots and continues to foster artists and local business. This tour will highlight Georgetown's historic industrial buildings and local businesses that call the neighborhood home including the Georgetown Brewery (Washington's largest independent brewery), Fran's Chocolates (housed in the former brew house of the Seattle Brewing & Malting Company), The Stables (formerly stables for the Meadows Racetrack, now a popular events venue), and the iconic Georgetown Steam Plant (a National Historic Landmark). Get a taste of Georgetown (literally!) and see how industrial spaces can remain relevant and support local business.

Transportation: Bus.

Balancing Act: Development, Preservation, and Sustainability

1:00 p.m. – 5:00 p.m. | \$15

501 Chiwawa

Home to Seattle's historic auto row, the Pike/Pine Corridor bridges the neighborhoods of First Hill and Capitol Hill. Historically featuring human-scaled architecture and a variety of unique storefront businesses, the city's building boom threatened to disrupt this cadence. In anticipation, city officials passed an ordinance to place a development 'overlay' in the area. The goal was to encourage density without impacting the historic feel of the auto row corridor. The results have been mixed. Join us for a walking tour of the Pike/Pine corridor to witness firsthand nearly a dozen projects utilizing the incentive program established through the overlay district. Participants will be urged to evaluate the relative success of each project in meeting the challenge of building up while retaining the critical sense of place commercial centers provide for communities.

Transportation: This tour will meet in 501 Chiwawa first. Walking (approx. 2 miles total walking with multiple stops along the way, includes some hills).

Detailed Conference Schedule

Monday, March 25

MSAI Leadership Development Workshop, Day 2

8:00 am – 1:00 pm | 602 Nooksack

Led by expert leadership coach and facilitator Patricia Clason, the Leadership Development Workshop focuses on emotional and conversational intelligence, enriching participants' knowledge base, strengthening their personal and interpersonal skills, and elevate their position as successful revitalization leaders. Whether navigating board conflicts or creating accountability with volunteers, participants will walk away with action plans to elevate their leadership approach.

Patricia Clason

Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from the Hyatt Regency 8th Ave. Entrance.

Urban Studies and Urban-Serving

7:30 am – 1:00 pm | \$45

When the University of Washington opened its campus in Tacoma in the 1990s, its mission included invigorating the city's long-forgotten warehouse district. Tour the campus and surrounding neighborhood to understand the educational institution's commitment to adaptive reuse, commercial opportunities, and utilizing the district and the city as a learning laboratory. You'll hear from former and current UW-Tacoma faculty and students from the Urban Studies department who have been involved in some of Tacoma's most innovative community developments, including the Prairie Line Trail, light rail access, and Washington's first high-rise building built of cross-laminated timber. More than simply embracing the idea of "town and gown," UW-Tacoma takes the university-to-neighborhood partnership to the next level.

Includes lunch. Transportation: Bus (approx. 45 min each way)

This workshop is generously supported by the City of Tacoma.

Community Organizing in Seattle's Central District

9:00 am – 1:00 pm | \$55

What do "community" and "preservation" mean to a neighborhood with a history of redlining, urban renewal, and now gentrification? Learn about how communities of color, thrown together by restrictions, have organized in Seattle's Central District to save places that matter. Explore the Langston Hughes Performing Arts Institute, a former synagogue and now a vibrant space dedicated to cultivating and showcasing Black brilliance; Washington Hall, where the Danish Brotherhood met, Filipino Youth Club dances occurred, and the likes of Duke Ellington, Billie Holiday, and Jimi Hendrix performed, once again an events space for dynamic community performances; and the Liberty Bank Project, focused on preserving Washington's first Black bank and promoting African architectural design. End your tour with lunch at the Northwest African American Museum and learn about how a former school is now home to not only the museum but also 36 affordable apartments.

Includes Museum entry & lunch. Transportation: Bus.

Round Tables

Main Street Directors' Round Table, Part 1

8:30 am – 10:00 am | 502 Cowlitz

This session is for Main Street Directors only. Strong leadership capacity is crucial in building effective revitalization programs. How can Main Street Directors best lead volunteers and empower them to lead the different aspects of the revitalization process? Join Main Street Directors from across the country in a facilitated discussion on how Main Streets can establish a strong foundation of people. Be ready to address how to build effective teams and leverage the strength of this network of peers to discuss how to best position your role to successfully lead revitalization in the 21st century.

Join again on Wednesday afternoon for Part 2.

Norma Ramirez de Miess, National Main Street Center

Crash Courses: 8:30 am – 9:15 am

The Collaboration of FabLab ICC and Independence Main Street

8:30 am – 9:15 am | 707 Snoqualmie

Fab Lab ICC has been a valuable partner for the executive director and the businesses within the Independence Main Street district. The Lab provides tools and assistance with projects from brochures, flyers, and banners to signs and prototypes. Work in the Lab increases pride of the individuals in the district and helps attract other businesses and people to the Main Street community. This presentation is a pictorial exploration of Fab Lab ICC and a case study in how Independence Main Street has leveraged Fab Lab ICC to grow their businesses.

Jim Correll, Fab Lab ICC at Independence Community College; Tabatha Snodgrass, Independence Main Street

Saving Our Cities: Is Communication the Key to What's Missing?

8:30 am – 9:15 am | 701 Clallum

AICP CM | 0.75

In our day-to-day lives, we are constantly reminded of the important role that partnerships and mutually beneficial relationships play. At the same time, many of us struggle with local leadership understanding the value that Main Street brings to the table. Maybe communicating our value to local leadership isn't enough. Let's show them our value and share the resources we all have to creatively save our cities!

Cathleen Edgerly, Howell Main Street Inc.; Kate Litwin, Howell Main Street Inc.



Growing Green: Nature, Spending, and Main Streets

8:30 am – 9:15 am | 605 Snohomish

AICP CM | 0.75

AIA LU-HSW | .5

Main Streets are more than the downtown core, business hub, or outdoor shopping destination of a community. They are linear parks and among the most significant open space in a community. This talk



will challenge participants to think of Main Street as a linear park and then present information that shows how incorporating nature-based systems into a Main Street can lead to increased usership, decreased maintenance, and indirectly contribute to more consumer spending.

Jacob Blue, Ayres Associates Inc; D. Bruce Morrow, Ayres Associates Inc

Seeing Main Street in a Whole New Light

8:30 am – 9:15 am | 601 Hoh

From Christmas to street to store lighting, if you've ever been tasked with adding or choosing lights of any sort for your downtown, you'll want to attend this session to make better decisions faster. Proper and effective district lighting is built in layers. Six layers to be exact. Learn what these layers are, why they're important, and where they should go. Lighting technology and terminology—including how to choose the "right" color white—will also be demystified. Being more informed about Lighting Best Practices will help you create safer, more energy efficient, and of course, more vibrant downtowns.

Seanette Corkill, Frontdoor Back, Retail Store Design

The Upper Story: Creating a Great Downtown Tour

8:30 am – 9:15 am | 702 Clearwater

This session prepares you to host a Main Street Loft Tour that promotes the desirability of living and working in your downtown district while sparking interest in adaptive reuse and rehabilitation of underutilized upper stories. Learn how to select the best sites; organize volunteers; forge beneficial partnerships; create sponsorships; promote the event, including the creation of an event app; manage day of tour logistics; and prepare for potential challenges. We'll share our experience of hosting successful Loft Tours in Madison, Indiana's Main Street District and provide a comprehensive, downloadable blueprint for you to use as a guide in creating your own event.

Amy Smith, Madison Main Street Program; Victoria Perry, Madison Main Street Program

Crash Courses: 9:30am – 10:15am

Leveraging the Experience Economy to Strengthen Your Downtown

9:30 am – 10:15 am | 707 Snoqualmie

We live in the age of the Experience Economy, where memorable, shareable and unique experiences have become the most valuable commodity. From Millennials to Baby Boomers and beyond, people's behaviors and expectations are rapidly shifting. In this engaging crash course, gain a deeper understanding of today's Experience Economy—including helpful demographic data, best practices, and the role of the arts—to effectively harness the potential to meet your Main Street goals and beyond!

Vanessa Silberman, Mortimer & Mimi Levitt Foundation

Third Place Coffee Shops: Can All 3 Make It?

9:30 am – 10:15 am | 702 Clearwater

The downtown coffee shop has long been recognized as America's quintessential "third place." But what happens if your small town has three? How do they differentiate to attract distinct markets?

Participants in this session will be asked to "identify" with one of the three coffee shops in Madison,

Indiana, and understand how the owners view "competition" and "collaboration" as different sides of the same coin. The "take-away?" Madison Main Street initiated a process to work with the owners in this competing sector to ensure survival of all three important "third places" -- a process that can work with other business sectors!

Valecia Crisafulli, Madison Main Street; Victoria Perry, Madison Main Street

Parking [Public] Spaces

9:30 am – 10:15 am | 701 Clallum

AICP CM | 0.75

AIA LU-HSW | .5

Learn how to manage common parking problems and leave with proven, low-cost implementation strategies that will help transform vacant parking into places that promote economic vitality. We will also discuss the integration of applied technology to offer smart parking solutions with dynamic pricing that can help manage Main Streets plagued with a lack of parking. Topics covered include creative solutions for activating unused parking spaces to spur economic activity, implementation of shared parking agreements, changes to land development code, and the truth of our future parking needs.

Katie Shannon, VHB; Katy Magruder, Land Development Studio, City of Orlando



Using Social Media to Tell Your Downtown's Story

9:30 am – 10:15 am | 605 Snohomish

Social media can either be a big waste of time or a powerful tool to connect to your community. Learn how to tell the story of your downtown through Facebook and Instagram. You'll learn real, actionable strategies that you can start as soon as you get back home. These strategies can help you get more people to your events, raise money for your organization, get more support from business and local leaders, and even help you be seen as a leader in your community.

Megan Tsui, Red Wing Downtown Main Street

The "Reality" of Retail: Creating Dynamic Customer Experiences

9:30 am – 10:15 am | 601 Hoh

In today's ever-changing retail landscape, it is sometimes difficult to determine and predict what customers want, need, and how they like to shop. In this fast-paced session, you will learn the current trends affecting consumers' choices and how to implement these trends in your communities. We will review customer-service techniques that will encourage customers to linger longer and drive more sales to your community's businesses. An engaging PowerPoint will showcase adaptive techniques that can be applied to your Downtown. A comprehensive handout will be provided and will include the "tools" needed for success!

Courtney Adkins, Shop Talk II with Courtney Adkins

Deep Dives: 9:30am – 12:30pm

Enabling Better Places: Zoning Reform for a Stronger Main Street

9:30 am – 12:30 pm | 604 Skykomish

Track: Civic Leader

AICP CM | 3

AIA LU-HSW | 3

This session will introduce Enabling Better Places: Users Guide to Zoning Reform, a tool developed for small- and mid-sized towns seeking to enable better investment in their main streets. Most of today's zoning codes hamper the ability to (re)create walkable and vibrant streets and neighborhoods, yet complete new zoning codes can be insurmountably expensive and time-consuming to produce and enact. This session will provide a walk-through of basic code adjustments intended for communities interested in making small, step-by-step changes to their local zoning codes, specifically focusing on the main street condition.

Mallory Baches, Congress for the New Urbanism; Susan Henderson, PlaceMakers, LLC; Mary Madden, Ferrell Madden; Richard Murphy, Michigan Municipal League



Harnessing the Third Place: Placemaking for Learning, Creativity, and Economic Development

9:30 am – 12:30 pm | 603 Skagit

AICP CM | 3

Increasingly, commercial districts around the world are harnessing third places as engines of creativity and economic development. Artist centers, markets, and innovation halls all combine public space with infrastructure for entrepreneurs to meet and learn from their peers, test new ideas, and make a living. Placemaking is a collaborative process third place managers are using to support and grow their communities of practice and foster a unique sense of identity. In this session, participants will learn the basics of placemaking by focusing on how these techniques are used for learning, creativity, and economic development. Dress for indoors and outdoors.

Laura Torchio, Project for Public Spaces; Nate Storrington, Project for Public Spaces; Lindsey Wallace, National Main Street Center



Crash Courses: 10:30 am – 11:15 am

The Power of Play: Sparking Joy and Local Prosperity

10:30 am – 11:15 am | 707 Snoqualmie

The introduction of play into communities serves as a multifaceted tool connecting people, cultivating local pride, providing memory-making opportunities, and activating places that become locally-loved destinations. This session will explore the economic impact of embracing our inner-children, getting creative, and playing with our neighbors in our communities. We will explore placemaking projects and story-gathering strategies from Laramie, Wyoming built on the philosophy that all work and no play doesn't serve us on Main Street.

Jessica Brauer, Laramie Main Street Alliance



Brand Score: Measuring the Effectiveness of Your Messaging

10:30 am – 11:15 am | 702 Clearwater

AICP CM | 0.75

This crash course allows for you to self-score your community's marketing implementation and identify low-hanging fruit for logical next steps. See examples, get ideas, and make sure you have all the tools in the toolbox!

Ben Muldrow, Arnett Muldrow & Associates

The Magic Happens When the Property Owner Has Vision

10:30 am – 11:15 am | 701 Clallum

Track: Historic Preservation

Do you struggle with connecting to property owners? Do you get invited to the "party" too late? Have the spaces been leased for the good of your downtown or to a "who will pay the rent" tenant? Do you have old buildings crying out for rehabilitation? Come hear from a property owner engaged in two Washington State Main Street Communities. You will learn strategies for engagement work, success stories in adaptive reuse, and the power of Main Street.

Rory Turner, Rory Turner; Linda Haglund, Wenatchee Downtown Association

Modernizing Main Street: The Story of Mid-Century Design

10:30 am – 11:15 am | 601 Hoh

This session will explore the history of mid-century design and how new materials and the "Modernize Main Street" Competition transformed the look and feel of Main Street America during the post WWII era. This is a practical session which will help attendees understanding the development; and identify the forms, styles, materials and products which were used during the 1950s and 60s.

Michael Houser, WA State SHPO; John Collum, City of Vancouver

It's Hard But We Can Handle It: Tools for Building Community, Consensus, and Collaboration in a Difficult World

10:30 am – 11:15 pm | 605 Snohomish

Do you deal with difficult people? Has your community had projects derailed by negativity? Is the tone online getting ugly? This session will help you develop an entirely new plan to create an atmosphere of YES in a world of NO. Following this tool kit, you will learn to gather the right team, develop strong strategies, and create an entirely different culture. Studies have shown that we are developing contempt for others through online communication, and this real world work dives deeply into how we can change that tide—even in when it seems impossible.

Jacqueline Wolven, Main Street Eureka Springs/JacquelineWolven.com

Deep Dive: 10:30 am – 12:00 pm

Anchor Institutions and Neighborhood Districts

10:30 am – 12:00 pm | 512 Willapa

Track: UrbanMain

Anchor institutions often demarcate a community for revitalization success, yet the relationship building between a neighborhood commercial district and their local university, hospital or large corporation can be fraught with challenges. Join this panel of corridor and civic leaders, moderated by NMSC's Director of Urban Programs, Dionne Baux, to learn about the successes, pitfalls – and everything in between – of developing meaningful partnerships with the anchor institutions in urban Main Street districts.

Dionne Baux, National Main Street Center; Verna Jones-Rodwell, Baltimore Main Streets; Wendy Williams, University of Chicago

Crash Courses: 11:30 am – 12:15 pm

8 Secrets from a Secret Shopper

11:30 am – 12:15 pm | 707 Snoqualmie

Come hear the Top 8 Secrets learned from a professional Secret Shopper. This presentation is designed for downtown stakeholders who want guests to have an improved shopping and dining experience. You will learn the 8 things you can do to immediately ensure the customer experience is a fantastic and memorable one.

Alysia Cook, PCED, IOM, Opportunity Strategies LLC

Dogs Downtown: Best Practices for Main Street Pets

11:30 am – 12:15 pm | 702 Clearwater

Furry friends are considered family members by many people today, and dogs are becoming increasingly present in our public social lives. Whether it's a highly-trained service animal or a child's new puppy, people more frequently have their dogs with them in public and on our Main Streets. Some pet owners are conscientious, providing water and scooping poop for their pets, and some pet owners are (literally!) stepping on toes. What's a Main Street Manager to do? This session will provide takeaways for you to know how to avoid pet problems through education, design, and strategies that fit your Main Street.

Britin Bostick, Stewardship Strategies, LLC

Cultivating Community to Save a Theatre

11:30 am – 12:15 pm | 701 Clallum

Track: Historic Preservation

After Hurricane Matthew blew through Downtown Edenton, NC and revealed a neglected and potentially dangerous movie theatre, Destination Downtown Edenton, Inc. began rallying community leaders and communicating with the theatre's absentee landlord to come up with a solution. In this session, you will learn the value of and need for historic preservation tools such as a Demolition by Neglect Ordinance. Community relationships and messaging through social media will be highlighted. Learn to use the Main Street Approach to bring your community together for a successful project.

Roland Vaughan, Town of Edenton; Jennifer Harriss, Destination Downtown Edenton, Inc.

Diverse Revenue Streams: Going Beyond Traditional Sponsorship

11:30 am – 12:15 pm | 605 Snohomish

The days of sponsors being wowed by banners and mentions are gone. Sponsors want to be able to see an ROI, and so do your Trustees. Join me to learn more about creating robust sponsorship programs that have measurable results. Build both active and passive avenues for revenue generation that gets your volunteers, retailers, and community involved. You will walk away feeling empowered to step out of your box of antiquated ways to give your sponsors and your Trustees the best return on their investments in your organization.

Christine Manzella, Boonton Main Street

Makin' Green by Goin' Green!

11:30 am – 12:15 pm | 601 Hoh

In the past, "sustainability" has been merely a buzzword and a low priority to many compaies because it was not seen as advancing the bottom line. Those days are over. Learn about Montclair's Green Business Recognition Program, why it is important, and how it has benefited our district. The collaboration of many different groups, businesses, and volunteers greatly contributed to the success of this program. Join the discussion of how downtowns and municipalities can create their own Green Business Recognition Programs, how they can foster the right kinds of collaboration, and what this can ultimately do for their communities.

Lisa Johnson, Culture Couture/ Montclair BID

Lunch on your own: 12:30 pm – 2:00 pm

Opening Plenary : 2:30 pm – 5:15 pm

Doors open at 2:00 pm | Benaroya Hall

Join your fellow conference attendees for the official kick-off of the 2019 Main Street Now conference in beautiful Benaroya Hall. This lively welcome event will introduce you to the sights and stories of our host city and inspire you as you prepare for the two action-packed days to follow of sessions, tours, and events. Event highlights include a welcome from Knute Berger, a Seattle-based journalist, writer, and neighborhood history enthusiast; remarks from Patrice Frey, President and CEO of the National Main Street Center; and the presentation of the 2019 Great American Main Street Awards.

Getting there: Benaroya Hall is located within walking distance, ½-mile from the Hyatt Regency at 200 University Street. There will not be bus transportation to the event.

Detailed Conference Schedule

Tuesday, March 26

Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from the Hyatt Regency 8th Ave Entrance.

Downtown Housing & The Unhoused

7:30 am – 1:00 pm | \$55

Olympia is in the thick of unprecedented growth which has brought both opportunities and challenges to Washington State's capital city. On one end of the spectrum is regional job growth and renewed interest in downtown dwellings. On the other, a homelessness crisis that is requiring the city, Main Street program, and advocates to adopt bold approaches to services and safety in the district. Tour downtown Olympia and learn about the multilayered approaches taking place there today - from the infill buildings adding high-demand residential units in the district to the Safety Team advocating on behalf of private property owners and small businesses concerned about encampments. These examples, among many other public and private initiatives related to securing stable short- and long-term units, spotlight the complexities of housing in a region of boom.

Includes lunch. Transportation: Bus (approx. 1 hr 15 min each way).

Representation, Memorialization, and Renewal

8:00 a.m. – 12:00 p.m. | \$30

Transportation: Bus to International District, walking tour once dropped off.

People to People: Learning How to be Neighbors in an Urban District

1:00 p.m. – 5:00 p.m. | \$30

In 2010, Pioneer Square received pointed and poignant advice to stop infighting, identify priorities, hire a CEO, assign responsibilities and get to work. The neighborhood listened and the Alliance for Pioneer Square is now a major player in business development, public realm improvements, marketing, and driving the district's strategy. Amidst the city's unprecedented growth, this urban neighborhood has prioritized preservation, housing, and small business vitality. What's more, they've used person-to-person relationships to do so. Walk Seattle's first neighborhood, learn its stories, and meet with the shop owners, restaurateurs, residents and building owners to see and feel the power of neighborliness and social capital in the heart of a bustling city.

Transportation: Bus to Pioneer Square, walking tour once dropped off.

World's Fair Legacy - Century 21 Exhibition Tour

1:00 p.m. – 5:00 p.m. | \$40

Jump on the world's first full-scale public transit monorail as we take you on a 95 second trip back to the World's Fair of 1962! Seattle's Century 21 Exposition was the first world's fair since 1939 to be held in

the United States. With the theme “Man in the Space Age,” it was a place of stimuli for new ideas and for probing the future with places of education, wonderment, excitement and amusement. Join us as we explore the grounds of the fair and learn about its history, architecture, and planned post fair redevelopment. Participants will visit sites such as the U.S. Science Pavilion designed by world renowned architect Minoru Yamasaki, the Washington State Coliseum (currently undergoing transformation into a 21st century modern sports arena), and travel 500 ft. to the top of the Seattle’s iconic Space Needle with its revolving observation pavilion.

Includes Space Needle ticket. Transportation: Monorail from Westlake Center to Seattle Center.

General Session: 8:15 am – 9:30 am

From *Our Towns* to Your Towns: Lessons Learned Across America

Deborah and James Fallows in conversation with Patrice Frey
Columbia Ballroom C, 3rd Floor

For more than four years, Deborah and James Fallows zig-zagged the country in a single-engine airplane, spending weeks at a time in locations from Eastport, Maine to Ajo, Arizona. As witnesses to the impressive ways in which communities – from downtowns to schools, governments, and entrepreneurs – are rewriting the rules to success, the Fallows’ documented their journey in *Our Towns: A 100,000-Mile Journey into the Heart of America*. Join the authors for a discussion moderated by Patrice Frey, relating their experiences and lessons learned, and highlighting examples of strong leadership, partnership, and engagement that are a testament to the promising future of Main Street. Discussion to be followed by Q&A and a book signing. Generously supported by AARP.

Classroom Sessions: 9:45 am – 11:00 am

Keys to Retail Success in a Digital World

9:45 am – 11:00 am | 502 Cowlitz

Aligning Your Plan of Work with Your Community’s Vision for Downtown

9:45 am – 11:00 am | 707 Snoqualmie

Opening the door to community input into your organization can be the most intimidating obstacles Main Street directors face. With all the opinions, ideas, and criticisms that come from an open discussion, plan of work direction can be impossible to achieve. However, with the HOW Downtown method of community engagement, learn HOW to utilize inexpensive and effective ways to engage your community; HOW to adapt responses into a plan of work for your organization; HOW to create projects with real, tangible outcomes with community investment; HOW to produce an interactive and dynamic plan of work for your organization.

Brantley Snipes, Brantley Snipes Landscape & Design, Inc. / Main Street Greenwood, Inc.; Jan Miller, Mississippi Main Street Association

How to Generate Revenue through Marketing Partnerships (AKA Sponsorship)

9:45 am – 11:00 am | 702 Clearwater

Every Main Street needs money. Every other organization from the Boy Scouts to the NBA needs money too. How do you compete for sponsorship dollars in this environment? Come to this session to find out how your Main Street has just as much powerful marketing impact (and maybe more!) as the major leagues. Be prepared to learn, participate, and have fun.

Sylvia Allen, Allen Consulting, Inc.

Catalyst Projects Yield Extraordinary Results for Downtowns

9:45 am – 11:00 am | Elwha A, 5th Floor

AICP CM | 1.25

AIA-LU | 1.25

Downtown organizations with a strategic plan, market data, and transformation strategies in place can confidently tackle even the most intractable downtown problems. In this session, you'll hear from three Pennsylvania and New Jersey Main Street organizations that are confronting seemingly impossible downtown projects they could never have contemplated even three years ago without all of this compelling data. The panel members will highlight three recently completed transformational projects, including an \$850,000 pocket park initiative, five new or expanded food-based businesses, and a series of retail promotions that generated more than \$500,000 in new sales at local stores in the last year.

Donna Ann Harris, Heritage Consulting Inc.; Isaac Kremer, Downtown Metuchen Alliance; Alex Balloon, Tacony Community Development Corporation; James Harry Calamba, Roxborough Development Corporation



Beers, Brains, and Ballrooms: Programming Matters

9:45 am – 11:00 pm | Elwha B, 5th Floor

AICP CM | 1.25

A brewer, historian, and property developer walk into a bar. What happens next? Come learn about successfully executed creative programming ideas that sell experiences and create unforgettable destinations. Properties that were on their last breath have been resurrected as unique venues offering a smorgasbord of happenings and uses that keep locals and travelers coming back again and again. Storied panelists include a prolific brewer who has created dozens of unique destinations, a Main Street property developer who catalyzed the first downtown hotel development in nearly a century, and a highly acclaimed historian who helps us put it all together.

Nicholas Vann, Washington State Department of Archaeology + Historic Preservation; Rory Turner, Rory Turner; Michael Sullivan, Artifacts Consulting, Inc



Economic Development on Main Street

9:45 am – 11:00 am | 701 Clallum

Track: Civic Leader

AICP CM | 1.25

Main Street often fights the reputation of being "party planners," but Main Street organizations can play an active and crucial role in their community's economic development efforts. This session will explore the different types of projects Main Street organizations can take on from beginner, to intermediate, to advanced projects.

Joe Borgstrom, Place & Main Advisors, LLC



Positioning Main Street Programs for 21st Century Volunteers

9:45 am – 11:00 am | 501 Chiwawa

AICP CM | 1.25

Times change, society evolves, generations turn, ways of life are redefined, priorities shift. Main Street programs, therefore, must keep pace with the ever-changing expectations and interests of community members and volunteers who expect organizations and their programs to be cleaner, greener, skill-based, outcome-oriented, schedule-friendly, flexible, and efficient. This workshop focuses on 10 ways that 21st century volunteers are markedly different and will identify strategies that Main Street directors can implement to adjust to these changing expectations in order to expand their volunteer program.

Ken Culp, III, University of Kentucky, College of Agriculture



Brownfields Resources: Now is the Time!

9:45 am – 11:00 am | 512 Willapa

AICP CM | 1.25

Are environmental unknowns or issues holding up revitalization projects on properties in your area? Did you know that brownfields funds and resources have been available since 2002 to local governments—and in 2018 became available for nonprofits—to perform environmental due diligence for projects in your areas? That cleanup funding is also available? That these funds can be layered and used as incentives to attract partners and other types of funding, including Opportunity Zone funds? Come hear presentations by national experts, take a walking tour, and learn interactive tools to up your community revitalization game!

Blase Leven, Kansas State University; Rachel McIntosh, Cross Sector Convergence, LLC, a KSU TAB Partner; Ignacio Dayrit, Center for Creative Land Recycling



Urban Main Streets Advocacy: The 5th Point of the Main Street Four Point Approach

9:45 am – 11:00 am | 605 Snohomish

Track: UrbanMain

Teaching, advocating, and lobbying—in urban main street settings, the ability to negotiate the various power centers in the neighborhood, the city, and the state is an essential responsibility of the Main Street director. Who are the decision makers; where are the levers of power? How do you amplify the

influence of a small Main Street non-profit to articulate priorities that can move the micro-business ecosystem forward.

Max Gruner, East Boston Main Streets

Building Beyond the Façade: Layering Downtown Spillover Investment

9:45 am – 11:00 am | 604 Skykomish

Façade improvement programs across Montana have spurred both direct and indirect investment in downtown districts by harnessing a statewide sense of placemaking and authentic historic buildings. Explore how downtown façade improvements ignite a multiplier effect of spillover investment in the built environment and correlate with wider community improvements. Using research data, this session will assess both qualitative and quantitative examples from three Montana communities with diverse revitalization challenges and opportunities. Learn about the process at the local level, the statewide direct and indirect approaches to façade improvements, and how direct investment in built capital leverages far beyond the individual façade.

Tash Wisemiller, Montana Department of Commerce; Huston Gibson, Department of Landscape Architecture and Regional & Community Planning, College of Architecture, Planning & Design, Kansas State University; Micky Zurcher, Helena Business Improvement District

GAMSA: Taking Your Community to the Next Level

9:45 am – 11:00 am | 603 Skagit

Think you have what it takes to be a Great American Main Street Award® winner? Come hear from nationally celebrated GAMSA communities about how they achieved extraordinary results, and put together winning applications. Whether you are planning on applying in 2018, or a few years down the road, learn how your peers set themselves up for success and leveraged the award for success long after the award announcement.

GAMSA Winners

Housing Matters for Your Community, Downtown, and Historic Preservation

9:45 am – 11:00 pm | 602 Nooksack

Track: Historic Preservation

AICP CM | 1.25

AIA LU-HSW | 1.25

Strong downtowns and communities almost always have active residential space. Making use of every inch of a building helps both property owners with cash flow and downtown residents bring activity, life, and customers to the downtown. Because many rural downtowns have so many underutilized and/or vacant buildings, there are lots of opportunities for this activity. It was said frequently that there is a housing shortage. Identifying the appropriate housing types desired is imperative.

Jim Thompson, Main Street Iowa; Michael Wagler, Main Street Iowa/Iowa Economic Development Authority



Deep Dive: 9:45 am – 12:00 pm

Civility on Main Street: What Does This Mean for Engagement, Democracy, and Downtown?

9:45 am – 12:00 pm | 601 Hoh

How can Main Streets lead by example to bring civility to their work and restore democracy in their communities? Our Main Street Maine communities all have periodic challenges whether dealing with an individual incident or long-term downtown efforts. This workshop will use the National Institute for Civil Discourse content as basis for informing conversations and awareness about civil discourse: an important first step in building relationships that will help advance community-generated ideas and solutions. This workshop includes presentations, interactive discussions, and identification of action steps.

Anne Ball, Maine Development Foundation; Jan Kearce, Maine Development Foundation

Crash Courses: 11:15 am – 12:00 pm

Downtown Pedlets: Walking through an Outdoor Dining Transformation

11:15 am – 12:00 pm | 707 Snoqualmie

Discover how a downtown pedlet program in Montana promoted local placemaking efforts, created local public spaces, and spurred an outside dining movement that increased business revenue and created jobs while strengthening the economic vitality for small Main Street businesses. This session will introduce attendees to the pedlet: a unique, safe, ADA-compliant wooden structure that acts as a sidewalk extension beyond the existing curb line and allows for uninterrupted outdoor dining on the sidewalk. Leave with the knowledge of how to establish a pedlet program in your communities and learn of the wider economic impact in a downtown commercial district.

Joan Redeen, Great Falls Business Improvement District; Kellie Pierce, Downtown Great Falls Association

Crowdfunding for Placemaking: The Successes and Challenges

11:15 am – 12:00 pm | 702 Clearwater

Two different Boston Main Street organizations took up a challenge from the BMS Foundation & Patronicity: try crowdfunding as a means to move forward long-desired promotion and design projects and, more significantly, grow their donor base for the long term. Learn from their experiences and discover how you can get ready to take on similar opportunities in your own district.

Jenn Cartee, Greater Ashmont Main Street; Ed Gaskin, Greater Grove Hall Main Streets

The Age of Amazon: Keeping Main Street Competitive

11:15 am – 12:00 pm | 701 Clallum

AICP CM | 0.75

Retailing and managing Main Street in the Age of Amazon can be confusing and time consuming. Learn how the Oakland County Main Street Program formed partnerships with the government, local Main Street organizations, and private sector partners to develop an ongoing and comprehensive plan of attack. Their efforts help to keep downtown brick and mortar locations filled, develop underutilized space, and support the local retail business ecosystem proactively. Learn how to position your local



Main Street district and its downtown organization as vital assets in the eyes of local businesses and community stakeholders.

John Bry, Main Street Oakland County

Holiday Decor: Types, Tips, and Timing

11:15 am – 12:00 pm | Elwha A, 5th Floor

If the thought of resurrecting forlorn wreaths or reviving tragic snowflakes keeps you awake at night, come learn tips and techniques to plan, execute, and rotate seasonal and holiday decor for your downtown and/or your individual businesses. What can we steal (ahem, borrow) from major retailers, malls, and museums for our use? How can we brainstorm with vendors and fabricators to pursue unique—but still affordable—solutions? Whether your scope of work involves a single large tree, a town square, or an entire business district, we'll examine ways to add visual enhancements that get the job done.

Amy Meadows, Windows Matter

How \$5 Can Change a Community

11:15 am – 12:00 pm | Elwha B, 5th Floor

A few years ago, if you asked people in Wheeling, West Virginia what was happening in their downtown, most would say, "Nothing." That was the perception, not the reality. Wheeling Heritage created Show of Hands, a community-supported crowdfunding program, to change that perception. With a \$5 entry fee, community members are learning about impactful community projects and business ideas, voting on their favorite, and directing funding to make them a reality. As the community has grown and changed, so has Show of Hands. Learn how to create partnerships, grow entrepreneurship, and change the conversation in your community with this adaptable model.

Jake Dougherty, Wheeling Heritage; Alex Weld, Wheeling Heritage

Placemaking: Unlocking the Potential of Public Space

11:15 am – 12:00 pm | 502 Cowlitz

Track: Civic Leader

This quick "crash course" will focus on the role elected officials play in the Placemaking process. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

Laura Torchio, Project for Public Spaces; Katherine Peinhardt, Project for Public Spaces; Nate Storrington, Project for Public Spaces

Optimizing Main Street with Pedestrian and Vehicle Data

11:15 am – 12:00 pm | 501 Chiwawa

Have you ever had trouble guessing how many people attended your events? Or wondered when the peak travel times in your district are? Are you trying to make the case for the effectiveness of your projects and programs? Using examples from San Francisco, Durham, Boston, Naples, and Oregon City, this session will explore how using installed sensors to count pedestrians, vehicles, and bicycles can help you attract retailers, optimize programs, and share data with your stakeholders and partners.

Liz Hannum, Downtown Oregon City Association; Carrie Crook, Downtown Oregon City Association

Pocket Parks - New Third Places in Challenged Neighborhoods

11:15 am – 12:00 pm | 605 Snohomish

Track: UrbanMain

AICP CM | 0.75

The City of Milwaukee's HOME GR/OWN initiative has successfully transformed City-owned vacant lots into over 35 new green, third spaces in just the last four years, in Milwaukee's most challenged neighborhoods, with limited city funding and staffing, and receiving significant national attention, book mentions and awards.

Learn the key components behind HOME GR/OWN's "secret sauce" that creates beautiful, sustainable green, healthy spaces on commercial corridors and in residential neighborhoods, creating green jobs, fighting climate change, increasing economic development and hosting new "town commons".

Tim McCollow, City of Milwaukee - Environmental Collaboration Office



Surviving and Thriving Through Major Streetscape Projects

11:15 am – 12:00 pm | 604 Skykomish

AICP CM | 0.75

AIA LU-HSW | .5

Successful streetscape projects not only transform the physical space within a community but transform relationships. This session explores how businesses, main street board members, and government leaders worked together for a dynamic transformation in Winchester, VA. Though the Streetscape Project disrupted two major blocks on the main street for six months, this transformation led to no loss of business and \$7 million more spent at downtown restaurants. This session will also examine how smart design created spaces for positive proximity and helped transform Old Town Winchester into a vibrant hub of activity.

Jennifer Bell, City of Winchester



What Will You Do If Disaster Strikes?

11:15 am – 12:00 pm | 603 Skagit

How would you react if disaster struck in your downtown? Whether it's a fire, flood, or other natural disaster, Main Street organizations rarely plan ahead for such occurrences and find themselves standing in the rubble asking, "What now?" In this session, you will learn how a downtown recovered from three significant fires within one year of each other. You will also participate in a discussion that will aid in the

creation of a document to be will be shared with all as a guidebook if a series of unfortunate events ever occurs on your Main Street.

Lindsey Dotson, City of Charlevoix

Utilizing Energy Efficiency Finance for Main Street Revitalization

11:15 am – 12:00 pm | 602 Nooksack

Celebrating Main Street America's partnership with Greenworks Lending, this session introduces you to live working models of C-PACE finance via an exploration of two relevant case studies. The goal of the session is two-fold: for those in active markets to learn to recognize the opportunities for C-PACE financing to break down development barriers by serving as a low-cost source of capital, and for those in inactive markets to be able to advocate for program development by pointing them to the right state and local resources.

Jessica Bailey, Greenworks Lending

Grow with Google Train-the-Trainer Session: Get Found on Google Search and Maps

11:15 am – 12:00 pm | 512 Willapa

Learn how to teach businesses about Google My Business, a free tool to help them get listed on Google Search and Maps. We'll walk through how to create and update information on a listing, build a free website, and more. We'll also share information on how to become a local partner with Google and gain access to free resource and workshop materials to help your community grow and thrive online.

Julia Malecke, Google

Lunch on your own: 12:00 pm – 1:30 pm

Civic Leader Forum: 12:00 pm – 1:30 pm

How to Build a Strong Local Economy | Quinault, 5th Floor

"In simple terms, if you don't have a healthy downtown, you don't have a healthy city or town."

- Ed McMahon

The Civic Leader Forum, generously sponsored by King County and 4Culture, is an opportunity for civic leaders attending the Main Street Now conference to come together over lunch to explore the key components of a successful downtown. The event will feature a keynote from Ed McMahon, Board Chair of the National Main Street Center and Senior Fellow at the Urban Land Institute, making the case for why local, place-based economic development is the key to long-term economic and social prosperity.

The program will also feature a welcome from Dow Constantine, King County Executive and close with a facilitated Q&A with Dow, Ed, and the audience. Jess Zimbabwe, Director of Urban Development & Leadership, National League of Cities, will facilitate this session.

Please note that this is an invitation-only event and lunch will be provided.

Classroom Sessions: 1:45 pm – 3:00 pm

Creating Treasured Places—Re-imagining Port Townsend’s "Main" Street

1:45 pm – 3:00 pm | 707 Snoqualmie

This session will “make the case” of why streets matter to the health of our communities. Main Street organizations and partners can lead in the advocacy for streets that are more supportive of business and people. The emphasis will be on process, partnership, and communication. Port Townsend, WA, a Victorian seaport town, will be a case study, showcasing how the City of Port Townsend worked with the Port Townsend Main Street Program and other partners to rebuild 5-blocks of Water Street and transformed a parking lot into a plaza, giving people access to a beach in the heart of downtown.

Mari Mullen, Port Townsend Main Street Program; Laura Parsons, City of Port Townsend; Samantha Thomas, Independent Consultant; Kris Nelson, Port Townsend Main Street Program

Activating Community: The Roslyn Yard Proposal

1:45 pm – 3:00 pm | 702 Clearwater

AICP CM | 1.25

AIA LU-HSW | 1.25

The UW Storefront Studio is an outreach design studio run by the Department of Architecture for the last 15 years. Roslyn WA has been the location for four collaborations over 10 years. At the first open house a vacant lot on main street was shown transformed through Photoshop into an outdoor stage and movie venue. Today it is the living third place heart of the small town, a visibly successful economic and social engine

This multi-perspective presentation will explain the process and outcome, and how to replicate and build on their success.

Jim Nicholls, University of Washington, Department of Architecture, College of Built Environments; Stacy Cannon; Chris Martin; Jennifer Basterrechea



Artists on Main Street: A Model for Creative Community Development

1:45 pm – 3:00 pm | 701 Clallum

Artists on Main Street was launched in 2018 by the Preservation Alliance of Minnesota and Springboard for the Arts in three Minnesota Main Street communities. The program provides training and support for artists who want to address local community challenges through creative placemaking strategies, resulting in dozens of projects that help activate downtowns, increase pedestrian activity, and create welcoming spaces. You will learn about the impact of these projects, receive information about how to start a similar program, and reflect on how artist-led engagement can help your own public processes be more proactive, creative, and inclusive.

Sarina Otaibi, Preservation Alliance of Minnesota; Emily Kurash, Winona Main Street; Sarah Swedburg, Wilmar Main Street

Golden Nuggets: Sharing Success through Storytelling

1:45 pm – 3:00 pm | Elwha A, 5th Floor

AICP CM | 1.25



In this world of hashtags and 24/7 newsfeeds, successful storytelling is key to capturing Main Street support. Cutting through the spam and connecting with your local leaders can be challenging. Join us to explore groundbreaking strategies you can use to craft a message that's meaningful in highlighting your Main Street successes. We'll identify the prime five audiences you need to be fluent in targeting while exploring communication tactics that will help convey the value of your program's efforts through effective storytelling. This energetic session is guaranteed to change the way you deploy reinvestment stats!

Gayle Langley, Colorado Main Street; Matt Ashby, Ayres Associates; Ben Muldrow, Arnett Muldrow & Associates

You Want Me to Do What?...Tips for Building Consensus and Increasing Property Owner Support

1:45 pm – 3:00 pm | Elwha B, 5th Floor

AICP CM | 1.25



Since they literally own downtown, property owners should have a strong interest in supporting your downtown revitalization efforts. While many are active participants, every downtown has a few property owners that, for a variety of reasons, show little to no interest in improving their building or working with Main Street to attract the "right tenant." During this session, we will explore tips for working with property owners that can translate into stronger support for on-going business recruitment and redevelopment efforts.

Casey Woods, Emporia Main Street; Hilary Greenberg, Greenberg Development Services

Funding a Local Main Street Program

1:45 pm – 3:00 pm | 502 Cowlitz

Track: Civic Leader

Asking for money is something that most people dread. Without proper, sustained funding, a Main Street Program will languish and falter from its intended mission and vision. This session will take you through a variety of options to fund your local Main Street program starting with three important questions.

- What product you're selling?
- Who has a stake in your mission and vision?
- How do you make the "pitch"?

Topics covered include: Mission match - potential sources with planned projects. Who stands to lose if this enterprise fails? Packaging your "product". Answer the question "what's in it for me"?

Mary Helmer, Main Street Alabama

Main Streets Assemble! Finding Your Downtown Heroes!

1:45 pm – 3:00 pm | 501 Chiwawa

Main Street is about empowering people to create change in their downtowns. But how do you find those people and transform them into a powerhouse team? In this session, you will learn how to build a comprehensive Community Engagement Strategy, identify and involve the heroes in your downtown, and create those all-important “spark” moments that engage the greater community and inspire new heroes to join the team. From volunteers to board members to managers, you’ll leave this session with the tools in your Main Street Utility Belt to create those sparks and make a heroic impact in your community.

Kristi Trevarrow, Downtown Rochester; Ron Drake, Ron Drake Consulting

How to Prevent Development... On Purpose or By Mistake

1:45 pm – 3:00 pm | 512 Willapa

Track: Civic Leader

AICP CM | 1.25

AIA LU-HSW | 1.25

Private-Public Partnerships can make a positive difference for communities trying to encourage development or redevelopment, particularly in their downtowns. But sometimes apathy, lack of readiness, misinformation, and shortage of knowledge of the available development tools prevent development. In this fast-paced presentation, you learn about “tools and surgical instruments” that can be used to help communities with economic development.

Michael Wagler, Main Street Iowa/Iowa Economic Development Authority; Jim Thompson, Main Street Iowa



Activating Youth Voice to Revitalize a Community

1:45 pm – 3:00 pm | 605 Snohomish

Track: UrbanMain

Learn how North 5th Street Revitalization Project in Philadelphia empowers young people who live, work, or play in the Olney neighborhood to revamp their main street and inspire community pride. Our panel will discuss our experience in bridging the gap that lies between youth voice and community development. We will highlight the work of the Olney Youth Advisory Council and their efforts to host community events by youth for youth, including their community School's Out BBQ, Back to School Bookbag drive, Community beautification projects and a youth-led, youth-focused Parking Day.

Stephanie Michel, North 5th Street Revitalization Project; Kimberly Rodriguez, North 5th Street Revitalization Project; Vanahi Diaz, North 5th Street Revitalization Project; James Onofrio, Philadelphia Commerce Department

Collaborative Cultural Tourism: Drawing Visitors Who Love Main Streets

1:45 pm – 3:00 pm | 604 Skykomish

Main Streets have what cultural heritage visitors are looking for, yet we haven't always known how to package our assets to get the word out to tourists. In Maine (aka "Vacationland"), the state's Main

Street programs partnered with the Maine Office of Tourism to create a tourist-facing website and marketing program. If you're ready to maximize the collective impact of your state's Main Street programs to draw out-of-state visitors, come hear practical advice and real-life examples from Maine and get ready to up your heritage tourism game!

Delilah Poupore, Heart of Biddeford; Anne Ball, Maine Development Foundation; Abbe Levin, Maine Office of Tourism

GAMSA: Now and Then and In Between

1:45 pm – 3:00 pm | 603 Skagit

GAMSA. From rural to mid-size to urban communities, many of our communities strive to reach our industry's highest honor. Iowa is home to 10 award-winning communities, and four of these – Woodbine (2014), West Des Moines Valley Junction (2012), Cedar Falls (2002) and Dubuque (1995) will share their thoughts on the before, after and in between of GAMSA. With populations from 1,400 to 65,000, these are four very different, and all high-performing, communities.

Jim Miller, Historic Valley Junction Foundation; Dan LoBianco, Dubuque Main Street; Carol Lilly, Community Main Street; Deb Sprecker, Woodbine Main Street

Tax Credit Financing: Show Me the Money!

1:45 pm – 3:00 pm | 602 Nooksack

Track: Historic Preservation

You've heard of tax credits, but how do they really work? This panel will explore the different ways tax credits can be used to help finance a historic rehabilitation project from the single user to the most complex syndication deals. Also learn about local and nationwide advocacy to maintain and enhance existing programs in State Legislatures and in Congress. Leave with an understanding of the world of options available for tax credit projects that might be the tipping point between abandoned, dilapidated buildings and vibrant, relevant historic treasures.

Nicholas Vann, Washington State Department of Archaeology + Historic Preservation; Renee Kuhlman, National Trust for Historic Preservation; Merrill Hoopengardner, NTCIC; Stephen Day, Stephen Day Architecture, PLLC

Round Table: 1:45 – 4:00 pm

Board Member Round Table

1:45 pm – 4:00 pm | 601 Hoh

A conference favorite - for board members only - to discuss the most pressing issues facing the organizational operations of revitalization programs. Board members will share local best practices with board roles and responsibilities, finances, how to work more effectively with staff, and how to plan for leadership development and succession. This facilitated session is perfect for new and seasoned board members.

Kathy La Plante, National Main Street Center; Steven Hoffman, Southeast Missouri State University

Crash Courses: 3:15 pm – 4:00 pm

AARP's Livable Communities Initiative

3:15 pm – 4:00 pm | 702 Clearwater

Demographic changes all across the country — from small towns to large metro areas — present tremendous opportunities to engage more diverse voices in discussions about growth, revitalization, and development. This session will describe how applying an “age-friendly” lens to community decisions on housing, transportation, economic development and more can yield better and more livable communities for all. Presenters will include two AARP state directors, a recent grantee of AARP's Community Challenge grant program, and the national livable committee program director for AARP.

From Ignored Spaces to Third Places

3:15 pm – 4:00 pm | 604 Skynomish

Often, community enhancement conversations start with a conversation about what is missing or needed (water features, bike racks, event space). By focusing instead on existing underperforming assets, communities can create unique experiences, fostering exploration and sense of community. This session will focus on ways to identify underutilized spaces in your community, strategies for identifying suitable uses, and highlight examples of successful ‘hidden’ space transformations from around the country. What can your alleys, parking garages, highway bridges contribute to your downtown's vitality? The session will also highlight numerous local examples of spaces that attendees can explore during their time in Seattle.

Errin Welty, WEDC/Wisconsin Main Street; J. Todd Scott, King County Historic Preservation Program

Rallying Multiple Districts around One Downtown Vision

3:15 pm – 4:00 pm | 707 Snoqualmie

How do cities with multiple neighborhoods and districts agree and collaboratively move forward on strategies? When people and actions are at a premium, this session will help urban and multi-district downtowns know how to assess, map, navigate, and rally a community towards one downtown vision with transformational strategies that reach across all districts. Learn to inspire stakeholders to come together, build bridges, and lead their Main Street as one while keeping specific district needs in mind. Navigate the political, social, cultural, and emotional differences and common values within a community, and learn how Main Street can be the glue that binds.

Cristina Sheppard-Decius, Downtown Dearborn

The Smithsonian Comes to Town!

3:15 pm – 4:00 pm | 701 Clallum

“Hometown Teams: How Sports Shape America” is part of Museum on Main Street, a unique collaboration between the Smithsonian Institution Traveling Exhibition Service, Iowa Economic Development Authority's Main Street Iowa program, and six local Main Street Iowa communities. In this session, you will learn how the idea to bring this year-long traveling exhibit to the Midwest was launched and what it took to get the project off the ground. Be inspired and take home some ideas on

how you can collect, celebrate, and showcase your unique local history and traditions in the context of a larger exhibition theme.

Terry Poe Buschkamp, Iowa Economic Development Authority/Iowa Downtown Resource Center/Main Street Iowa; Carol Harsh, Smithsonian Institution; Joe Jennison, Mount Vernon/Lisbon Community Development Group

Before, During, and After: Make the Conference Count

3:15 pm – 4:00 pm | Elwha A, 5th Floor

Whether your first conference or your fifteenth, attendees at Main Street Now always leave feeling inspired. This session will provide practical and practicable tips and tricks for translating conference inspiration into community impact. Our speakers will help you to collect your thoughts, organize your notes, prioritize your inspiration, delegate your action items, and turn your conference experience into projects and programs with community impact. Find more than just inspiration and leave with a plan of action!

Diana Schwartz, River District Association; Rebecca Rowe, Virginia Main Street

Combating the Brain Drain: Retaining Students in Your Community

3:15 pm – 4:00 pm | Elwha B, 5th Floor

Emporia Main Street works with a variety of educational institutions ranging from the community's school district to the area's technical college to the local four year institution. These partnerships have resulted in a variety of evolving activities, programs, and internships that have strengthened local businesses and student retention within the community post-graduation. This session will cover topics that you can shape into your own initiatives to help connect students with their communities.

Jessica Buchholz, Emporia Main Street, Inc.; James Willingham, Emporia State University

A Sense of Place: The Intersection of Mayors and Main Street

3:15 pm – 4:00 pm | 502 Cowlitz

Track: Civic Leader

There has been a seismic shift in successful economic development strategies, hinging on the creation of a sense of place. Leveraging federal dollars to support local revitalization is critical. Hear from John Robert Smith: a former mayor with over 20 years of experience in leveraging both his town's history and built environment to create a thriving community with a competitive future. The Mayor brought his experience to First & Main, a coalition of local elected officials supporting federal investment in community revitalization. Learn to leverage your local story to revitalize your community and advocate for federal support.

John Robert Smith, Transportation For America

Lighter, Quicker, Cheaper: Demonstration Project Best Practices

3:15 pm – 4:00 pm | 501 Chiwawa

Tactical Urbanism or Demonstration Projects are great ways to test viability of long-range investments in your community. Private-Public Partnerships (P3) in Bismarck, North Dakota have tested elements of

Master Plans, Transportation Initiatives, and results in increased livability. Whether it's a temporary "demonstration" bike lane route, brightly painted crosswalks/bulb-outs, or making road improvements with lane configurations, Bismarck is applying this Tactical Urbanism style of community development. Learn do's and don'ts and get ideas on how to transform your town on a budget. A Bismarck (P3) was selected for a AARP Livable Communities Grant 2017 for Pop Up Pathway project.

Kate Herzog, Downtown Bismarck Community Foundation; Dawn Kopp, Downtown Business Association of Bismarck

Pop Up Shops: Transform Your District with This Affordable Economic Development Initiative

3:15 pm – 4:00 pm | 512 Willapa

Learn about Pop-Up Shop Initiatives as low-cost economic development drivers that empower entrepreneurs, diversify communities, and activate inactive spaces. After this session you will have the tools needed to make this award-winning program a reality in your community. Be part of the movement!

Nora Roughen-Schmidt, Viroqua Chamber Main Street

Pintando La Villita: Studies in Immigrant Innovation

3:15 pm – 4:00 pm | 605 Snohomish

Track: UrbanMain

Pintando La Villita presents three case studies highlighting the ingenuity of the immigrant entrepreneurs in Little Village Chicago. The case studies illustrate the value of maintaining cultural identity and leveraging that to create a Main Street that reflects a community's cultural, linguistic, and culinary identity. Participants will learn about alternatives to access to capital, the value of bilingual business services, and partnering with non-profits to reach the under-served, urban, immigrant populations.

Kim Close, Little Village Chamber of Commerce; Mike Moreno, Jr., SSA#25

Organization Shouldn't Be Ordinary, Be Extraordinary!

3:15 pm – 4:00 pm | 603 Skagit

How do you make your organization's story of fundraising, volunteer management, membership, and communications extraordinary? This session will encourage and inspire Main Street organizations to add creativity and energy to the potentially more mundane elements of a Main Street program found under the umbrella of the Organization Committee. Learn how to capitalize on talents within your organization; develop creative themes to reinforce your brand, mission, and build enthusiasm; involve your board and committees; and above all, to think outside of the box!

Mary DesMarais, Gig Harbor Downtown Waterfront Alliance; Mary Gorman, Gig Harbor Downtown Waterfront Alliance

Stimulating Economic Development through Preservation: A Case Study

3:15 pm – 4:00 pm | 602 Nooksack

Track: Historic Preservation

AICP CM | 0.75

AIA LU | .5

Seattle developer and preservationist Kevin Daniels will team with award-winning architect Allyn Stellmacher of ZGF architects to tell the story of The Mark Tower. This iconic addition to the downtown Seattle skyline helped preserve the adjacent historic sanctuary: the nation's oldest Beaux-style building and downtown Seattle's the oldest church. You will learn about how to build a coalition of local and national support to preserve historic spaces, the unique way a new Seattle development became a catalyst for preserving existing spaces and sparking new uses, and how new commercial projects can both complement and celebrate existing historic structures.

Kevin Daniels, Daniels Real Estate; Allyn Stellmacher, ZGF Architects



Detailed Conference Schedule

Wednesday, March 27

Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from the Hyatt Regency 8th Ave Entrance.

How Does the Market Grow?

8:00 am – 12:00 pm | \$25

Most visitors see Seattle's Pike Place Market as the popular tourist attraction that it is. What may not be readily apparent is that the Market is an intentional community created and managed by several major stakeholders. The Market is Seattle's Main Street in the heart of downtown with its own residents, small business owners, senior center, child care and preschool, and clinic. On this tour, you'll learn about the many hands that join together to make the Market the thriving community it is 111 years after its founding in 1907. You'll also learn about that history as well as the unique elements that make it one of the city's premier attractions.

Transportation: Walking (approx. 12-15 minute walk).

Growing With the Grain

8:00 am – 3:45 pm | \$55

The Skagit Valley is known for its beauty and innovation, both related directly to its thriving agriculture industries. Visit Skagit Valley Malting, learn about the Skagit Valley College's Craft Brewing Certificate Program, and breathe in the sights and smells at Washington State University's Bread Lab. Plus, visit downtown Mount Vernon, a Nationally Accredited Main Street Community, in the heart of this region that bears some of the best beer, flowers, and grains in the world. Experience all this region has to offer on a tour that is equal parts an education in economic development partnerships and a delicious tasting experience.

Includes lunch. Transportation: Bus (approx. 1 hr 15 min each way).

Bringing the World Home

10:00 am – 2:00 pm | \$60

Nonprofits, schools, and city government in Kent, Washington are working together to transform the lives of refugees and immigrants by providing pathways to sustainable employment through the food industries. Learn how a culinary apprenticeship program, downtown cafes, and entrepreneurship centers make up a strong network that supports Kent's large immigrant and refugee populations. As you learn about the importance of creating an ecosystem of support for entrepreneurs, especially those new to your community and our nation, you'll have a chance to experience first-hand the connection between food and community, including how the local Main Street program is taking their Cultural District strategy to heart. This tour will include stops (and plenty of delicious food!) at downtown Kent eateries. *Includes lunch. Transportation: Bus.*

Two Wheels, One Trail – Explore Seattle Like A Local

11:30 am – 3:30 pm | \$60

While Elliott Bay and Pike Place Market are sights to behold, locals tend to congregate along a different waterfront. The Ballard Locks, Fremont Canal, and Lake Union are connected by the Burke Gilman Trail, a public multi-use trail that spans 27 miles and connects multiple Seattle neighborhoods. This bicycle tour will start at the Ballard Locks, which helps both ships and fish connect with the Puget Sound, and will end at the Fremont Brewing Company, which helps humans connect with beer. Along the way, you'll make several stops that highlight the impact industry has had on Seattle's public spaces and neighborhoods. The trail is flat and accessible for anyone comfortable on a bicycle and the tour fee includes bike rental package (bike, helmet, lock, etc.). Attendees should come prepared with appropriate clothing and positive attitude in the likelihood of light rain.

Includes bike rental. Transportation: Bus, bicycle.

Shell Yes! Farm (& Sea) To Table

1:00 pm - 4:00 pm | \$55

Experience the bounty of local produce offered in the Pacific Northwest, in this walking (and tasting!) tour of the Capitol Hill neighborhood. Participants will visit several historic storefronts where local food and beverage products are processed or sold, and will have the opportunity to taste fresh oysters and other shellfish from the region, award-winning local distilled spirits, and more. Proprietors will discuss the local food economy and how the ongoing role of presenting fresh local products helps sustain the historic character of the neighborhood.

Transportation: Walking

General Session: 8:15 am – 9:30 am

Entrepreneurship on Main Street: Making the Case for Place

Columbia Ballroom C, 3rd Floor

At Main Street Now 2018 in Kansas City, we introduced a conversation on fostering entrepreneurship on Main Street through a "grow your own" strategy. Building on last year's session, join this panel discussion to consider the role a Main Street program can play in setting the table for a healthy entrepreneurial ecosystem. Speakers will highlight the role of place, honing-in on the ways to leverage your community's physical and environmental assets to attract, support, and retain entrepreneurs.

Enoch Elwell, Co-Starters; Matt Wagner, National Main Street Center; Alex Weld, Wheeling Heritage; Maiko Winkler-Chin, Chinatown International District Preservation and Development Authority

Special Session: 10:15 am – 11:30am

American Express Neighborhood Champion Pitch-Off for Small Business Saturday

Elwha A, 5th Floor

Come be a part of the first-ever Neighborhood Champion pitch-off, sponsored by American Express. Cheer on 3 of your fellow Main Streeters as they showcase their Small Business Saturday 10-Year Anniversary event ideas for the opportunity to win up to \$1000! They will have 5 minutes to wow a panel of judges and respond to questions. Light refreshments will be provided.

The winner will be announced at Wednesday's Closing Plenary. Come get inspired and enjoy some Shop Small swag!

Classroom Sessions: 10:15 am – 11:30 am

Strengthen Engagement to Strengthen Effectiveness

10:15 am – 11:30 am | 707 Snoqualmie

Better understand what your community wants and get them behind the projects that need done. Improve your information-gathering efforts by managing the benefits, disadvantages, and pitfalls of focus groups, workshops, surveys, and other research modes. Leverage communication theory, anchoring theory, and cognitive dissonance theory to improve how effectively you share information and persuade. This presentation is informal with breaks for questions so you walk away with the knowledge you need. Caution: the session may leave you with multiple actionable ideas on your to-do list and a horribly catchy tune in your head...

William SaintAmour, Cobalt Community Research

Yes, And! Tactics to Tackle Roadblocks

10:15 am – 11:30 am | 702 Clearwater

AICP CM | 1.25

Are you looking to create better streets in your neighborhood or community? Have you gotten discouraged by bureaucratic red tape or simple lack of communication? Are you passionate about great streets but struggling to get neighbors or city officials to share your enthusiasm or vision for people-centered public spaces? If so, this action-packed session on Streets as Places is for you! See the hot-off-the-presses Streets as Places Action Pack and play improv games (yes, the comedy form) to tease out how we all can work better together—across generations, sectors, agencies, and more—to make it happen.

Laura Torchio, Project for Public Spaces; Katherine Peinhardt, Project for Public Spaces



Breaking the “Black Box” of Economic Impact: A Tutorial on IMPLAN

10:15 am – 11:30 am | 505 Queets

AICP CM | 1.25

Assessing the fiscal and economic impact of a program, an event, or your organization at large can be a helpful tool for understanding your operations and demonstrating your value. There are barriers to doing this in-house: it can be complicated, and it requires purchasing “multipliers” or using a modelling program. For those of you who weren’t scared off by that last sentence, this session will unlock the black box and provide a practical tutorial on how to use a software called IMPLAN (short for “Impact Analysis for Planning”) to assess fiscal and economic impact in-house.

Leslie Deacon, Jon Stover & Associates; Jon Stover, Jon Stover & Associates



Inside Out: Creating and Maintaining Authenticity

10:15 am – 11:30 am | 502 Cowlitz

Track: UrbanMain

AICP CM | 1.25

Two very different Detroit metro places will focus on the concept of authenticity and the need to either enhance your business districts authenticity if you are in a place that is regarded as generic or to



maintain your authenticity if you are place experiencing a sudden surge in real estate investment that threatens to transform your cherished place in ways that diminish authenticity.

Daniel Carmody, Eastern Market Corporation; Vivian Carmody, Bekley DDA

Becoming #IdeaFriendly: Crowdsourcing the Future of Your Town

10:15 am – 11:30 am | Elwha B, 5th Floor

AICP CM | 1.25



The stereotype is that small towns are small-minded and closed to new ideas. But we all know small towns can be open to new ideas, and there's a practical way to get there. And we'd better because the future is coming at us fast. Learn the Idea Friendly way to improve the climate for new ideas. You'll leave with an action plan that's simple and doable. Activate a powerful network to help your town thrive, no matter what the future throws at you.

Becky McCray, SaveYour.Town

What It Takes to Be Awarded the Hope VI Main Street Grant

10:15 am – 11:30 am | 701 Clallum

Track: Civic Leader

Looking for ways to create housing in your downtown? Find out what it takes to be awarded a \$500,000 HUD Hope VI Main Street Grant, two of which are expected to be offered in 2019. Co-presenters Chris Wilson and Steven Watts were part of a team that successfully wrote and received two consecutive \$500,000 grants for projects in downtown Bartlesville. Find out tips for how to fill in the application both from a narrative and financial point of view.

Chris Wilson, Bartlesville Redevelopment Trust Authority; Steven Watts, ADDAX Development and Rose Rock Development

Pitching Entrepreneurship: Building Partnerships to Jumpstart Your Downtown Economy

10:15 am – 11:30 am | 501 Chiwawa

From a three-community pilot in 2015 to now more than 24 communities, 400+ entrepreneurs, and 100+ businesses, Virginia's Community Business Launch program has helped communities cultivate partnerships and build strategic business plan competitions that diversify and energize downtown development. This session will provide guidelines on how to build partnerships to collect entrepreneur resources, implement a business plan and pitch competition, and lessons learned over the course of the program. A panel will discuss the program's application in small, large, urban, and rural communities. Learn how community partnerships and the embracing of entrepreneurship can transform your state's communities!

Jessica Hupp, Virginia Dept. of Housing and Community Development; Jenny Crittenden, Main Street Preservation Trust; Todd Wolford, Downtown Wytheville, Inc.; Tamyra Vest, Destination Downtown South Boston

Pro Tips for Main Street Tax Credit Projects

10:15 am – 11:30 am | 512 Willapa

Track: Historic Preservation

Federal Historic Tax Credits are the quintessential financial tool for planning successful rehabilitation projects in Main Street historic districts, but the process can be daunting for a first time applicant or for smaller projects. Learn how to breeze through the process by envisioning a holistic design approach, identifying key obstacles, and how to work through all of the issues with your State Historic Preservation Office and the National Park Service. Leave with a quick-fire do's and don'ts checklist that you can use to help yourselves and others simplify the process.

Nicholas Vann, Washington State Department of Archaeology + Historic Preservation; Angela Shearer, National Park Service

Main Street Success: Business Attraction and Retention Strategies

10:15 am – 11:30 am | 605 Snohomish

AICP CM | 1.25



Are you properly equipped to attract new businesses to your Main Street? This session will address how to measure your Downtown's potential and properly educate local stakeholders to promote collaboration and growth. The Retail Coach, the nation's leading retail recruitment and development firm, will lead a panel of experts discussing the need for a strategic approach to downtown redevelopment and share experiences leveraging the resources available to Main Street Directors. Come hear insights on successful strategies to catalyze your community's redevelopment effort. The session is applicable to communities of all sizes and will conclude with a Q&A segment.

Charles Parker, The Retail Coach; Jenny Boulware, Municipal Association of South Carolina; Alexander Flachsbart, Opportunity Alabama / Main Street Alabama; Andy Arnes, City of Shelton

Pasco: Revitalizing a Latino Main Street without Displacement

10:15 am – 11:30 am | 604 Skykomish

Pasco, one of the fastest-growing large cities in Washington, also has the strongest Latino business mix of any of state's Main Street Communities. The panel will discuss the role this demographic has played in navigating Main Street's four-point approach. We will identify the successes and challenges the downtown MS non-profit has faced concurrent to the area's growth.

Tanya Bowers, Tanya Bowers Consulting; Jacob Gonzalez, Downtown Pasco Development Authority; Michael Morales, City of Pasco; Paul Fuesel, KPG

Rock Your Downtown: Executing a Badass Concert Series

10:15 am – 11:30 am | 603 Skagit

These two seasoned Main Street directors aspire to teach the successful planning of concerts and festivals in a downtown atmosphere: from concept to reality. With over 25 years combined experience, they'll share best practices and tricks of the trade. Learn everything from negotiating contracts to booking artists to soliciting sponsorships, recruiting vendors, and more.

Janie Pope, Church Street District; Robert Soviero, Orlando Main Streets

pARTnerships

10:15 am – 11:30 am | 602 Nooksack

AICP CM | 1.25

AIA LU-HSW | 1.25

What's the first thing that you think of: the Arts Council or your local art gallery? Cultural assets play an important economic development role in our communities and, as such, open up a plethora of opportunities for partnerships. What if, in addition to visual and musical artists, you considered chefs, bakers, brewers, farmers, and even your local tattoo "inkers" as artists? Have you ever considered your entire downtown as an arts incubator? Seasoned professionals will highlight the work in downtown Morganton and many other North Carolina communities.

Liz Parham, NC Main Street & Rural Planning Center/NC Department of Commerce; Sharon Jablonski, Main Street Department/City of Morganton



The How Behind the Wow: Creating Stellar Stores

10:15 am – 11:30 am | 601 Hoh

Gone are the days of shopping local simply out of a sense of obligation or duty. In-store experiential advantages can respond to the growing influence of the internet. This talk outlines best practices for making storefronts stand out and creating powerful in-store experiences that translate into good retail. We will cover topics ranging from how to create clarity and visibility on the store's exterior to defining the anatomy of store, creating optimal layout, and the nuances of merchandising and design.

Seanette Corkill, Frontdoor Back, Retail Store Design; Anne Marie Luthro, Frontdoor Back, Retail Store Design

Main Street Advocacy: Share Your Story and Shape the Agenda

10:15 am - 11:30 am | 608 Wynnochee

Main Street advocacy comes in all shapes and sizes, from local ordinances to federal legislation. Come to this session to hear the advocacy priorities you and your Main Street America peers listed in the 2019 Member Engagement Survey, share your advocacy experiences, and work together to identify possible action steps to help inform the National Main Street Center. Staff of the National Trust for Historic Preservation will also briefly share updates on work to sustain the federal historic tax credit, bolster state historic tax credits throughout the country and other policies that impact Main Street. Join this session to voice your opinion and help shape the future of Main Street.

Renee Kuhlman, National Trust for Historic Preservation; Kelly Humrichouser, National Main Street Center

Lunch on your own: 11:30 am – 1:00 pm

Lunch Session: 11:45 am – 1:00 pm

The Land of OZ: Pulling Back the Curtain on Opportunity Zones

Quinault Ballroom (5th Floor)

Created by Congress in 2017, the Opportunity Zones (OZ) program encourages investment in low-income communities, both urban and rural, through tax incentives for investors. With 46% of Main Street programs overlapping an Opportunity Zone, this economic development tool has the potential to create huge impacts for downtown development. Join this lunch-time panel of experts to answer some of your key questions about the program: What's in it for investors? What projects are eligible? How can my community use this program? Generously supported by U.S. Bank and National Trust Community Investment Corporation.

Please note: space is limited and first-come, first-served. Lunch will be served. If you cannot attend this program, we recommend The "Opportunity" in Opportunity Zones, immediately following.

Merrill Hoopengardner, NTCIC; Alexander Flachsbart, Opportunity Alabama; George Koutelieris, Johnson and Schute; Elissa Schauman, U.S. Bank

Classroom Sessions: 1:15pm – 2:30pm

The "Opportunity" in Opportunity Zones

1:15 pm – 2:30 pm | 602 Nooksack

The new Opportunity Zone program has the potential to be the largest single economic development program in U.S. history by making trillions of dollars of capital gains available for reinvestment in designated Opportunity Zones. This session will educate you on how the program works, who the major players are, and how to build the local funding ecosystem necessary to attract Opportunity Zone capital to your community.

Alexander Flachsbart, Opportunity Alabama / Main Street Alabama; Mary Helmer, Main Street Alabama

Downtown Collaborations: Using Transformation Strategies to Unite Stakeholders

1:15 pm – 2:30 pm | 707 Snoqualmie

Most organizations know the power of cross-promotion and collaboration, but implementation is often a mystery. Learn about using the momentum of Transformation Strategies to create concise, unified cross-promotion strategies and collaborations within your district that increases your program's reach; tap into new, shared resources; and spread workloads amongst partner organizations. This session will tell the story of Owosso Main Street/DDA's efforts in fostering a new, shared strategy and how it is waking the community up to the power of partnership.

Josh Adam, Owosso Main Street/DDA; Tracey Peltier, Downtown Owosso Farmers Market; Robert Doran, Owosso Historical Commission

Airbnb Housing Downtown: The Galena, Illinois Experience

1:15 pm – 2:30 pm | 702 Clearwater

AICP CM | 1.25

Is your downtown ready for the Airbnb market? Galena, IL is a major tourist destination with a highly successful retail environment on its historic Main Street. However, it also has a substantial number of vacant upper floors in its downtown. The city has created policies and incentives to encourage the



conversion of the upper floors of downtown buildings into short-term accommodations. Unlike traditional housing, conversions for short-term rental must meet higher standards of life-safety and public access. Several recent case studies will showcase designs that met all of these challenges.

Mike Jackson, Upstairs Downtown; Dan Carmody, Eastern Market Corporation

Advocacy Superheroes: Creating Change for Your Main Street

1:15 pm – 2:30 pm | 701 Clallum

You are the superhero that your community and organization needs. Join past and present Main Street Directors & the Directory of Policy Outreach of the National Trust as they lead you through this interactive workshop on how to build and maximize relationships with elected officials on the local, state, and federal levels through story telling, relationship mapping, and engaging case studies and tours. Walk away with real ideas and tools to bring back to your community, no matter the size, and save the day!

Sarah Grunewaldt, Main Street Washington; Abby Huff; Renee Kuhlman, National Trust for Historic Preservation

Exit Stage Right: Helping Your Businesses Develop a Succession Strategy

1:15 pm – 2:30 pm | Elwha A, 5th Floor

Succession planning is a growing concern for Main Street communities as baby boomers approach retirement age. While 78% of small business owners say they plan to sell their businesses to fund their retirement, only 30% have an exit strategy in place. What can Main Street do to help businesses plan for their retirement? We will be covering the benefits of having an exit strategy, warning signs that a business is closing, issues to consider before selling, examples of successful transitions and ownership models, and Main Street's role in ensuring business continuity.

Hilary Greenberg, Greenberg Development Services; Robin Bostrom, Main Street Iowa

Any Size Downtown—Anywhere—Can Become a Destination Downtown

1:15 pm – 2:30 pm | Elwha B, 5th Floor

Jon Schallert will focus on “Silver Bullet” solutions to the most common and perplexing downtown business problems involving downtown entrepreneurs. You do not need to know everything about business, but you do need to know individual destination marketing, advertising, and publicity tactics that can yield big results for very little dollars. Without these Silver Bullets, you may find yourself losing credibility discussing the most critical issues with your downtown business owners. But after the session, you will leave with a list of action-oriented tactics and resources that you can implement in your downtowns.

Jon Schallert, The Schallert Group, Inc

Keep, Combine, or Kill: Evaluating Your Downtown Event to Determine Its Future

1:15 pm – 2:30 pm | 502 Cowlitz

Strong and vibrant downtown events can provide unlimited benefits to an organization. However, they can also drain staff and other stakeholders of time and resources. How can communities evaluate the

difference? This presentation will outline the information that should be gathered and how it can be assessed to identify accomplishments and strengths, analyze areas of improvement, and help stakeholders make informed decisions on the future of the event. Is a downtown event worth keeping or should it be killed off together?

Suzanne Perreault, Michigan Main Street | MEDC

How to Help Your Businesses Win at Marketing

1:15 pm – 2:30 pm | 501 Chiwawa

Do businesses in your downtown need help with marketing? We'll give you the ideas, tools, and inspiration you need to assist your businesses. The Metuchen Downtown Alliance partnered with SCORE and Metuchen High School students on a Win at Marketing workshop over a 6-week period. Following the workshop, we gave out "Innovation Grants" to encourage businesses to take action. Hear from the people who planned and presented as we guide you through developing your own "Win at Marketing" workshop.

Isaac Kremer, Metuchen Downtown Alliance; Jane Meyer, Central Jersey SCORE; Noelle Starry, 20 Lemons; Susan Wilcox, Edynamic Marketing LLC

Addressing Seismic Threats to Our Most Vulnerable Neighborhoods

1:15 pm – 2:30 pm | 512 Willapa

Track: Historic Preservation

For the past half century, Seattle has tried to deal with the public safety risk posed by seismically vulnerable buildings - disproportionately located in lower-income, ethnically diverse communities and often landmarked or otherwise historically significant.

A group of concerned stakeholders has come together to develop solutions to provide the financial means and incentives to meet this risk through mandatory upgrade legislation.

This session is intended for all stakeholders who will be affected by the next significant seismic event in their city or neighborhood. Panel includes Seattle City, neighborhood leaders, community redevelopment financing experts, and URM building owners and developers.

Erika Lund, City of Seattle Office of Emergency Management; Bradley Padden, Anew Apartments; Maiko Winkler-Chin, Chinatown International District Preservation and Development Authority; Chuck Depew, National Development Council; Peter Nitze

Chicago UrbanMain: Lessons Learned in Implementation

1:15 pm – 2:30 pm | 605 Snohomish

Track: UrbanMain

This session will feature participants of the UrbanMain Network who will share their experiences participating in NMSC's pilot program in Chicago. The panel will include the winning neighborhood organizations (QCDC and 51st Street Businesses Association) and one of the funding partners (Groupon). Goals for the session will be to communicate results, discuss lessons learned, examine challenges, explore collaborative work between grantee and funder, and understand the value of being part of a

network focused on urban issues. This session will serve as an opportunity for those interested in participating in UrbanMain Network to ask topical questions about the UrbanMain program.
Nicholas Gauna, Groupon; Rhonda McFarland, Quad Communities Development Corporation; Sandra Bivens, 51st Street Business Association; Dionne Baux, National Main Street Center

Social Media Planning: Build a Content Calendar for Next Week

1:15 pm – 2:30 pm | 604 Skykomish

Who hasn't woken up and said something like, "It's Wednesday, and I have no idea what I'm going to post on Facebook today?" Let's fix that, at least for next week. Starting with your Main Street overall goals and marketing objectives, we'll hammer out a week's worth of relevant posts—including ideas for visuals to go with them—for Facebook, Instagram, and Twitter. Get ready for a focused class on the process of building a real content calendar that you can use immediately. Join Leslie McLellan and Sheila Scarborough with Tourism Currents for an informative, hands-on session.

Sheila Scarborough, Tourism Currents; Leslie McLellan, Tourism Currents

Partnering Libraries with Main Streets to Make Great Third Spaces

1:15 pm – 2:30 pm | 603 Skagit

Libraries are evolving rapidly as third spaces. By deepening their engagement with users such as job seekers, entrepreneurs, and child under 5 while also reaching out to often-marginalized populations such as New Americans, non-traditional families, people with disabilities, and those experiencing food and housing insecurity, libraries are also becoming dynamic civic spaces. Learn how to create vibrant partnerships with libraries to generate diverse and creative programming that draws more people downtown, creates stepping stones to prosperity, and brings equity and inclusion of all residents into revitalization efforts.

Alex Balloon, Tacony Community Development Corporation; Suzin Weber, Free Library of Philadelphia

Fill the Hole! Lessons Learned in Partnership and Infill Development

1:15 pm – 2:30 pm | 601 Hoh

Do you have a hole in your downtown that you'd like to fill? Let us share with you what we learned in a multi-year, collaborative infill partnership between a local government, a small business, and a Main Street program. Key takeaways will include: the importance of a strategic plan, communication with stakeholders, working as a developer, and leveraging the strengths of each project partner. In this panel, you'll hear lessons learned and skills developed from the City of Laramie, Big Hollow Food Coop, and Laramie Main Street as they successfully filled a hole in downtown Laramie, Wyoming!

Trey Sherwood, Laramie Main Street; Sarah Reese, City of Laramie; Marla Petersen, Big Hollow Food Coop

The Future of Historic Preservation: Ideas from Main Street

1:15 pm -2:30 pm | 608 Wynoochee

Older and historic buildings play an essential role in the economic vitality and quality of life on Main Street. Yet historic preservation policies, incentives and practices have not always kept pace with

evolving needs and realities in our communities. Join us for a lively roundtable session moderated by NMSC President and CEO Patrice Frey to discuss opportunities to strengthen preservation tools for Main Street. All attendees are encouraged to actively participate in the roundtable discussion.

Moderator: Patrice Frey, National Main Street Center

Round Table: 1:15 pm – 2:30 pm

Main Street Directors' Round Table, Part 2

1:15 pm – 2:30 pm | 505 Queets

This session is for Main Street Directors only and a follow-up to Main Street Directors' Round Table, Part 1 - occurring Monday, March 25. Regroup with your Main Street colleagues to put content from throughout the conference in context of your role as a Main Street leader.

Norma Ramirez de Miess, National Main Street Center

Crash Courses: 2:45 pm – 3:30 pm

Main Street Stories: Fostering Engagement Through Video Stories

2:45 pm – 3:30 pm | 707 Snoqualmie

Every Main Street has a story: a mosaic of every volunteer, business owner, and leader in your community. "Main Street Stories" is a way to promote your story, foster engagement, and inspire involvement. In this session, we will screen Main Street Oakland County's "Main Street Stories" series, learn steps to develop your own video series, and take away a template to start telling your Main Street Story before you even leave the session.

Joe Frost, Oakland County

Go Live! Volunteer Recruitment & Coordination for Today's Main Street Organization

2:45 pm – 3:30 pm | 702 Clearwater

Spreadsheets suck. In this session, we'll examine some data-driven strategies to more effectively recruit, coordinate and communicate with your volunteers online. Learn what makes your volunteers tick (and how to keep them coming back) in this breakout session, led by Kaylee Williams, President of VolunteerLocal.

Kaylee Williams, VolunteerLocal

Host a Retail Challenge and Fill Your Vacant Storefronts

2:45 pm – 3:30 pm | Elwha A, 5th Floor

When Red Wing, Minnesota held a Retail Challenge with the hopes of filling one vacant storefront, we ended up with three new businesses and two pop-up stores. In this session, you'll learn what we did to encourage entrepreneurship, how we provided business training to applicants and others in the community, and the partnerships we formed to support the winner and all the entrepreneurs that decided to open. You'll leave the session with inspiration and real actionable steps to hold your own Retail Challenge.

Megan Tsui, Red Wing Downtown Main Street

Avoiding Stress, Burnout, and Other Job Hazards (with Humor!)

2:45 pm – 3:30 pm | Elwha B, 5th Floor

Does your board think the correct answer to “Can you leap tall buildings in a single bound?” is “Yes, once I have rehabbed them in a historically sensitive way and filled all the upper-story offices and residences with appropriate tenants”? Time to work on suppressing your inner superhero! Using comedy and drawing on more than two decades of downtown experiences, recovering Main Street director Jennifer Rose will keep you laughing while motivating you to think about your job from a fresh perspective. Return to your downtown with concrete strategies that can help prevent burnout, homicidal fantasies, and other job hazards.

Jennifer Rose, Downtown Diva

Building Resiliency on Main Street: Trends in Consumer Preference, Technology, and the Economy

2:45 pm – 3:30 pm | 502 Cowlitz

Track: Civic Leader

The retail landscape is changing rapidly. This session summarizes the trends you should know related to consumer preference, technology, and the economy at large. We’ll share our findings as well as our poll of Main Street leadership regarding their concerns, successes, and recommendations for helping Main Street to adapt. We’ll recommend some tangible actions you can undertake to help your program and your local business community adjust for the present and prepare for the future.

Jon Stover, Jon Stover & Associates; Aaron King, Jon Stover & Associates

StreetPlan.Net: Free Online Complete Street Design Tool

2:45 pm – 3:30 pm | 501 Chiwawa

AICP CM | 0.75



Want to improve your auto-dominated Main Street? StreetPlan.net is a free online cross-section tool that guides you through walkable design. Drawing on best-practices for walkable, vibrant corridors published by the Institute of Transportation Engineers and the Congress for New Urbanism, StreetPlan enables you to push back against defenders of “wide, fast, and ugly” with some authority. One city, after spending \$12,000 for cross-sections, had an intern create several alternatives they all liked better. Learn to use this free software, manage high volumes of traffic in pedestrian-friendly ways, and the cross-sectional math behind America’s greatest Main Streets.

Mike Brown, Metro Analytics; Benjamin Levenger, Downtown Redevelopment Services

Eyesore or Asset? Downtown Revitalization and Mid-Century Buildings

2:45 pm – 3:30 pm | 512 Willapa

Track: Historic Preservation

Do you have a Mid-Century eyesore in your downtown? You know the one with the metal facade falling down right next to the quaint coffee shop? It's time to take ownership of your Mid-Century buildings! Learn how these buildings are now eligible for listing in the National Register and how you can advocate for rehabilitation with the use of Historic Tax Credits. See examples from different sized cities and learn how these eyesores are being turned into assets.

Caroline Wilson, MacRostie Historic Advisors

Promoting and Preserving Legacy Businesses

2:45 pm – 3:30 pm | 605 Snohomish

Track: UrbanMain

Legacy businesses serve as hubs of social capital and cohesion that support local culture and stability. These community anchors—retailers, service providers, manufacturers, nonprofit organizations, and more—are the places that give our communities their character. Despite their out-sized civic and economic role, many face multiple threats to their survival. Learn about efforts in San Francisco, Seattle, and San Antonio to recognize, celebrate, strengthen, and protect these valuable third spaces.

Anthony Veerkamp, National Trust for Historic Preservation

Rural Revitalization through Local Food

2:45 pm – 3:30 pm | 604 Skykomish

Do you live in a rural, agricultural community? Learn how to bring your farmers, ranchers, dairymen, and value-added producers into the heart of your downtown. The Fallon Food Hub has created an engaged community focused on local agriculture in the historic downtown corridor of Fallon, NV. Learn how the hub has evolved from a struggling storefront to a thriving third-place through educational events, farmers markets, and community outreach. Grow your local food movement through partnerships, education, and distribution.

Kelli Kelly, Fallon Food Hub

Make It Rain at Your Events

2:45 pm – 3:30 pm | 603 Skagit

This crash course provides Main Street organizers with specific actionable ideas on how to leverage their existing community events into fundraisers. Using examples from Downtown Bellingham Partnership's event calendar, staff will walk you through how to create revenue and add value by rejecting the scarcity mentality, creating custom sponsorships businesses love, and monetizing deliverables. Leave with assessment tools to help determine which events are meeting your organization's mission and financial goals and which can be taken off your already full plate.

Marissa McGrath, Downtown Bellingham Partnership; Lindsey Payne-Johnstone, Downtown Bellingham Partnership

Build Positive Proximity with a Main Street Book Club

2:45 pm – 3:30 pm | 602 Nooksack

Start a Finding Main Street book club to highlight and grow positive proximity in your community. Virginia Main Street encouraged book club conversations based on singer-songwriter Dar Williams's *What I Found in a Thousand Towns*. Discussions explored local spaces that bring people together, projects that reinforce and communicate identity, and efforts to incorporate the contributions of every willing citizen. Based on a successful pilot in Roanoke, Virginia, a toolkit of discussion guides, a call for project proposals, a video series, and marketing materials is available for use in your local or state program. Join the conversation in this interactive session.

Douglas Jackson, Virginia Department of Housing and Community Development; Rebecca Rowe, Virginia Main Street

Insurance and Risk Management Concepts for Main Streets

2:45 pm – 3:30 pm | 601 Hoh

How would your Main Street program handle a major accident? What would happen to your Board of Directors if your organization was sued? Does your Main Street have the proper plans in place in case of emergencies? If you do not have solid answers for each of these questions, it is important to hear how to properly protect yourself and your organization. Join National Trust Insurance Services to learn more about the proper insurance coverages your Main Street program needs and hear how your organization can safeguard itself from potential risks.

Shannon O'Hare, National Trust Insurance Services

Closing Plenary: 3:45 pm – 5:00 pm

Columbia Ballroom C, 3rd Floor

Join us for the final session of Main Street Now 2019 and help us bid a fond farewell to Seattle. The Closing Plenary, generously sponsored by American Express, will help you get in the Shop Small spirit as we get ready to celebrate Small Business Saturday's 10th anniversary on November 30, 2019. We'll honor three Main Street winners from the American Express Small Business Saturday Pitch Competition with a special cash prize to host a Neighborhood Champion event in their community on the big day! We'll also be recognizing this year's cohort of Main Street America Revitalization Professional credential recipients and, you won't want to miss the grand announcement of the 2020 Main Street Now host city!

Big Bash: 6:00 pm – 10:30 pm

The Sanctuary

This year's Big Bash, generously sponsored by OneMain Financial, will be an experience you won't want to miss. Join us for a party at The Sanctuary and take in the sights of this beautiful setting, the country's oldest beaux-arts style building and the oldest church in downtown Seattle. You'll also have the opportunity to savor delicious food and drink from the Pacific Northwest, document memories with friends in a Main Street photobooth, participate in an interactive art experience, dance to the grooves of local band, Copastetic.

Getting there: Buses will depart from the Hyatt Regency 8th Street Entrance starting at 5:45 PM and will shuttle until 10:45 PM.

Cost: \$55 (advance registration required)