MAIN STREET Now
A CONFERENCE OF THE NATIONAL MAIN STREET CENTER
SEATTLE, WA
MARCH 25-27
2019

BROUGHT TO YOU BY:
Why Main Street America Institute?
Here are three (of the many) reasons:

1. **The Approach:** Go beyond the basics. Dive into curriculum specifically designed for downtown and commercial district professionals and based on the refreshed Main Street Approach.

2. **The Network:** Grow your skills and your professional network. Attend one of MSAI’s in-person workshops to learn in the company of peers and take away best practices and ideas from across the country—and some new friends.

3. **The Instructors:** Engage with industry-leading experts. In each MSAI online course and workshop, instructors spark your curiosity with their subject-specific knowledge and broad vision of the field.

But don’t take our word for it! Main Street America Institute (MSAI) participants walk away with tools to use on the job every day:

“I absolutely LOVED my MSAI experience and reference it so often, more than I ever expected to. I’m so grateful to have been a part of it.”

— MSAI graduate Liz Brodek, Executive Director of The East Side BID in Milwaukee

Main Street Now Conference attendees can receive 10% off one online course* with code NOW10. *expires 6/30/2019

Want to learn more about the Main Street America Institute?
Visit mainstreet.org/msai or contact us at msai@savingplaces.org
WELCOME TO THE 2019 MAIN STREET NOW CONFERENCE

I’m thrilled to have the honor to welcome all of you to the 2019 Main Street Now Conference! Seattle is a dynamic city filled with thriving neighborhoods, natural beauty, and rich local culture (not to mention, it’s my hometown) and I know you’ll enjoy your time here.

Today, the city has gained a global reputation as a center of innovation, human talent, and technology. At the same time, it is experiencing immense pressures resulting from this growth that poses a challenge to those working to preserve local history and support the city’s neighborhood commercial corridors. While this dynamic is particularly pronounced in Seattle, I know it’ll be familiar to so many of you across the country as you work to encourage growth and development while celebrating local history and supporting an equitable local economy.

These kinds of issues will be at the forefront of the 100+ education sessions, plenaries, and mobile workshops we have lined up for you this week. I invite you to take full advantage—explore the sites of Seattle and its surrounding Main Street communities, get inspired by the wide-ranging programming, and connect with your peers from across the country.

Finally, I want to offer a heartfelt thanks to our fantastic partners at Washington Main Street and the Washington Trust for Historic Preservation. Putting Main Street Now together is truly a team effort and we are grateful for their time and dedication over the past year to bring you the best possible conference experience.

Enjoy the conference!

Best Regards,

Patrice Frey
President and CEO, National Main Street Center

DONORS AND PARTNERS

Thank you to our generous donors and partners for their support of the Main Street Now Conference:

At OneMain Financial, we believe people can do amazing things. And when they come together as a community, anything’s possible. That’s why we created Made on Main Street, a collaboration with Main Street America, to help transform the communities we work and live in.

In 2018, seven Main Street America communities across the country were each awarded a $25,000 grant — to build vibrant neighborhoods, support thriving local economies and bring their passion to life. We can’t wait to see what 2019 will bring.

To learn more, visit MadeOnMainStreet.com
We are delighted to welcome the National Main Street Center and the community leaders and entrepreneurs gathering for the 2019 Main Street Now Conference to the Evergreen State.

Washington has a tremendous legacy of nurturing businesses that start small with a vision of grand things to come. We understand the origin of success is deeply connected to community and our local Main Street programs epitomize this ethic. In 2018 alone, our 33 Washington Main Street Communities realized 512 business starts, leading to the creation of 1,652 jobs. Over $66 million in private investment catalyzed 218 building rehabilitation projects. Main Street plays a crucial role in our state’s economy and sense of identity.

The Washington Trust for Historic Preservation is thrilled to work with the Department of Archaeology & Historic Preservation and our network of Main Street communities in managing the Washington State Main Street Program. On behalf of all of us, welcome to the 2019 Main Street Now Conference. We look forward to getting to know you and, most importantly, are excited for all of you to experience Washington!

Chris Moore
Executive Director
Washington Trust for Historic Preservation

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**IMPORTANT CONFERENCE INFORMATION**

**REGISTRATION HOURS**

- Sunday, March 24  9:00 AM–6:00 PM
- Monday, March 25  7:00 AM–4:30 PM
- Tuesday, March 26  7:00 AM–4:00 PM
- Wednesday, March 27  7:30 AM–12:30 PM

Registration is located in the 7th floor pre-function area of the Hyatt Regency.

**CONFERENCE BADGES**

With your conference badge, you will also receive a tote bag containing the conference program, Seattle maps and downtown guides, and other important conference information. Please review all the materials to be fully informed of conference details.

**CONFERENCE BOOKSTORE**

The conference bookstore is provided by Third Place Books and will be located on the 7th floor just outside the Exhibit Hall. Third Place Books was founded in 1998, and we think the story behind their name will resonate with conference attendees. According to Third Place Books, “Sociologist Ray Oldenberg suggests that each of us needs three places: first is the home; second is the workplace or school; and beyond lies the place where people from all walks of life interact, experiencing and celebrating their commonality as well as their diversity. It is a third place.”

**BOOKSTORE HOURS**

- Monday, March 25  8:00 AM–3:00 PM
- Tuesday, March 26  7:30 AM–5:00 PM
- Wednesday, March 27  7:30 AM–11:30 AM

**GET SOCIAL**

Use the conference hashtag #NOW19 to share your conference experiences, start a discussion about conference content, or recommend restaurants or activities you’ve discovered.

- Facebook: [Main Street Now Conference](#)
- Twitter: [MainStreetsConf](#) for conference information
- Twitter: [NatlMainStreet](#) for all other news
- Instagram: [natlmainstreet](#)

**TICKETS**

Check with the registration desk for any questions on availability of tickets for mobile workshops and the Big Bash.

**LOST AND FOUND**

Please check the conference registration desk for items lost during the conference. Any unclaimed items will be turned over to Hyatt Regency security after the conference.

**PERSONAL SAFETY AND EMERGENCY PROCEDURES**

Please remove your conference badge when outside the conference hotel. Be aware of your surroundings and keep to well-lit streets and neighborhoods. In the case of life or death emergency at the Hyatt Regency, dial extension 55 (Emergency Extension) to alert the Hotel Security Department. A security officer will be dispatched and respond immediately. Please also alert the conference registration desk of any incident.

**MOBILE WORKSHOPS AND TRANSPORTATION**

Mobile workshops and events utilizing bus transportation will leave from the Hyatt Regency’s 8th Street entrance.

- Please be at the departure area 10 minutes before the listed departure time.
- Tickets cannot be purchased at bus or tour location.
Look for your Seattle hosts in green t-shirts. They will assist you with directions, education sessions and general information about Seattle.

**Fun Run**
7:00 AM SHARP!

Join us for a three-mile sightseeing run on Monday and Wednesday morning! We’ll depart the Hyatt Regency’s 8th Street entrance at 7 AM sharp!

**Game Street Now**
Compete with other attendees in our conference-wide scavenger hunt to win a FREE registration to the 2020 Main Street Now Conference. Complete challenges around the conference to unlock secret passcodes. Then, enter your codes in the Mobile Event Guide to receive points. At the end of the conference, the top point getter will be recognized at the Closing Plenary and receive a FREE 2020 Main Street Now Conference Registration! Stop by the National Main Street Center booth if you have questions, and don’t forget to check for new challenges each day!

Download the MSN 2019 app or visit eventmobi.com/mainstreetnow19 to get started.

**Main Street Now Conference Mobile Event Guide**
Use our digital guide to find the most up-to-date conference information and detailed session descriptions. Plus, you can create a personal schedule, download session materials, and network with other attendees. Access the guide online from any device with a web browser at eventmobi.com/mainstreetnow19 or search “MSN 2019” in the Apple App Store or on Google Play to download the app.

Sponsored by Heritage Bank

**WE VALUE YOUR FEEDBACK!**
Please take a moment to review the sessions you attend and help us make the Main Street Now Conference even better.

- Open the Mobile Event Guide (see above)
- Locate the session you’d like to review and scroll down to “Session Feedback”
- Complete your review

Need help?
See a volunteer or visit the NMSC booth for assistance.
SCHEDULE AT A GLANCE

MOBILE WORKSHOP  Off-site, ticketed excursion to a Seattle Main Street community or a downtown development/historic preservation project, program, or area. All Mobile Workshops utilizing bus transportation will leave from the Hyatt Regency’s 8th Street entrance.*

CRASH COURSE  A topic-specific, 45-minute course that provides quick information or skill-building.

DEEP DIVE  A 1.5 to three-hour session on a topic that requires detailed instruction or discussion.

CLASSROOM SESSION  Traditional, 75-minute session.

*Note: A Whale of a Tale and Balancing Act: Development, Preservation, and Sustainability have alternate meeting instructions. See program for more details.

Get updates on our app!
CONTINUING EDUCATION CREDITS
Main Street Now is pleased to offer continuing education units (CEUs) to members of the American Planning Association’s American Institute of Certified Planners (AICP) and the American Institute of Architects (AIA). To find educational sessions offering CEUs, look for sessions with notations for AIA or AICP throughout the program, or you can utilize the mobile app to search the schedule by the CEU track.

TRACKS
This year’s conference offers three tracks:

- **Historic Preservation**
- **UrbanMain**
- **Civic Leader**

The Historic Preservation Track is generously sponsored by The 1772 Foundation.

SUNDAY
MARCH 24

9:00 AM–6:00 PM
Conference Registration

**MOBILE WORKSHOPS**
Prior registration and payment are required for all Mobile Workshops.

- **A Whale of a Tale**
  7:45 AM–4:00 PM
  Meet in the hotel lobby at 7:45am to walk to the pier.

- **Nidoto Nai Yoni: Let It Not Happen Again**
  8:15 AM–4:30 PM
  Walk the Talk: Walkability Tactics for Your Community
  8:30 AM–4:30 PM

- **Show & Tell: A Best Practices Retail Tour Sunday**
  8:30 AM–4:00 PM

**A Taste of Industrial Reuse in Seattle’s Georgetown Neighborhood**
1:00 PM–5:00 PM

**Balancing Act: Development, Preservation, and Sustainability**
1:00 PM–5:00 PM
Tour will meet in 501 Chiwawa.

**SPECIAL TRAININGS**

- **Main Street Preservation Short Course**
  9:00 AM–4:00 PM
  502 Cowlitz
  Additional registration required

- **MSAI Leadership Development Workshop, Day 1**
  10:30 AM–5:00 PM
  602 Nooksack
  Advanced registration required

**ECONOMIC VITALITY**

**DESIGN**

**PROMOTION**

**ORGANIZATION**

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.

12:00–1:15 PM | Intro to Main Street and Organization
1:30–2:30 PM | Design
2:45–3:45 PM | Economic Vitality
4:00–5:00 PM | Promotion
Each presentation will be followed by a 15-minute break.

**SCHOLARSHIP SPONSORS**
Knight Foundation, 4Culture, National Park Service, and New Mexico Department of Cultural Affairs

**IN-KIND SPONSORS**
Hotel Sorrento, VolunteerLocal, Digital Graphics Network, Map Dynamics

Flashback:
2018 MSNOW CONFERENCE

**THE 1772 FOUNDATION**

Prserving American Historical Treasures

**SCHEDULE AT A GLANCE & SUNDAY MARCH 24**
MONDAY
MARCH 25

7:00 AM–4:30 PM
Conference Registration

MONDAY
MARCH 25

7:00 AM–7:30 AM  Fun Run in Downtown Seattle

SPECIAL TRAINING
MSAI Leadership Development Workshop, Day 2
8:00 AM–1:00 PM
602 Nooksack
Additional registration required

ROUND TABLE
Main Street Directors’ Round Table, Part 1
8:30 AM–10:00 AM
502 Cowlitz

MOBILE WORKSHOPS
Prior registration and payment are required for all Mobile Workshops.

Urban Studies and Urban-Serving
7:30 AM–1:00 PM
Generously supported by the City of Tacoma.

Community Organizing in Seattle’s Central District
9:00 AM–1:00 PM

CRASH COURSES: 8:30 AM–9:15 AM
The Collaboration of FabLab ICC and Independence Main Street
707 Snoqualmie

CRASH COURSES: 9:30 AM–10:15 AM
Leveraging the Experience Economy to Strengthen Your Downtown
707 Snoqualmie

CRASH COURSES: 10:30 AM–11:15 AM
The Power of Play: Sparking Joy and Local Prosperity
707 Snoqualmie

Brand Score: Measuring the Effectiveness of Your Messaging
702 Clearwater

Using Social Media to Tell Your Downtown’s Story
605 Snohomish

VIEWPOINT
Modernizing Main Street: The Story of Mid-Century Design
601 Hoh

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

DEEP DIVE: SEEING MAIN STREET IN A WHOLE NEW LIGHT
601 Hoh

The Upper Story: Creating a Great Downtown Tour
702 Clearwater

Enabling Better Places: Zoning Reform for a Stronger Main Street
604 Skykomish

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

CRASH COURSES: 9:30 AM–12:30 PM
Enabling Better Places: Zoning Reform for a Stronger Main Street
604 Skykomish

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

CRASH COURSES: 10:30 AM–12:00 PM
Anchor Institutions and Neighborhood Districts
512 Willapa

CRASH COURSES: 11:30 AM–12:15 PM
8 Secrets from a Secret Shopper
707 Snoqualmie

Dogs Downtown: Best Practices for Main Street Pets
702 Clearwater

Cultivating Community to Save a Theatre
701 Clallum

Diverse Revenue Streams: Going Beyond Traditional Sponsorship
605 Snohomish

Makin’ Green by Goin’ Green!
601 Hoh

MONDAY
MARCH 25

12:30-2:00 PM
Lunch on your own

Mobile Event Guide

You can find the full detailed conference schedule, including session descriptions, speaker details, and more on the MSN Conference Mobile Event Guide. Access the guide online at eventmobi.com/mainstreetnow19 or search “MSN 2019” in your favorite app store to download the app.

Sponsored by Heritage Bank
Each year, the National Main Street Center recognizes exceptional Main Street communities whose successes serve as a model for comprehensive, preservation-based commercial district revitalization.

Congratulations to this year’s winners!
TUESDAY MARCH 26

LIGHT BREAKFAST: 7:30AM–8:15 AM
Exhibit Hall

MOBILE WORKSHOPS: 7:30 AM–5:00 PM
Prior registration and payment are required for all Mobile Workshops.

Downtown Housing & The Unhoused
7:30 AM–1:00 PM

Representation, Memorialization, and Renewal
8:00 AM–12:00 PM

People to People: Learning How to be Neighbors in an Urban District
1:00 PM–5:00 PM

World’s Fair Legacy—Century 21 Exhibition Tour
1:00 PM–5:00 PM

TUESDAY, MARCH 26
Breaks in the Expo!

Light Breakfast 7:30 AM–8:15 AM

Coffee Break 9:30 AM–10:15 AM

TUESDAY MARCH 26

7:00 AM–4:00 PM
Conference Registration

CLASSROOM SESSIONS: 9:45 AM–11:00 AM

Keys to Retail Success in a Digital World
502 Cowlitz

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

How to Generate Revenue through Marketing Partnerships (AKA Sponsorship)
702 Clearwater

Catalyst Projects Yield Extraordinary Results for Downtowns
Elwha A, 5th Floor

Beers, Brains, and Ballrooms: Programming Matters
Elwha B, 5th Floor

Economic Development on Main Street
701 Clallum

Positioning Main Street Programs for 21st Century Volunteers
501 Chiwawa

Brownfields Resources: Now is the Time!
512 Willapa

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

Building Beyond the Façade: Layering Downtown Spillover Investment
604 Skykomish

GAMSA: Taking Your Community to the Next Level
512 Willapa

Housing Matters for Your Community, Downtown, and Historic Preservation
602 Nooksack

DEEP DIVE: 9:45 AM–12:00 PM

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

CRASH COURSES: 11:15 AM–12:00 PM

Downtown Pedlets: Walking through an Outdoor Dining Transformation
707 Snoqualmie

Crowdfunding for Placemaking: The Successes and Challenges
702 Clearwater

The Age of Amazon: Keeping Main Street Competitive
701 Clallum

Holiday Decor: Types, Tips, and Timing
Elwha A, 5th Floor

How $5 Can Change a Community
Elwha B, 5th Floor

Placemaking: Unlocking the Potential of Public Space
502 Cowlitz

Optimizing Main Street with Pedestrian and Vehicle Data
501 Chiwawa

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, partnerships, and engagement that are a testament to the promising future of Main Street. Discussion to be followed by Q&A.

Meet the Fallows for a book signing! Join us immediately following this session or during the Tuesday afternoon Exhibitor Reception at the conference bookstore. Our Towns: A 100,000-Mile Journey into the Heart of America is available for purchase.

Generously supported by AARP.
Pocket Parks—New Third Places in Challenged Neighborhoods
605 Snohomish

Surviving and Thriving Through Major Streetscape Projects
604 Skykomish

What Will You Do If Disaster Strikes?
603 Skagit

Utilizing Energy Efficiency Finance for Main Street Revitalization
602 Nooksack

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

Grow with Google

CLASsROOM SESSIONS: 1:45 PM–3:00 PM

Creating Treasured Places—Re-imagining Port Townsend’s “Main” Street
707 Snoqualmie

CIVIC LEADER FORUM: 12:00 PM–1:30 PM

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

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 and Leadership at the National League of Cities, will facilitate this session.

“In simple terms, if you don’t have a healthy downtown, you don’t have a healthy city or town.”
— Ed McMahon

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

DON’T FORGET TO TAG YOUR SOCIAL MEDIA POSTS WITH THE CONFERENCE HASHTAG #NOW19!

A walk in the park that’s a big hit.

Preserving and revitalizing downtown Seattle for twenty-five years.

7:00 AM–4:00 PM
Conference Registration

12:00-1:30 PM
Lunch on your own

11:00 - 12:00 PM
Civic Leader Forum: How to Build a Strong Local Economy
Quinault, 5th Floor

12:00 - 1:30 PM
Lunch on your own

1 - 2:30 PM
Classroom Sessions
Creating Treasured Places—Re-imagining Port Townsend’s “Main” Street
707 Snoqualmie
Building a community of possible.

At U.S. Bank, we strive to make a positive impact in our community. That’s why we support community events that bring us together for the greater good. We know that anything is possible when we work together. usbank.com/communitypossible

U.S. Bank is proud to support the Main Street NOW Conference.

Visit one of our local branch locations or find us online at usbank.com.
Grow Your Entrepreneurial Community

The Kauffman Foundation equips entrepreneurs with the knowledge, skills, tools, and networks they need to break down barriers that stand in the way of starting and growing their businesses.

From our home in Kansas City, we reach across the country offering programs to support entrepreneurs and grow entrepreneurial communities. **Kauffman FastTrac®** is a free, online course that provides a solid framework to support aspiring entrepreneurs in their journey to business success. **1 Million Cups** is a free program designed to educate, engage, and connect entrepreneurs with their communities.

**Get started with Kauffman FastTrac®**

FastTrac.org

**Connect with 1 Million Cups**

1millioncups.com

**Ewing Marion Kauffman Foundation**

kauffman.org
Wednesday, March 27

Light Breakfast: 7:30 AM - 8:15 AM
Exhibit Hall

Mobile Workshops: 8:00 AM - 5:00 PM
Prior registration and payment are required for all Mobile Workshops.

How Does the Market Grow? 8:00 AM - 12:00 PM

Classroom Sessions: 10:15 AM - 11:30 AM

Growing With the Grain 8:00 AM - 3:45 PM
Bringing the World Home 10:00 AM - 2:00 PM
Two Wheels, One Trail - Explore Seattle Like a Local 11:30 AM - 3:30 PM
Shell Yes! Farm (and Sea) To Table 1:00 PM - 4:00 PM

CLM: Becoming #IdeaFriendly: Crowdsourcing the Future of Your Town
Elwha B, 5th Floor

CLM: What It Takes to Be Awarded the Hope VI Main Street Grant
701 Clallum

CLM: Pitching Entrepreneurship: Building Partnerships to Jumpstart Your Downtown Economy
501 Chiwawa

CLM: Pro Tips for Main Street Tax Credit Projects
512 Willapa

CLM: Main Street Success: Business Attraction and Retention Strategies
605 Snohomish

CLM: Pasco: Revitalizing a Latino Main Street without Displacement
604 Skykomish

CLM: Rock Your Downtown: Executing a Badas Concert Series
603 Skagit

CLM: pARTnerships
602 Nooksack

CLM: The How Behind the Wow: Creating Stellar Stores
601 Hoh

CLM: Main Street Advocacy: Share Your Story and Shape the Agenda
608 Wynoochee

General Session: 8:15 AM - 9:30 AM
Entrepreneurship on Main Street: Making the Case for Place
Columbia Ballroom C, 3rd Floor

Enoch Elwell, CO.STARTERS || Matt Wagner, Ph.D, National Main Street Center || Alex Weld, Wheeling Heritage || Maiko Winkler-Chin, Seattle Chinatown International District Preservation and Development Authority

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, homing in on the ways to leverage your community’s physical and environmental assets to attract, support, and retain entrepreneurs.

Special Session: 10:15 AM - 11:30 AM
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.

Space is limited, and first-come, first-served.

The winner will be announced at Wednesday’s Closing Plenary. Come get inspired and enjoy some Shop Small swag!
LUNCH SESSION: 11:45 AM-1:00 PM

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

Quinault Ballroom, 5th Floor

Merrill Hoopengardner, NTCIC || Alexander Flachsbart, Opportunity Alabama || George Koutelieris, Johnson and Shute, P.S. || Elissa Schauman, U.S. Bank

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.

CLASSROOM SESSIONS: 1:15PM-2:30PM

The “Opportunity” in Opportunity Zones
602 Nooksack

Downtown Collaborations: Using Transformation Strategies to Unite Stakeholders
707 Snoqualmie

Airbnb Housing Downtown: The Galena, Illinois Experience
702 Clearwater

Advocacy Superheroes: Creating Change for Your Main Street
701 Clallum

Exit Stage Right: Helping Your Businesses Develop a Succession Strategy
Elwha A, 5th Floor

Any Size Downtown—Anywhere—Can Become a Destination Downtown
Elwha B, 5th Floor

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

How to Help Your Businesses Win at Marketing
501 Chiwawa

Addressing Seismic Threats to Our Most Vulnerable Neighborhoods
512 Willapa

Chicago UrbanMain: Lessons Learned in Implementation
605 Snohomish

Social Media Planning: Build a Content Calendar for Next Week
604 Skykomish

Partnering Libraries with Main Streets to Make Great Third Spaces
603 Skagit

Follow the National Main Street Center for the latest news on the conference

Main Street Now Conference
MainStreetsConf for conference information
NatlMainStreet for all other news
natlmainstreet
WEDNESDAY
MARCH 27

7:30 AM–12:30 PM
Conference Registration

Fill the Hole! Lessons Learned in Partnership and Infill Development
601 Hoh

The Future of Historic Preservation: Ideas from Main Street
608 Wynoochee

ROUND TABLE:
1:15 PM–2:30 PM
Main Street Directors’ Round Table, Part 2
505 Queets

CRASH COURSES:
2:45 PM–3:30 PM
Main Street Stories: Fostering Engagement Through Video Stories
707 Snoqualmie

Go Live! Volunteer Recruitment & Coordination for Today’s Main Street Organization
702 Clearwater

Host a Retail Challenge and Fill Your Vacant Storefronts
Elwha A, 5th Floor

Avoiding Stress, Burnout, and Other Job Hazards (with Humor!)
Elwha B, 5th Floor

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

StreetPlan.Net: Free Online Complete Street Design Tool
501 Chiwawa

Eyesore or Asset? Downtown Revitalization and Mid-Century Buildings
512 Willapa

Promoting and Preserving Legacy Businesses
605 Snohomish

Rural Revitalization through Local Food
604 Skykomish

Make It Rain at Your Events
603 Skagit

Insurance and Risk Management Concepts for Main Streets
601 Hoh

Build Positive Proximity with a Main Street Book Club
602 Nooksack

Use the conference mobile event guide to get the latest updates on the conference schedule, session descriptions, and speaker details. Search “MSN 2019” in your favorite app store or access from any device with an internet browser at eventmobi.com/mainstreetnow19

Proudly Backed by

SAVE THE DATE
FOR OUR 10TH ANNIVERSARY

Learn more at ShopSmall.com
This year’s Big Bash, generously sponsored by OneMain Financial and Daniels Real Estate, 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, and 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)

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!
As our cityscape has changed over the past decade, one company has been preserving our community places. Combining preservation, sustainability, and great architectural design, Daniels Real Estate has maintained our past while inspiring our future.

From repositioning the former Sears building into Starbucks’s Center to the preservation and reuse of Union Station, King Street Station, Merrill Place, Cadillac Hotel, First United Methodist Church, Gridiron Condominiums and now restoring a former seminary building into a quintessential northwest lodge at St. Edward State Park.

For over three decades, the Daniels team has taken on the most difficult projects, which has earned the firm and its employees three National Preservation Awards as well as many local and state awards for historic preservation.

For more information on Daniels Real Estate visit: danielsre.com

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Lydig is proud to partner with Main Street America to raise awareness of, and advocate for, the preservation of America’s historic places.

> Learn more about Lydig’s historical renovation projects at www.lydig.com.
EXHIBITOR RECEPTION: TUESDAY, 4PM-5PM

Meet up with colleagues and friends to enjoy light refreshments and explore the Expo! You will find great services, products, and information you need to help build your program. Plus, you won’t want to miss the Exhibitor Raffle for the chance to win some fabulous prizes.

EXHIBITOR RAFFLE–HOW TO PLAY!

1. Look in your conference bag for your raffle passport and visit participating booths around the Main Street Expo to collect signatures.

2. Bring your completed passport to the National Main Street Center booth in the center of the Hall by 4:30 PM on Tuesday.

3. Drawings for prizes will be held at 4:35 PM during the Exhibitor Reception. You must be present to win.

Be sure to plan your refreshment breaks in the Expo!

TUESDAY, MARCH 26

Light Breakfast 7:30 AM-8:15 AM
Coffee Break 9:30 AM-10:15 AM
Exhibitor Reception 4:00 PM-5:00 PM

WEDNESDAY, MARCH 27

Light Breakfast 7:30 AM-8:15 AM
Coffee Break 9:30 AM-10:15 AM
Main Street professionals from the Main Street America Coordinating Program Network and the National Main Street Center staff will be available to answer your questions—no appointment needed.

#35 | 2020 Main Street Now Conference Host
#15 | AARP
Washington, DC
#46 | ACSM, Inc
Charlotte, NC
acsminc.com
#18 | AirNetix, LLC
Smyrna, GA
streetsoundswireless.com
#11 | American Express
New York, NY
shopsmall.com
#17 | Artificial Ice Events
Peabody, MA
artificialiceevents.com
#36 | Ayres Associates
Eau Claire, WI
#41 | BDS Planning & Urban Design
Seattle, WA
bdsplanning.com
#31 | Benjamin Moore
Montvale, NJ
benjaminmoore.com
#39 | Cobalt Community Research
Charlotte, NC
CobaltCommunityResearch.org
#30 | CO.STARTERS
Chattanooga, TN
costarters.co
#5 | Downtown Decorations, Inc.
East Syracuse, NY
downtowndecorations.com
#54 | Downtown Diva
Waltham, MA
downtown-diva.com
#10 | Downtown Graphics Network, Inc.
Salisbury, NC
dgninc.com
#60 | EarthPlanter
Auburn, NY
earthplanter.com
#37 | Eckert’s Greenhouse
Sterling Heights, MI
#56 | Eco-Counter
Montreal, QC
eo-counter.com
#58 | EnCurate
Chicago, IL
encurate.com
#49 | Erie Landmark Company
Columbia, PA
erielandmark.com
#7 | Fund Raisers, Ltd.
Boise, ID
fundraisersltd.com
#22 | Gama Sonic Solar Lighting
Norcross, GA
gamasonic.com
#14 | Google
New York, NY
https://grow.google
#55 | Goucher College
Towson, MD
goucher.edu/learn/graduate-programs
#45 | Hestia Creations, Inc.
Marblehead, MA
hestiacreations.com
The 1772 Foundation works to ensure the safe passage of our historic buildings and farmland to future generations.

www.1772foundation.org
Main Street Lunch Meet-Ups!

Are you a first-time Main Street Now attendee, looking to meet new Main Street friends, or just hungry for some good local food? Each day at lunch, head to the Main Street Expo entrance and meet-up with fellow attendees for a casual lunch outing. A Main Street Now volunteer will be on hand to help match you up with a group, and give you restaurant recommendations.

#38 | National Trust Insurance Services
Baltimore, MD
nationaltrust-insurance.org

#47 | Northwest Playground Equipment
Issaquah, WA
nwplayground.com

#19 | PROSOCO
Lawrence, KS

#52 | ProsperWalk
Provo, UT
prosperwalk.com

#48 | Rokusek
Quincy, IL
maestrocm.com

#6 | SideWalk Buttler
Scarborough, ME
sidewalkbuttler.com

#16 | Slalom
Seattle, WA
slalom.com

#3 | Spring City Electrical
Spring City, PA
springcity.com

#20 | Springboard Research
Boston, MA

#53 | The Alexander Company
Madison, WI
alexandercompany.com

#28 | The Retail Coach
Tupelo, MS

#8 | Tom Pollard Designs
Pittsburgh, PA
tompollarddesigns.com

#13 | U.S. Bank
Minneapolis, MN

#9 | Washington Trust for Historic Preservation
Seattle, WA
preservewa.org/mainstreet

#4 | Western Design, LLC
Ridgway, CO
westerndesignllc.net

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* Source: Deloitte, Connected Small Businesses US, 2017, compared to non-digital SMBs

APPLY NOW

The AARP Community Challenge provides grants for community-based “quick-action” projects related to housing, transportation, smart cities, and public spaces.

The goal is to spark change and build momentum to improve livability for people of all ages.

APPLICATION DEADLINE
April 17, 2019, 11:59 pm (ET)

Learn More:
AARP.org/CommunityChallenge

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- Department of Archaeology and Historic Preservation
- Washington State Main Street Program
- Washington Trust for Historic Preservation

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- Daniels Real Estate
  - Always Exceptional, Never Ordinary
- OneMain Financial
  - LENDING DONE HUMAN
- The 1772 Foundation
  - Preserving America’s Historical Treasures

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