

# MAIN STREET Now

A CONFERENCE  
OF THE  
NATIONAL MAIN  
STREET CENTER

SPECIAL  
DISCOUNTED  
RATE OF  
**\$125!**

Join us March 25 – 27 in Seattle, Washington!

Registration Opens Nov. 1

Convened annually, the Main Street Now Conference showcases implementable best practices, time-tested solutions, and innovative ideas from our national network of practitioners, as well as those in adjacent fields who share the goal of creating economic and social prosperity in downtowns and neighborhood commercial districts.

New this year, the National Main Street Center (NMSC) is offering a special discounted rate of just \$125 to local elected officials and senior local government staff from Main Street America communities and districts.

The conference will offer local leaders the opportunity to network with peers from across the country, partake in professional development, discuss common challenges and collaborate on solutions, and explore the beautiful sights of Seattle, Wash.

*“Main Street and local municipalities are natural partners. Working together, we are a powerful force in communities, helping to bring new economic activity and opportunity downtown, enhance quality of life, and engage local citizens in the revitalization process.”*

*Patrice Frey,  
President & CEO, NMSC*

## Conference Events & Highlights

- Exclusive invitation to the **Civic Leaders Forum**, featuring Ed McMahon, Senior Fellow at the Urban Land Institute and Board Chair of the National Main Street Center, in conversation with Dow Constantine, King County Executive;
- Special education track tailored to issues impacting local leaders;
- Over 100 education sessions and mobile tours throughout Seattle and surrounding communities;
- Opening Plenary and Reception in beautiful Benaroya Hall;
- Keynote from James and Deb Fallows;
- Closing celebration at the historic Sanctuary in downtown Seattle;
- And more!



**The following local elected officials and senior local government staff from Main Street America communities and districts are eligible for this special rate:**

Mayors | County Executives | City Councilmembers | Elected Municipal Leaders | Staff at the director level and above in Main Street-related departments (i.e. economic development, planning, etc.)

Learn more at [www.mainstreet.org/mainstreetnow](http://www.mainstreet.org/mainstreetnow) Questions? Contact [mainstreet@savingplaces.org](mailto:mainstreet@savingplaces.org)