Are you ready to celebrate, recharge, and explore? With more than 250 revitalization experts leading over 100 dynamic learning and community-building opportunities—and one dynamic host city teeming with something for everyone—you are in the right place!
Welcome to the Main Street Now Conference! After nearly three years since our last in-person conference, we are excited to have the Main Street Network come together again to share ideas, connect with each other, and celebrate the hard work of Main Street programs over the last few years. Thank you to the MSA staff, our co-hosts — Virginia Main Street and the Virginia Department of Housing and Community Development — as well as our sponsors, partners, and speakers for all they have done to help make this conference an enriching experience for everyone in Richmond this week.

Main Street America is fortunate to have a talented and dedicated board of directors, each of whom are committed to supporting you as leaders in your downtowns and neighborhood commercial districts. In particular, I would like to acknowledge the contributions of two of our founding members — Sam Dixon and Joe Grills — who will be stepping down from the board this summer. After serving as the Ex Officio Coordinating Program representative on the board between 2017–2021, and most recently as a guest of the Chair during our strategic planning process, Laura Krizov will also be stepping off the board.

Sam, who served as Chair of the Governance Committee for several years, played a pivotal role in helping to grow the Main Street America board and navigate our organizational growth. He has also been a passionate champion for his local Main Street program in Edenton, North Carolina, and for historic preservation efforts throughout his community. Joe served as our Chair of the Development Committee, steering the significant growth and diversification of MSA’s fundraising program over the last nine years. In addition to lending support to their local Main Street programs in Culpepper and Orange, Virginia, Joe and his wife Marge have invested in the Grills Fund for Main Street Revitalization, a grant program that funded innovative revitalization efforts addressing the impacts of the pandemic. Laura has served as the Coordinator of the Michigan Main Street program since 2003 and has been an invaluable voice for Coordinating Program partners over the years. Her deep knowledge of and commitment to the Main Street movement and network is an inspiration.

And, finally, I’d like to thank President and CEO Patrice Frey who has done an outstanding job of leading Main Street America over the past decade. Though she will be moving on to new ventures, her legacy of leading the organization will remain for decades to come. While Patrice will be missed, I’m confident we’ll be in very capable hands during this transition period with our new Interim President and CEO, Hannah White. She has served closely alongside Patrice over the past decade as MSA’s Managing Director, as well as with our fantastic staff who I know are committed to maintaining the momentum we’ve built as an organization in service of supporting Main Streets across the country.

Let’s have a wonderful three days! I know you’ll come away from the conference feeling reenergized and ready to implement new ideas to help strengthen your home communities.

Best regards,

Darryl Young
Board Chair, Main Street America
CONFERENCE BOOKSTORE

The conference bookstore will be managed by Fountain Bookstore, an independent bookseller founded in Richmond in 1978 and still going strong! Meet the staff, browse titles that can help you professionally, or find good reads for the times you want to relax. The store is located on the lower level of the Richmond Marriott Downtown outside the Capital Ballroom.

Hours:
Tuesday, May 17  8:00am – 6:00pm
Wednesday, May 18  8:00am – 12:00pm

PERSONAL SAFETY AND EMERGENCY PROCEDURES

Please remove your conference badge when outside the conference hotels. Be aware of your surroundings and keep to well-lit streets and neighborhoods. In case of life-or-death emergency at the Marriott or Hilton, dial 911 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.

The health and safety of Main Street Now Conference attendees is our top priority. We are closely monitoring recommendations from the CDC, state, and local health authorities around maintaining the safest environment possible for conference attendees. To that end, all Main Street Now Conference attendees are required to either provide proof of vaccination or a negative COVID-19 test. In addition to vaccinations and testing, we are following strict health protocols on-site. Learn more at mainstreet.org/now2022.

Face masks are required at all times at conference events when you are not actively eating or drinking. You must wear your badge to all conference educational and social events.

During registration you will select a symbol, that will be printed in the lower right corner of your badge, which will indicate you comfort level for interactions with other attendees during the conference. A thumbs up signifies that the attendee is comfortable with a more traditional way of greeting and interacting with fellow attendees. A question mark means the attendee is exercising cautious interaction; please ask what they are comfortable with. A thumbs down means the attendee is not comfortable with close interactions. Communication with your fellow attendees is important in establishing a good rapport—please ask before going in for a hug!

TICKETS

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

LOST AND FOUND

Please check the conference registration desk at the Richmond Marriott Downtown for items lost during the conference. Any unclaimed items will be turned over to Marriott security after the conference.

MOBILE TOURS AND TRANSPORTATION

Mobile workshops and events utilizing bus transportation will leave from the Marriott Richmond Downtown’s main entrance off the lobby. Please be at the departure area 15 minutes before the listed departure time. Tickets cannot be purchased at the bus or tour location.

GET SOCIAL

Use the conference hashtag #MainStreetNow to share your conference experiences, start a discussion about conference content, or recommend restaurants or activities you’ve discovered.
SESSION REVIEWS: 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 Main Street Now 2022 app or visit now22.us2.pathable.com

Locate the session and scroll down to “Review This Session”

Complete your review
**SESSION TOPICS & TYPES**

**Main Street Now 2022 programming is focused around a number of major themes. Check out the conference app to search for sessions by topic!**

**Core Concepts:** Grounded in the Main Street Approach, these sessions will help your program build a stable base for revitalization through best practices and case studies.

**Civic Leader:** Sessions will give Civic Leaders — whether elected officials or public administrators — tools and insights to support downtown revitalization through a Main Street program.

**Community Preservation & Expression:** A community’s values, traditions, and culture come to life through what it chooses to preserve and communicate. Main Street programs have a key role to play in ensuring that signifiers of collective memory are in service to all members of the community.

**Climate Resiliency:** These sessions lay groundwork for Main Street programs to adapt programs and tools to anticipate climate change impacts.

**Design for All:** Learn about design best practices and dialogue about how small design changes can make a big impact in making downtown inviting to all stakeholders.

**Digital Promotion:** Get new ideas on how to utilize digital tools to make economic and social impact downtown.

**Equity & Inclusion:** The unequal impacts of the pandemic — and the continued reckoning with longstanding racial injustices — emphasize the need for commercial districts to prioritize equity in rebuilding local economies. Sessions will help us understand how Main Street programs can center diversity and inclusion.

**Historic Preservation:** These sessions address strategies and replicable ideas for Main Streets to better address the preservation and rehabilitation of historic buildings.

**Leadership:** Through these sessions, get the opportunity to reflect, regroup, and build on our knowledge of how to lead our organizations effectively.

**Making the Case:** Sessions focus on communicating the value of your Main Street program with data, research, and tools to help illustrate the need for and impact of commercial district revitalization.

**Main Streets for the New Economy:** Learn how to embrace economic development innovations to create quality jobs, advance equity, leverage shifts in consumer choices, and increase community wealth in these sessions. Sponsored by Microsoft Tech Spark.

**Rural Focus:** These sessions will shed light on case studies and practices employed by place management organizations in rural communities.

**Small-Scale Development & Housing:** Get the tools to strengthen commercial district housing, density, and mixed-use development to drive investment downtown. Sponsored by the 1772 Foundation.

**Supporting Entrepreneurs:** Main Street research demonstrates that 70 percent of Main Street businesses are grown from within the community. Learn how to create an environment that fosters entrepreneurship. Sponsored by the Ewing Marion Kauffman Foundation.

**Urbanmain:** Sessions will address specific challenges in neighborhood commercial corridors in larger cities employing the Main Street Approach, including bureaucracy, infrastructure, and long-term disinvestment.

**Session Types**

**Mobile Tours**  Off-site, ticketed excursion to a Virginia Main Street community or a downtown development/historic preservation project, program, or area. All Mobile Tours utilizing bus transportation will leave from the Marriott Richmond Downtown. Sponsored by Virginia Tourism.

**Tactical Solution Session**  Informative and succinct, these 30-minute sessions will focus on key examples from Main Street communities or partner content through sponsors.

**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.
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, utilize the mobile app to search the schedule by the CEU track.

Thank you to our scholarship sponsors!

See you at...
The Welcome Reception

Kick off the conference and mingle with other attendees at a lively reception at the historic Carpenter Theatre. Explore this historic Richmond landmark, originally opened in 1928 and located across the street from the Hilton Richmond Downtown. The entire theatre will be open for the reception, including an outdoor space where attendees can enjoy fun local entertainment. This will be a great start to your evening before heading out to explore the local dining scene!

Main Street 101

Mobile Workshops
(additional registration required)

MSAI Leadership Development Workshop
(Day 2 of 2)
(additional registration required)

Welcome Reception

Carpenter Theatre:
600 E. Grace St.
(located across the street from the Hilton Richmond Downtown)

Photo © Sarah Hauser and courtesy of Richmond Region Tourism.
Get the latest news, updates, and tools from Main Street America:

Sign up for our email list!

WE’RE BACK! Join your fellow conference attendees for the official kick-off of the 2022 Main Street Now Conference in the beautiful Carpenter Theater, located in the Dominion Energy Center. The Opening Plenary, sponsored by American Express, is always a highlight of the conference and will get you inspired and energized as you prepare for the two action-packed days to follow of sessions, tours, and events.

KEYNOTE: Dr. Tiffany Manuel, TheCaseMade

REMARKS: Patrice Frey, President and CEO of Main Street America

PRESENTATION: The 2022 Great American Main Street Awards, sponsored by The Hartford Insurance Group.
ACCESS THE CONFERENCE APP!

See the full conference schedule and get the latest updates. Search “Main Street Now 2022” in your favorite app store to download or access from any device with an internet browser at now22.us2.pathable.com.

SPEAKER: Brent Leggs, Senior Vice President and Executive Director, African American Cultural Heritage Action Fund

LOCATION: Carpenter Theater, 600 E. Grace St.

**Main Idea Session: Shaping Community Preservation Through Inclusive Narratives**

Neighborhood revitalization efforts create opportunities for reimagining or reframing historical narratives to build a more inclusive future for the whole community. In this Main Idea session, hear from Brent Leggs, Executive Director of the African American Cultural Heritage Action Fund highlighting examples from preservation projects across the country aimed at recognizing inequities, breaking down barriers to public participation, and telling the full story. Sponsored by the National Trust for Historic Preservation, African American Cultural Heritage Action Fund.
**What’s the...**

**Main Idea Session?**

**CHAMPIONING COMMERCIAL DISTRICT HOUSING DEVELOPMENT**

Across the country, communities are struggling to provide enough housing at affordable cost for families and workers, a trend exacerbated by the pandemic. In Main Street districts, housing concerns can take on an expansive meaning, including the conversion of units in underutilized upper-floor spaces, adding density in surrounding neighborhoods through accessory dwelling units, promoting small-scale development, and creating the mixed-use civic infrastructure that makes a neighborhood livable. This session will highlight the multifarious ways in which successful housing development in Main Street districts can be manifested through partnerships at the federal, state and local level. Sponsored by Virginia Housing.

**SPEAKERS:**
Susan F. Dewey, Chief Executive Officer, Virginia Housing
Calvin Gladney, President and CEO, Smart Growth America

**LOCATION:** Carpenter Theater, 600 E. Grace St.
Closing Plenary

We will conclude the 2022 Main Street Now Conference with a celebration of leadership, community, and the power of place. Our closing plenary, sponsored by Dominion Energy, will take place in the Marriott hotel in the Grand Ballroom Salons G – F and include remarks by Patrice Frey, President and CEO of Main Street America; a graduation ceremony for Main Street America Revitalization Professional Credential recipients; the presentation of the 2022 Mary Means Leadership Award; and a reflective keynote presented by Kiran Singh Sirah, President of the International Storytelling Center.

THE TRANSFORMATIVE POWER OF STORYTELLING: Storytelling has tremendous power to transform society. In this closing keynote, Kiran Singh Sirah, President of the International Storytelling Center, discusses how storytelling—an ancient art form and the world’s oldest form of communication—can foster dialogue around complex topics and histories, and also lead to innovative ways of building stronger, healthier, cohesive communities to create a greater sense of home. Sirah also discusses storytelling’s unparalleled ability to transform the way we see ourselves and others—how it links us, not just despite our differences, but because of them.

Please join us!

Big Bash

Join us for a Virginia-focused Makers Market, live music, and delicious southern food in the iconic Main Street Station! Located in historic Shockoe Bottom, Main Street Station is a unique venue just steps from history, restaurants, and craft beverages. Makers and producers from across Richmond and Virginia will share their entrepreneurial spirit in the form of handmade leather goods, candles, and pimento cheese, just to name a few. Dance the night away to the sounds of Soul Expressions or step outside to enjoy the weather and lawn games. Savor our southern hospitality and take home a locally made memento of your time in Richmond. Keep the party going with your Main Street pals at Main Street Station!

*Requires additional registration
**Opening Hours:**

Tuesday:
7:15am – 5:45pm

Wednesday:
7:15am – 11:00am

The Main Street Expo, sponsored by MembershipWare, is the place to find information, products, and services that can take your local commercial district’s efforts to the next level. Featuring a variety of exhibiting companies, the Expo offers a wide range of exceptional resources.

**Exhibitor Reception:**

Tuesday: 4:30pm – 5:45pm

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. The Exhibitor Reception is generously sponsored by MembershipWare.

**Exhibitor Raffle!**

**How to Play:** Look in your conference bag for your raffle passport and visit participating booths around the Main Street Expo to collect signatures. Bring your completed passport to the Main Street America booth in the center of the Hall by 5:25pm on Tuesday. Drawings for prizes will be held at 5:30pm during the Exhibitor Reception. You must be present to win.
BE SURE TO PLAN YOUR REFRESHMENT BREAKS IN THE EXPO!

**TUESDAY**

- **Light Breakfast** 7:15am – 8:15am
- **Coffee Break** 10:30am – 11:00am
- **Exhibitor Reception** 4:30pm – 5:45pm

**WEDNESDAY**

- **Light Breakfast** 7:15am – 8:15am
- **Coffee Break** 10:30am – 11:00am
Experts from across the Main Street America Network will be available to answer any questions about the Main Street Approach and organizational best practices.

**ADVICE IS FREE, AND NO APPOINTMENTS ARE NEEDED.**

**Tuesday:** 7:15am – 5:45pm

**Wednesday:** 7:15am – 10:15am

**Exhibit Hall:** Booth #50

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**BOOTH #25** Locable

**BOOTH #26** Ayres Associates

**BOOTH #27** Decor IQ, LLC

**BOOTH #28** Imagine Design Creative & Marketing, LLC

**BOOTH #29** Downtown Redevelopment Services

**BOOTH #30** Urality

**BOOTH #31** National Trust Insurance Services, LLC.

**BOOTH #32** Yiftee

**BOOTH #33** Farmers Market Pros

**BOOTH #34** Keystone Ridge Designs, Inc.

**BOOTH #35** Orchestra Partners

**BOOTH #36** Spring City Electrical

**BOOTH #37** International Downtown Association

**BOOTH #38** Cambridge Retail Advisors — Economic Development

**BOOTH #39** Discovery Map International, Inc.

**BOOTH #40** Mosca Design

**BOOTH #41** Cobblestone Hotels, LLC

**BOOTH #42** Downtown Decorations, Inc

**BOOTH #43** Tom Pollard Designs

**BOOTH #44** Beyond Main

**BOOTH #45** Virginia Main Street

**BOOTH #46** 2023 Main Street Now Conference

**BOOTH #47** Window Preservation Alliance

**BOOTH #48** Johnson Atelier

**BOOTH #49** WVU TAB

**BOOTH #50** Dr. Downtown
MAIN STREET NOW is the premier national conference for local leaders working to advance economic opportunity in downtowns and commercial districts. Join your peers from across the country to take in the dynamic spirit of our host city, collaborate on solutions to common challenges, and explore frontiers in the field of revitalization.

BOSTON, MA // MARCH 27-29, 2023

PLEASE JOIN US AND VISIT MAINSTREET.ORG FOR MORE INFORMATION.