Main Street Now - A Conference of Main Street America

Join us April 12-14 for the virtual **Main Street Now Conference**, the premier gathering of local leaders from across the country— and the world—who share a commitment to building vibrancy and economic opportunity in downtowns and commercial districts. Get access to three days of immersive online content and networking opportunities on topics ranging from placemaking and livability to local economic development, redevelopment and real estate, and community wealth building. You'll hear from national thought leaders, commercial district revitalization experts, and local practitioners on strategies for strengthening your downtown, supporting small businesses, telling your story, and so much more.

**Main Street America will offer a special discounted rate of just $50 to local elected officials and senior-level local government staff.** Local leaders will have access to a specialized education session track and networking events with peers from across the country.

### Conference Highlights and Events for Civic Leaders

Civic Leaders can look forward to the following:

- Over 40 education sessions focusing on commercial district management, as well as this year’s conference themes: Recovery and Resilience, Equity and Inclusion, and Small Business and Entrepreneurship
- Specialized education track tailored to issues impacting local government leaders.
- Sessions led by national thought leaders, like Bruce Katz of New Localism Advisors and Maurice Cox, Commissioner of the Chicago Department of Planning and Development, as well as commercial district revitalization experts and local practitioners on strategies for strengthening your community, supporting small businesses in recovery, and much more.
- Access to a special one-day workshop focused on disaster preparedness and recovery geared toward local community leaders.
- And more!

### Who is Eligible for the Civic Leader Discount?

Mayors, county executives, city councilmembers, elected municipal leaders, and staff at the director level and above in Main Street-related departments, like economic development and planning, will be eligible for the discount.

*Local Main Street program staff (Executive Directors, Managers) are not eligible.*

### Interested in attending Main Street Now as a Civic Leader?

Register here and select the Civic Leader rate.