



**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

**CALIFORNIA MAIN STREET ALLIANCE CONFERENCE
NOVEMBER 12TH – 13TH, 2020**

Repair, Recover, Revive!



ABOUT CAMSA AND MAIN STREET AMERICA

The California Main Street Alliance (CAMSA) works with communities across the state to foster local economic development and enhance overall quality of life. CAMSA provides training, networking opportunities, and access to resources to municipalities and community organizations focused on revitalizing their older or historic commercial districts.

CAMSA is part of Main Street America, a coast-to-coast network of organizations and individuals working to bring vitality and prosperity to downtowns across the country. Main Street America programs operate at the local, city, and state-wide levels. What unites them is a commitment to preserving and enhancing the built environment, celebrating local history and culture, and creating local economic opportunity. Main Street America is a program of the National Main Street Center.

CURRENT CAMSA MEMBERS



The California Main Street Alliance is an independent non-profit 501(c)(3).



- | | | | |
|------------|--------------|-----------|-------------------------|
| Bellflower | Coronado | Hanford | Paso Robles |
| Benicia | East Oakland | Hollister | Pleasanton |
| Cardiff | Encinitas | Livermore | Redding |
| Carlsbad | Eureka | Martinez | Richmond |
| Chico | Grass Valley | Mariposa | San Diego (Ocean Beach) |
| Coachella | Gilroy | Oceanside | San Luis Obispo |

CAMSA FALL CONFERENCE - REPAIR, RECOVER, REVIVE!

- + The CAMSA two-day virtual conference **Repair, Recover, Revive!** is an opportunity for all those involved in California commercial district revitalization to learn best practices, key trends and economic development strategies to support small businesses as they recover from the Covid-19 pandemic.
- + Participants will engage with industry experts and peers about these critical issues and discuss tools they are employing to build and sustain vibrant districts.



CONFERENCE SCHEDULE AT-A-GLANCE

**tentative schedule as
of 9/14/2020**

Thursday, November 12th, 8:30am-4:30pm

Retail Solutions, Tourism and Creative Placemaking

8:30am	Opening Remarks	1:00pm	Local Tourism Trends
9:00am	Innovative COVID-19 Transition ideas	2:00pm	Creative Placemaking w/Public Art
10:00 – 10:15	Break	3:00 – 3:15pm	Break
10:15am	Moving Businesses Online	3:30 – 4:20pm	Happy Hour/Trivia
11:00am	Social Media Best Practices	4:20 – 4:30pm	Closing Remarks
12n-12:30p	Keynote and Q&A		
12:30-1:00pm	Lunch Break		



CONFERENCE SCHEDULE AT-A-GLANCE

**tentative schedule as
of 9/14/2020**

Friday, November 13th, 8:30am-4:30pm

Government Relations/Advocacy, Legal Solutions and Funding for Small Business and Main Street

8:30am	Opening Remarks	1:00pm	SBA PPP Loan Forgiveness
9:00am	Building Government Relationships	2:00pm	Small Business & Main Street Funding
10:00 – 10:15	Break	3:00 – 3:15pm	Break
10:15am	Advocacy on Main Street	3:30 – 4:20pm	Happy Hour/Trivia
11:00am	COVID-19 Liability and ADA Compliance	4:20 – 4:30pm	Closing Remarks
12n-12:30p	Keynote and Q&A		
12:30-1:00pm	Lunch Break		



CONFERENCE HIGHLIGHTS

- ❖ In addition to two full days of educational content and appearances by California State Assembly member Buffy Wicks, conference attendees can expect:
 - ❖ Keynote address and presentations from National Main Street CEO Patrice Frey, The California Preservation Foundation and the California Restaurant Association and other key sponsors.
 - ❖ A Happy Hour and Trivia Games.



****Speakers subject to change**

CONFERENCE SPONSORSHIP LEVELS



**PRESENTING
SPONSOR**

5,000 sponsorship level

**SIGNATURE
SPONSOR**

\$2500 sponsorship level

SUPPORTING SPONSOR

\$1000 sponsorship level

GENERAL SPONSOR

\$500 sponsorship level

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Happy Hour Host	*	*	*	
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Logo on all promotional materials and online posts	*	*	*	*



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Take the Next Step!

For questions about the California Main Street Alliance
or to become a sponsor contact:

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510-219-0481

Gumaro Escarcega
President of CAMSA

gumaro@mainstreetoceanside.com

For questions about Main Street America and corporate support
opportunities beyond California:

Patrice Frey
President and CEO
National Main Street Center
pfrey@savingplaces.org

