



MAIN STREET *Now*

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

KANSAS CITY, MO // MARCH 26-28, 2018

2018 CONFERENCE BROUGHT TO YOU BY:



MISSOURI
MAIN STREET
CONNECTION



National Main Street
Center
a subsidiary of the
National Trust for Historic Preservation

As a Main Street leader, you're always looking to the future—the next board meeting, the next downtown event, the next accreditation visit—but what does the future hold for you?



Let the Main Street America Institute (MSAI) help you grow and succeed in your career with the best professional development offerings available for downtown and commercial district professionals.

Why the 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 grounded in the 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.

.....

**Get the training you need
to implement the changes
your community wants.**

.....

Learn more about Main Street America Institute's upcoming courses, certificate programs, and the Main Street America Revitalization Professional credential at mainstreet.org/msai.

WELCOME TO THE 2018 *Main Street Now Conference!*

The National Main Street Center is proud to host this year's Main Street Now Conference in Kansas City, Mo., with Missouri Main Street Connection (MMSMC). It's been an honor to spend the past year working alongside such a dedicated group of individuals to bring you three days of unmatched learning opportunities in the commercial district revitalization field.

A crossroads of the west, Kansas City has long been known for forging new paths forward. From its early days as a hub for wagon trains and speculators heading west to its present day as an incubator of creativity and innovation, Kansas City's entrepreneurial spirit is strong. I can't think of a better place to spend the next few days to learn from and get inspired as we explore big ideas and new frontiers as a movement.

With a comprehensive lineup of 100+ education sessions, plenaries, and mobile workshops offered, we will dive deep into issues and topics ranging from how to measure the impact of your revitalization efforts to how to find new ways to connect with old buildings. Whether you hail from an urban business district, small rural downtown, or some place in between, you will find the information and inspiration you need to return home equipped to tackle challenges and opportunities in your role as a community change agent.

I also invite you to take advantage of the moments between sessions to connect and engage with your peers. The Main Street America Network is the most unique, inspiring, and passionate group of revitalization professionals in the nation and we need to seize every opportunity we have over the next week to talk and learn from each other. In fact, we at the National Main Street Center think that these interactions are so important that we don't want them to stop after the conference is over. I am excited to announce that we are rolling out a new online digital networking platform called The Point that will make it easier than ever before to keep these conversations going throughout the year. Please stop by our booth in the Expo Hall to learn more and get signed up!

Thank you for joining us in Kansas City. Enjoy the conference!

Best Regards,



Patrice Frey

President and CEO, National Main Street Center



**NATIONAL
MAIN STREET
CENTER, INC.**

**BOARD OF
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THANK YOU TO OUR GENEROUS DONORS AND PARTNERS FOR THEIR SUPPORT OF THE MAIN STREET NOW CONFERENCE:

U.S. Bank | PNC Foundation | Commerce Bank | The 1772 Foundation, Inc. | American Express
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ABOUT YOUR STATE HOST...

History & Development OF MISSOURI MAIN STREET CONNECTION, INC.

From a State Program to a Non-Profit – From a \$100 Thousand Budget to a Private/Public \$1.5 Million Plus Budget for Services to our Communities.

1989 The State of Missouri launched a state-funded downtown revitalization program.

1989 - 2002 Ten communities were selected as pilot programs. But, shortly thereafter a state budget emergency prompted the legislature to reduce funding for the program to nearly nothing.

2003 Rumors began flying that Missouri Main Street might lose state funding altogether. The local Programs began calling their legislators and contacts within the Department of Economic Development (DED) who administered the program, but no organized effort was launched. As a result, state funding was completely eliminated from the state budget. It looked as if the Main Street Program in Missouri was dead. However, eight confident managers were determined to breathe new life into it and began working with the National Main Street Center and the DED. A valuable contract was in place by July 1, 2003.

2004 The Main Street program managers called their first state-wide meeting. As soon as the managers came together, they asked each other, "How do we get our state funding restored?" Besides the desire to continue training and education in the Main Street Four-Point Approach™ for communities, the managers expressed their

observations over the past several years - that the economies of many more downtowns in Missouri were declining rapidly and they desperately needed revitalization training. The managers agreed that a top priority was to enable more communities to receive services and education in downtown revitalization.

Late 2004 A 501c3 organization was formed called Missouri Main Street Connection, Inc. (MMSC)

2005 MMSC was successful in securing enough funding through DED to extend the contract for services with the National Main Street Center.

2005 - 2008 With the support of the local Program Managers they conducted a series of workshops and conferences on Main Street revitalization topics for anyone in the state of Missouri who was interested in Downtown Revitalization.

Late 2007 MMSC Board of Directors hired a State Director, Gayla Roten, to carry out the duties of a state-wide Main Street program.

Today 169 Missouri Communities have been served by MMSC with revitalization training, mentoring and technical services, state conferences, advocacy, and research.

5 Team Members MAKE UP THE STAFF AT MMSC

Gayla Roten, *State Director* | Keith Winge, *Community Development Coordinator* | Bobbie Mills, *Communications & Media Relations Coordinator* | Katelyn Brotherton, *Executive Assistant of Network Services* | Diane Hannah, *Program Assistant*

15 Board Members and Advisory Members are all involved in all areas of work with MMSC.

ANNUAL ECONOMIC DATA REPORT from 2006 - 2017

PUBLIC AND PRIVATE INVESTMENT

\$880
Million



NET NEW JOBS

3,525



NET NEW BUSINESSES

686



VOLUNTEER HOURS

363,847

VALUED AT \$7.75 MIL



Private/Public Financially Supported: After many years and countless efforts, the state of Missouri once again recognizes the value of the Main Street Program. In addition, MMSC is supported financially by corporate sponsors, individual contributors and the DED service contract and applies for a number of grants each year to help balance the budget.

GREETINGS,

It is a great honor to welcome the National Main Street Center and its members gathered for the 2018 Main Street Now Conference to Kansas City, Missouri. Missouri has built a strong foundation that fosters strong communities, supports excellence, and enriches people's overall experience.

The Main Street Program has helped not only the greater Kansas City area but Missouri overall. Missouri Main Street Connection monitors communities in downtown revitalization initiatives and follows a proven methodology to revitalize older, traditional business districts. The Main Street Program is dedicated to building stronger communities through preservation-based economic development.

Missouri Main Street Program has maintained an exceptional business model, creating over 686 business, 3,525 new jobs, and almost \$880 million in investments in Missouri. I am confident that Main Street Program will continue to promote economic development and tourism initiatives throughout Missouri in the future.

As Lieutenant Governor, and on behalf of the people of Missouri, I am pleased to recognize the National Main Street Center for their economic achievements and to welcome each of you to Kansas City, Missouri. Continue to press forward and best wishes for continued success.

Sincerely,



Michael L. Parson
Lieutenant Governor



SPONSORS

U.S. Bank
usbank.com

PNC Bank, National Association
pnc.com

Commerce Bank
commercebank.com

The 1772 Foundation, Inc.
1772foundation.org

American Express
shopsmall.com

Michigan Economic Development Corporation
michiganbusiness.org

OneMain Financial
onemainfinancial.com

AARP
aarp.org/livable

Obsidian
local-first.us

The Bank of Missouri
bankofmissouri.com

Union Pacific
up.com

TreanorHL
treanorhl.com

Rosin Preservation
rosinpreservation.com

Spencer Fane, LLP
spencerfane.com

National Trust Community Investment Corporation
ntcic.com

Lewis Rice, LLC
lewisricekc.com

GilmoreBell
gilmorebell.com

Downtown Graphics Network, Inc.
dgninc.com
boulevardbanners.com

Thompson Coburn, LLP
thompsoncoburn.com



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IMPORTANT CONFERENCE INFORMATION

REGISTRATION HOURS:

Sunday, March 25	7:30 AM – 5:00 PM
Monday, March 26	7:00 AM – 5:00 PM
Tuesday, March 27	7:00 AM – 5:00 PM
Wednesday, March 28	7:00 AM – 12:00 PM

Registration

Registration is located in the Prefunction area in the Muehlebach Tower of the Kansas City Marriott Downtown.

Conference Badges

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

Main Street 5 & Dime

The Main Street 5 & Dime presents a unique and exciting blend of Main Street merchandise and items made in or reflective of Missouri. Be sure to browse the Main Street 5 & Dime—you are sure to find something you can't live without! The store is located in the Prefunction area in the Muehlebach Tower.

Main Street 5 & Dime hours:

Sunday, March 25: 10:00 AM – 3:00 PM
Monday, March 26: 8:00 AM – 3:00 PM
Tuesday, March 27: 8:00 AM – 5:00 PM
Wednesday, March 28: 8:00 AM – 5:00 PM

Get Social

Share your conference experiences, start a discussion on conference content or ideas, or recommend restaurants and activities you've discovered using the official conference hashtag: #NOW18



Main Street Now Conference



MainStreetsConf for conference information
NatlMainStreet for all other news



natlmainstreet

EVENTMOBI.COM/MAINSTREETNOW18

Tickets

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

Conference Volunteers

Look for your Kansas City hosts in the **bright berry t-shirts**. They will assist you with directions, education sessions and general information about Kansas City.

Lost and Found

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

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 Marriott, dial extension 0 (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 be leaving from the Marriott Main Tower on the 12th and Central Avenue side of the hotel.

All walking or streetcar mobile workshops will be leaving from the main floor entrance in the Marriott Muehlebach Tower.

**Please be at the departure area 10 minutes before the listed departure time.*

**Tickets cannot be purchased at bus or tour location.*



We value your feedback! Please take a moment to review the sessions you attend on the Mobile Event Guide.

1. Download the "MSN 2018" app OR access online at eventmobi.com/mainstreetnow18
2. Locate a session and scroll down to "Session Feedback"
3. Complete your review

Need help? See a volunteer or visit the NMSC booth (#100) for assistance.

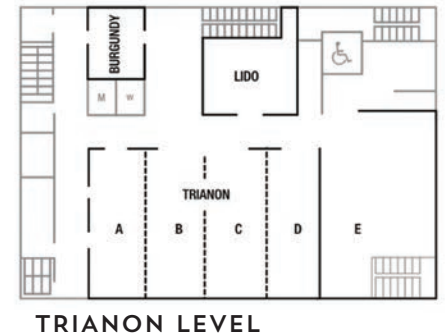
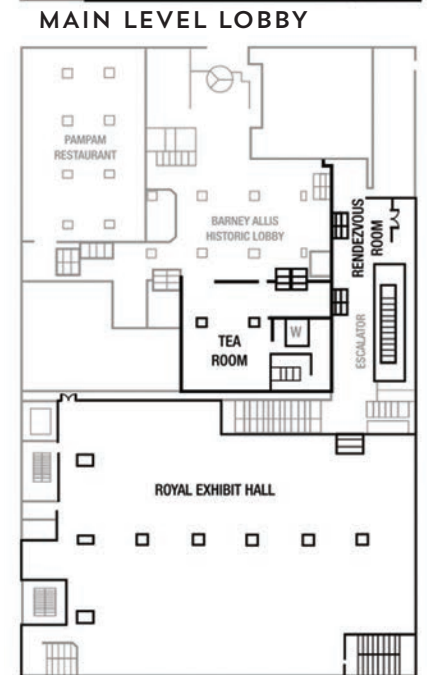
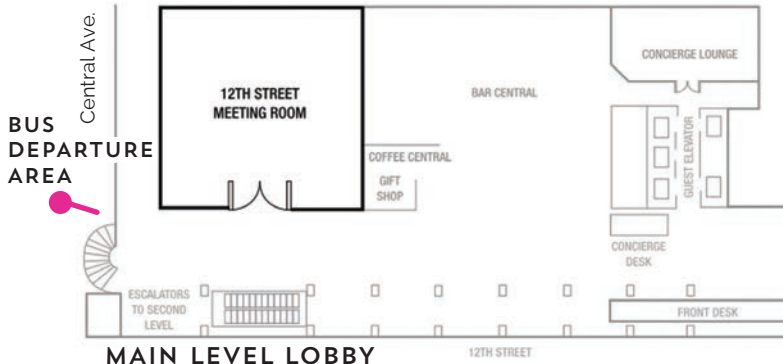
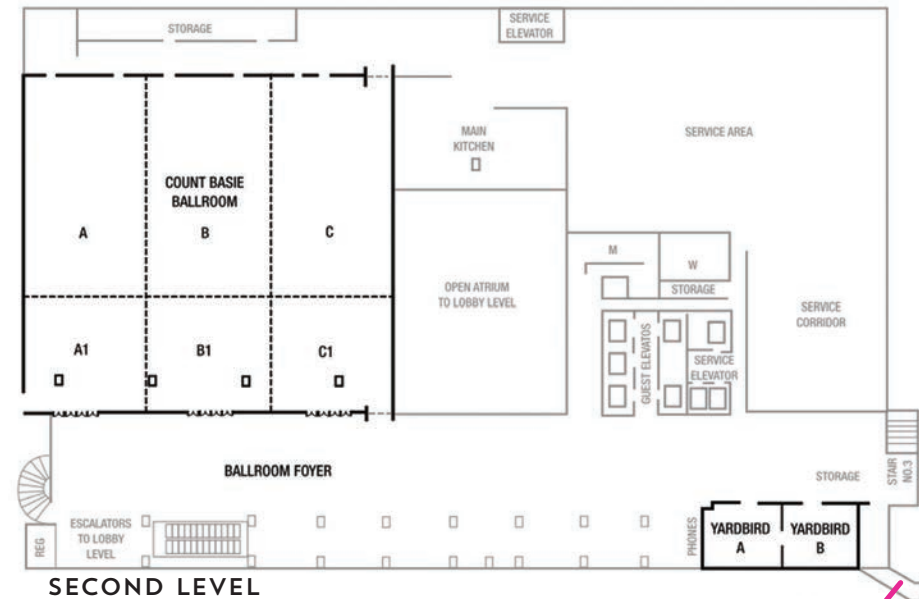
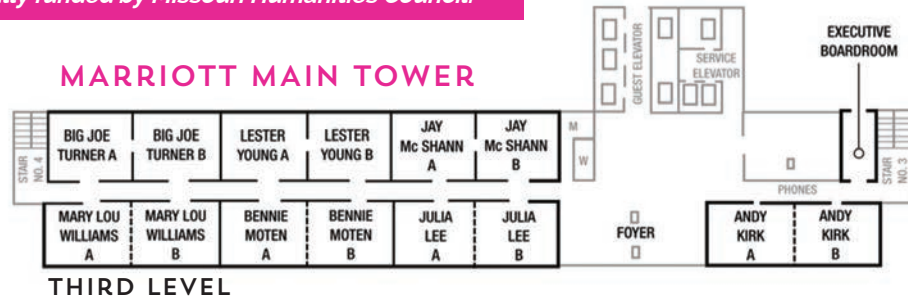
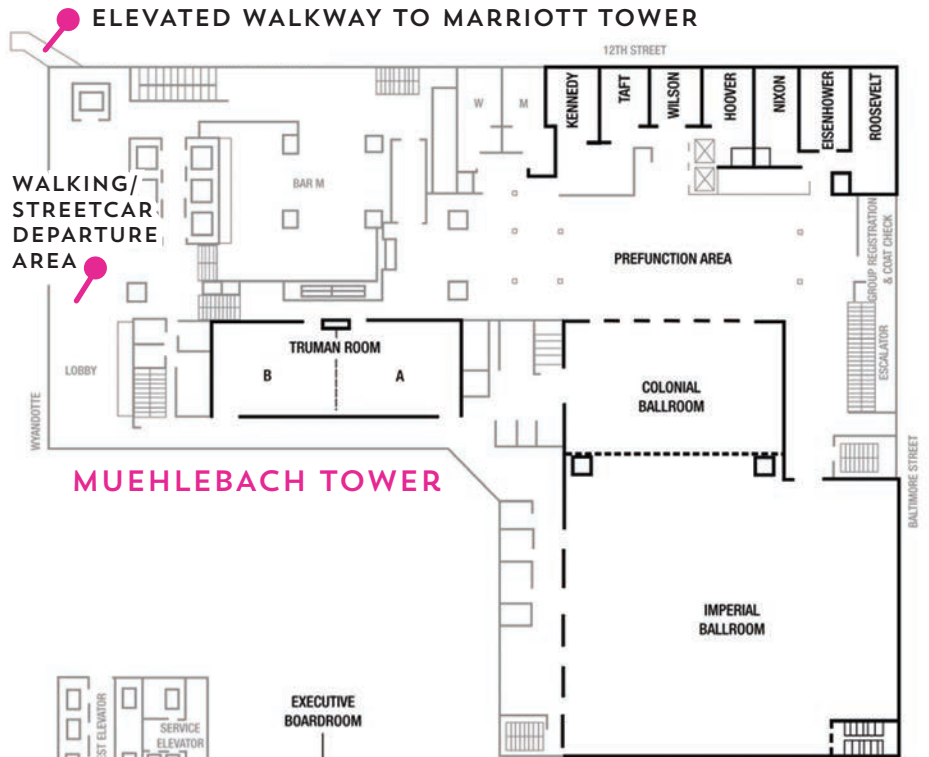
Tracks and Continuing Education Credits

This year's conference offers four tracks on the topics of Art/Placemaking, Historic Preservation, Entrepreneurship and UrbanMain. Continuing education credits are available for select sessions from the American Institute of Architects and the American Planning Association. Please look for the symbols throughout the program and mobile event guide.



- A/P** ART/PLACEMAKING
- HP** HISTORIC PRESERVATION
- E** ENTREPRENEURSHIP
- U** URBANMAIN

The Art/Placemaking Track is partially funded by Missouri Arts Council. The Historic Preservation Track partially funded by Missouri Humanities Council.





SCHEDULE AT A GLANCE

GET UPDATES
on our
app!

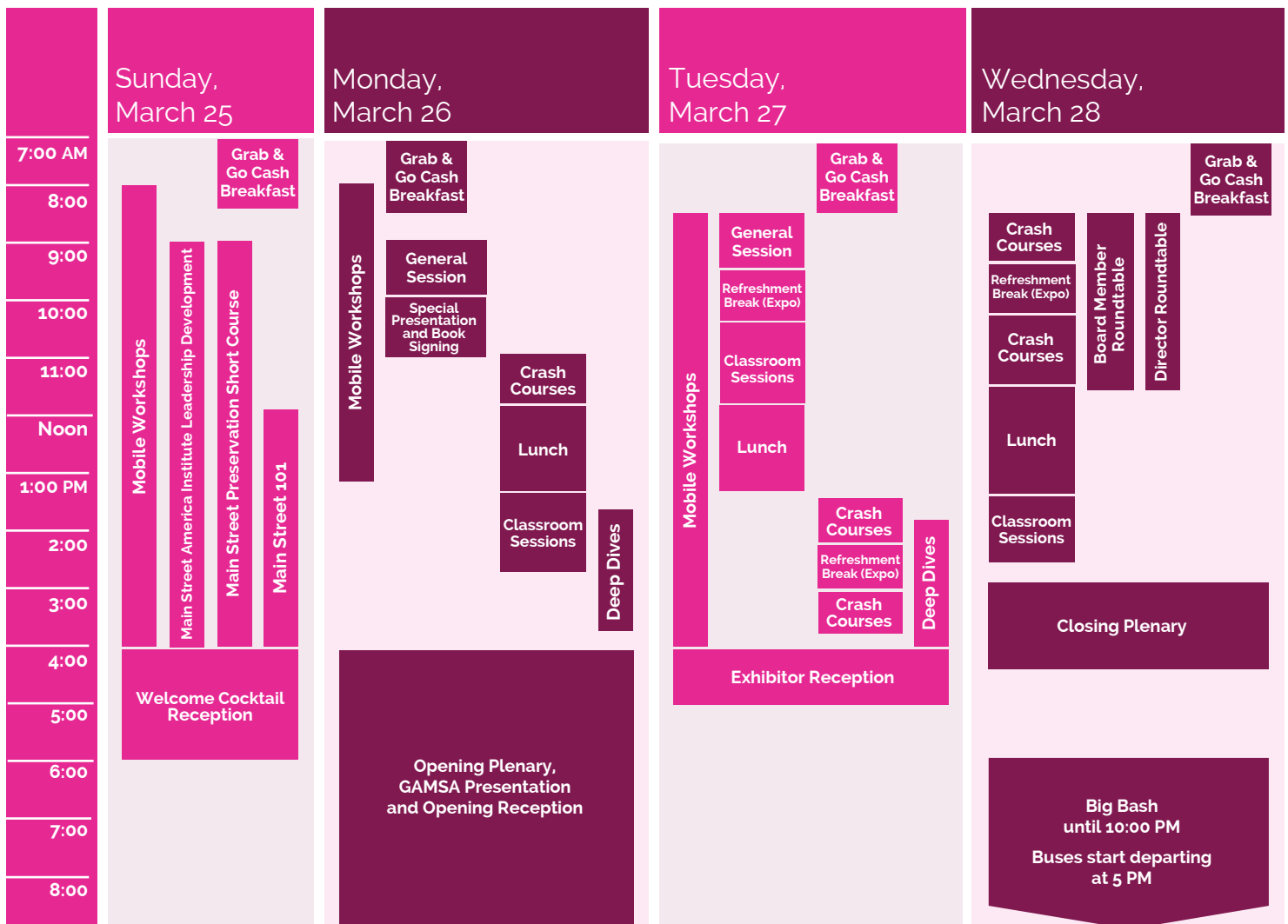
EVENT GLOSSARY

Mobile Workshop Off-site, ticketed excursion to a Missouri Main Street Community or a downtown development/historic preservation project, program or area. All walking or streetcar mobile workshops will be leaving from the main floor entrance in the Marriott Muehlebach Tower.

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

Deep Dive A 1.5 to 3-hour session on a topic that requires detailed instruction or discussion.

Classroom Session Traditional, 75-minute session.



SUNDAY, MARCH 25

7:30 AM – 5:00 PM
Conference Registration

GRAB AND GO CASH BREAKFAST

7:00 AM – 8:30 AM

SPECIAL TRAININGS

9:00 AM – 4:00 PM

MSAI Leadership
Development Workshop
(ticketed event)

9:00 AM – 4:00 PM

Main Street Preservation
Short Course
(ticketed event)

MOBILE WORKSHOPS

8:00 AM – 4:30 PM

Emporia, Kansas: Downtown
Tour

9:30 AM – 2:00 PM

The Paris of the Plains: Fine
Art in Kansas City

9:30 AM – 3:00 PM

Monumental Works

10:30 AM – 2:30 PM

Kansas City Blues, BBQ and
Baseball

12:00 PM – 4:00 PM

Brewed in Kansas City

1:00 PM – 4:00 PM

America's First Suburban
Shopping District

1:00 PM – 4:00 PM

Westport: The Original
Kansas City

SPECIAL TRAININGS

12:00 PM – 4:00 PM

Main Street 101

KC WELCOME COCKTAIL RECEPTION

4:00 PM – 6:00 PM

MONDAY, MARCH 26

7:00 AM – 5:00 PM
Conference Registration

FUN RUN IN DOWNTOWN KC

7:15 AM – 8:00 AM

GRAB AND GO CASH BREAKFAST

7:00 AM – 8:30 AM

7:00 AM – 8:00 AM

Light breakfast items
provided in Prefunction area

MOBILE WORKSHOPS

8:00 AM – 1:15 PM

The Buck Started Here

8:45 AM – 1:15 PM

Old Schools, New Uses

9:00 AM – 1:15 PM

The Return of the Streetcar
in the 21st Century

8:30 AM – 12:30 PM

Leveraging Public
Incentives for Downtown
Development

8:45 AM – 12:30 PM

Downtown Walk of Art

GENERAL SESSION

9:00 AM – 10:00 AM

Rolling Out the Welcome
Mat: 5 Ways Main Streets
Can Make Everyone Feel at
Home—and Why It Matters

SPECIAL PRESENTATION

10:15 AM – 10:45 AM

Melody Warnick book
signing

Visit the Main Street 5 &
Dime

Arcy – Muralist Live

10:15 AM – 10:50 AM

Impacts of Main Street-
Recent Lessons from
Missouri and Elsewhere

CRASH COURSES

11:00 AM – 11:45 AM

Combining Entrepreneurship
and Maker Space

Power Up Your
Library Partnership for
Entrepreneurship

Using Authentic Foods to
Transform a Commercial
District

Managing Main Streets in
the Digital Age

The Next Generation
of Place-makers and
Entrepreneurs: Empowering
Millennials and Gen-Z to
Build Communities

The Nuts and Bolts of Good
Display (Literally Nuts and
Bolts)

Insurance and Risk
Management Concepts for
Main Streets

Preservation Made Practical
on Main Street USA

A Practical Guide to
Measuring Economic
Impacts of Arts and
Placemaking

Your Community, Your
Voice

City, County, State Your
Friend or Foe? Tips on
Building Relationships
with Politicians to Create
Sustainable Funding for
Main Street

Replacement Storefronts:
Can We Build Them to
Last?

LUNCH ON YOUR OWN

11:45 AM – 1:30 PM

CLASSROOM SESSIONS

1:30 PM – 2:45 PM

Gentrification: What, Why,
and How to Make a Place
for All

Building a Better Bullpen:
Empowering Entrepreneurs
through Creating a "Start
Your Own Business"

Higher Education Partners
and How to Maximize the
Relationships

Transformation Case
Studies: Three Wyoming
Communities

Diversity and Inclusion
is a Business Imperative:
Evolving to Meet the
Needs of Employees and
Communities *hosted by*
U.S. Bank

Yes, You Can! Using Rehab
Standards to Transform
Your Community

Painting The Town:
Preserving Your Town's
History Through Art

Market Analysis Light:
Tastes Great, Less Filling!

Vacant to Vibrant: Tips
for Filling Vacancies and
Attracting Business

Real Estate Redevelopment
101 (Or Everything You Ever
Wanted to Know about
Redevelopment but Were
Afraid to Ask)

DEEP DIVES

1:30 PM – 3:30 PM

Economic Revitalization of
Rural Main Streets through
Placemaking and Walkable
Design

Upstairs Downtown

OPENING PLENARY AND GAMSA PRESENTATION

4:00 PM – 6:00 PM

Creating Vibrant and
Healthy Cities for All

*GAMSA Presentation
sponsored by U.S. Bank*

OPENING RECEPTION

6:00 PM – 7:30 PM

**TUESDAY,
MARCH 27**

7:00 AM – 5:00 PM
Conference Registration

BREAKFAST **SOLD OUT**

6:45 AM – 8:00 AM
Shop Small on Main Street:
Supporting Independent
Businesses In Your
Community *hosted by*
American Express (ticketed
event)

**GRAB AND GO CASH
BREAKFAST**

7:00 AM – 8:30 AM

MISSOURI 5 & DIME

8:00 AM – 5:00 PM

EXPO

8:00 AM – 5:00 PM

DR. DOWNTOWN

8:00 AM – 5:00 PM

MOBILE WORKSHOPS

8:30 AM – 3:30 PM
The Greatest Thing Since
Sliced Bread

Main Street Innovation and
Entrepreneurship

8:30 AM – 12:30 PM
Farm to Market: Growing
Development

9:00 AM – 12:30 PM
Kansas City: Creativity
Unleashed

1:00 PM – 4:00 PM
Made in KC **SOLD OUT**

GENERAL SESSION

8:30 AM – 9:30 AM
Growing Entrepreneurship
on Main Street

REFRESHMENT BREAK

9:30 AM – 10:30 AM

CLASSROOM SESSIONS

10:30 AM – 11:45 AM
DowntownTX.org: New
Ways of Connecting with
Old Buildings

Main Street and the
Municipality: Working
Together for Enhanced
Economic Growth

Business Improvement
Districts and Their Impact in
Urban Main Streets

Louisburg, Kansas Bright
Future Plan: Enhancing
Place and Sustainability
through Community
Planning

Historic Tax Credits 101.
Rebuilding America's
Main Streets: Creating
Jobs and Small Business
Opportunities *hosted by*
U.S. Bank

Art Smart

Tax Credits for Small
Commercial Rehabilitations:
Keeping It Simple

Creating an Entrepreneur-
Friendly Community:
Proven Strategies for
Success

Standing Out in the
Crowd: Leveraging Unique
Community Assets to
Create Awesome Events
with Real Community
Impact

Every Day is Small Business
Saturday on Main Street

Keeping Your Business
District Healthy in the Age
of Amazon

LUNCH ON YOUR OWN

11:45 AM – 1:30 PM

CRASH COURSES

1:30 PM – 2:15 PM
Business for Good:
An Example of Social
Entrepreneurship at Work on
Main Street

A New Community Center:
Adaptive Reuse for Youth
Leaving Detention

Historic Streetscape
Investments: Gains or
Losses?

Exploring Brain Gain in Small
to Mid-size Communities: A
Wisconsin Case Study

Junior Citizens: Creatively
Connecting Children and
Community

The MarketPlace: Not Just
Your Ordinary Pop-up Shop

Juggling Hats: Helping
Your Local Preservation
Commission Help You

Building the Right Team to
Build Community Spaces

Top 10 Crowdfunding
Success Strategies for Main
Street Entrepreneurs

Budget? What Budget?
Main Street Social Media
Marketing on a Shoestring

DEEP DIVES

1:30 PM – 4:00 PM
Historic Tax Credits
Revealed

UrbanMain Network: Year in
Review

REFRESHMENT BREAK

2:15 PM – 3:00 PM

CRASH COURSES

3:00 PM – 3:45 PM
Bringing Back Isleton's Main
Street: The Bing Kong Tong
Rehabilitation

Challenges for Non-Profits
on Historic Rehabilitation
Projects

Deciphering Designation:
National Register, National
Historic Landmarks, and
Local Landmarks

Top 10 Things to Know
Before You Buy an Historic
Building

What Can Main Street
Organizations Do to Retain
their Executive Directors

Creating Communities on
the Right Side of Your Brain

Putting Music on Your Main
Street: The Nuts & Bolts of
Getting Started

21st Century Retailing: What
Retailers Need to KNOW to
GROW!

Scaling Up Creative
Placemaking: From Small
Interventions to Large
Installations

Learning from the 50+ to
Make Communities Livable
for All *hosted by AARP*

EXHIBITORS RECEPTION

4:00 PM – 5:00 PM

**COORDINATING
PROGRAM DINNERS**

6:00 PM

8:30 AM – 9:30 AM
*General
Session*

4:00 PM – 5:00 PM
*Exhibitors
Reception*



Grab and Go Cash Breakfast
7AM – 8:30 AM | Muehlebach Tower, Daily



WEDNESDAY, MARCH 28

7:00 AM – 12:00 PM
Conference Registration

BREAKFAST

SOLD OUT

6:45 AM – 8:00 AM

Cracking the Code on Small Scale Development on Main Street *hosted by The 1772 Foundation, Inc. (ticketed event)*

GRAB AND GO CASH BREAKFAST

7:00 AM – 8:30 AM

MISSOURI 5 & DIME

8:00 AM – 5:00 PM

EXPO

8:00 AM – 10:15 AM

DR. DOWNTOWN

8:00 AM – 10:15 AM

CRASH COURSES

8:30 AM – 9:15 AM

Skip Flowers and Grow Vegetables on Main Street

CoSign: A Creative Community Collaboration

Hope is Not a Marketing Strategy

Community Development Block Grants: Call to Action

Signs as Lively Contributors to Streetscapes: Inspiration from History

How to Fill Vacant Stores Using a Retail Challenge Contest

Strengthening Your Rural Downtown Organization

Bringing History to Life

Planning for Success: The Key to Volunteer Recruitment

DEEP DIVES

8:30 AM – 11:30 AM

Board Member Roundtable

Main Street Directors Roundtable

REFRESHMENT BREAK

9:15 AM – 10:15 AM

CLASSROOM SESSIONS

10:15 AM – 11:30 AM

GAMSA: Taking Your Community to the Next Level

Community Engagement through Agile Strategy

Strategic Investments, Arts, Culture Help Redefine Downtown in "Lynn, Lynn the City of Sin"

Target the Right Customer and Know Your Niche

Growing Entrepreneurship in Disadvantaged Communities: Myths and Realities

The Convergence of Health, Place, and the Economy

Main Street Refresh: Defining and Implementing Transformation Strategies

Creating the "Gotta-Go-There" Destination Downtown

New Tools for Your State's Historic Preservation Toolbox

LUNCH ON YOUR OWN

11:30 AM – 1:30 PM

CLASSROOM SESSIONS

1:30 PM – 2:45 PM

Main Street Revitalization through Creative Community Collaboration

Building a Collaborative Entrepreneurial Incubator for Second Stage Growth & Immigrants

Main Street: Advocacy in Action

Creating Healthy Places (and Main Streets) for Healthy People

3:00 PM – 4:30 PM

Closing Plenary

6:00 PM – 10:00 PM

Big Bash

Manufacturing on Main: The Return of Small Scale Production

Growth and Adaptation of a Main Street Program

USDA - Rural Development: We Can Fund That!

Small Projects, Big Payoffs: Main Street America/1772 Foundation Pilot Project

Silver Moon Plaza: The Missing Piece to the Puzzle

Transforming Main Street into a Vibrant, Sustainable, Equitable Neighborhood

CLOSING PLENARY

3:00 PM – 4:30 PM

How the Main Street Philosophy Changed Laurel, MS and Created HGTV's Home Town

BIG BASH

6:00 PM – 10:00 PM

Buses start departing at 5:00 PM

SUNDAY, MARCH 25

7:00 AM - 8:30 AM	Grab and Go Cash Breakfast
7:30 AM - 5:00 PM	Registration
8:00 AM - 4:30 PM	Mobile Workshops
9:00 AM - 4:00 PM	Main Street America Institute Leadership Development
9:00 AM - 4:00 PM	Main Street Preservation Short Course
10:00 AM - 3:00 PM	Main Street 5 & Dime
12:00 PM - 4:00 PM	Main Street 101
4:00 PM - 6:00 PM	KC Welcome Cocktail Reception

SPECIAL TRAININGS

Main Street America Institute Leadership Development Workshop

9:00 AM - 4:00 PM | Mary Lou Williams A/B, Marriott Tower, 3rd Floor

Ticketed Event

An intensive two-day onsite experience, the Leadership Development Workshop is aimed at empowering revitalization professionals with advanced tools and strategies to connect, motivate, and lead people effectively. Interactive leadership coaching and educational sessions will enrich participants' knowledge base, strengthen their personal and interpersonal skills, and elevate their position as successful revitalization leaders. Additional networking activities will provide leaders active opportunities throughout this two-day schedule to build a strong and supporting network with other revitalization professionals from across the country. *"Please note, this two-day course begins on Saturday, March 24.*

Main Street Preservation Short Course

presented by the National Alliance of Preservation Commissions and the National Park Service

9:00 am - 4:00 pm | Jay McShann A, Marriott Tower, 3rd Floor

Join the National Park Service and the National Alliance of Preservation Commissions in this one-day program on how Main Streets can take advantage of their historic assets to drive community development. The Main Street Preservation Short Course is designed to educate Main Street professionals and volunteers on how to incorporate the work of preservation commissions and Certified Local

Governments (CLGs) in their planning, programming, and day to day operations.

Megan Brown, National Park Service; Angela Shearer, National Park Service; Dan Becker, North Carolina Main Street & Rural Planning Center

Main Street 101

12:00 PM - 4:00 PM | Count Basie C/C1, Marriott Tower, 2nd Floor

The Main Street America Technical 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.

Speakers: Matt Wagner, Dionne Baux, Norma Ramirez de Miess, Kathy La Plante and Lindsey Wallace, National Main Street Center.

MOBILE WORKSHOPS

*Mobile workshops with bus transportation leave from the Marriott Main Tower on 12th and Central Ave. side of the hotel. Walking and streetcar mobile workshops leave from the Marriott Muehlebach Tower main floor lobby entrance. *Please be at the departure area 10 minutes before the listed departure time. Tickets cannot be purchased at departure location.*

Emporia, Kansas: Downtown Tour

8:00 AM - 4:30 PM | \$60

Join us for a tour of downtown Emporia, Kansas! This Great American Main Street Award® winning city has achieved over \$94 million dollars in redevelopment over 26 years of implementing the Four Point Approach™. Tours will include: a walking tour of recent and in-progress developments, a winery tour, a local brewery tour, stops in local "maker" businesses (including our award winning chocolate shop), and much more! Learn about some of our locally based international events, including the Dirty Kanza bike race and the Glass Blown Open disk golf tournament that bring thousands of people from all over the world to a smaller Midwestern city and strategies we leverage with local history to encourage traffic and community brand recognition. We would love to host you in our downtown!

Includes 4-1/2 hours in Emporia, KS, with 4-hour round-trip bus commute and extensive walking. Participants will buy their own lunch.

The Paris of the Plains: Fine Art in Kansas City

9:30 AM - 2:00 PM | \$35

Looking for history that is rich and collections that are deep? Look no further than this tour. You will begin this tour at the Nelson Atkins and conclude at the Kemper Museum of Contemporary Art. These two beautiful museums display the power of art and how it continually engages the community. The Nelson Atkins currently hosts 35,000 works of art in this famous public art museum including the only US stop of over 60 works from Picasso on the "Through the Eyes of Picasso" international exhibit. You will then travel on to the Kemper Museum of Contemporary Art. This unique building is expressive of the constant progression of modern art. With constant updates and changes, these Kansas City museums are always sure to satisfy art lovers with world-class exhibitions and collections. At both of these locations, you will see that the power of art will inspire you to bring it into your own community.

Includes bus transportation and admittance to two Museums. Lunch on your own at the Nelson Atkins Museum Café.

Monumental Works

9:30 AM - 3:00 PM | \$40

Two architectural masterpieces telling the history of both Kansas City and the world in the early 20th Century and the City Beautiful movement. The Liberty Memorial, home to the National WWI Museum, was a private effort lead by 40 prominent Kansas City residents to create a lasting memorial to the Great War. The National WWI Museum underwent a \$102 million dollar renovation in 2006. This museum is dedicated to remembering, interpreting and understanding the Great War and its impact on the global community. Kansas City's Union Station created a new front door to Kansas City when it was constructed in 1914. However, after the decline of rail travel, Union Station was essentially abandoned for over 20 years, narrowly avoiding demolition, until a metro-wide effort was put into place to fund over \$250 million in restoration work. Union Station is now once again a destination for the world as the home of award-winning traveling exhibits, a planetarium, an interactive science center, live theatre, special events and rail service. Attendees should wear comfortable shoes and expect to walk a mile or more with some stairs.

Includes transportation on Street Car and admittance to all venues. Lunch on your own at Union Station.

Kansas City Blues, BBQ and Baseball

10:30 AM - 2:30 PM | \$50

Follow the downtown beat to Kansas City's historic jazz district, 18th & Vine, where barbeque, baseball and blues

meld together for one sweet melody. As luck would have it, two of the city's most acclaimed museums are under one roof. A frequent stop for visiting celebrities and dignitaries, the Negro Leagues

Baseball Museum chronicles the stars and stories of America's favorite pastime from the leagues' origin after the Civil War to their demise in the 1960s. Next door is what The New York Times called "an interactive paradise," the American Jazz Museum, with its many listening stations, touch-screen adventures and custom-mixing soundboards. Keep your eyes peeled for Charlie Parker's saxophone, a gift to the museum from former president Bill Clinton. And no visit to 18th & Vine is complete without a visit to Arthur Bryant's legendary Kansas City BBQ.

Includes bus transportation and admittance to both museums. Lunch on your own at Arthur Bryant's.

Brewed in Kansas City

12:00 PM - 4:00 PM | \$60

Get a taste of Kansas City with a guided tour of two companies in the Southwest Boulevard neighborhood that have risen from humble beginnings to major companies, The Roasterie and Boulevard Brewing Company. Started in the basement of the founder's home in the Brookside neighborhood of Kansas City, The Roasterie specializes in unique convection air-roasting instead of the more traditional drum-roasting method to ensure superior quality. Attendees will receive a guided tour of the factory, souvenir glass and sample of Roasterie Cold Brew, Nitro Cold Brew or iced tea as they learn all about coffee farming, production, air roasting and cupping. The Boulevard story begins in 1988, when founder John McDonald started construction of the brewery in a turn-of-the-century brick building on Kansas City's historic Southwest Boulevard. In November of 1989, the first keg of Boulevard Pale Ale was delivered -- in the back of John's pickup truck -- to a restaurant just a few blocks away. Tour of Boulevard Brewing Company will include samples at the new Boulevard Beer Hall.

Includes bus transportation and admittance to two guided tours and box lunch. Must be 21 years old or older to sample beer on this tour.



Use the Conference mobile app for up-to-the minute details!

America's First Suburban Shopping District

1:00 PM - 4:00 PM | \$35

Entrepreneur J.C. Nichols turned his vision for a mosquito-breeding, muddy creek into a 15-square block outdoor shopping destination. Nichols believed he could develop whole residential neighborhoods that would attract people who desired a better way of life and a nicer place to make their home. Nichols was indeed a visionary; he saw the importance of the car in middle-class lives at a time when many thought the automobile would only be a fad of the rich. He put together a plan to build entire neighborhoods and shopping centers. The Country Club Plaza, completed in 1922, has made its mark on Kansas City's history, sustaining itself through the Great Depression and continuing its success through several evolutions of the retail mix. Since then, its open-air public art gallery has continuously added to its collection, with fountains, sculptures and murals that bring to the heart of Kansas City the very best of the Old World and the new. J.C. Nichols died in early 1950. In 45 years, his vision shaped his city, and the design for many retail centers in cities across the nation. He set new standards of quality design and construction that continue to influence builders all over the world. You will hear the story of how the many fountains on the Plaza were developed and why this

architectural treasure continues to thrive today. The walking tour includes time for shopping. Attendees should wear comfortable shoes and expect to walk a mile or more.

Includes bus transportation and walking tour.

Westport: The Original Kansas City

1:00 pm - 4:00 pm | \$35

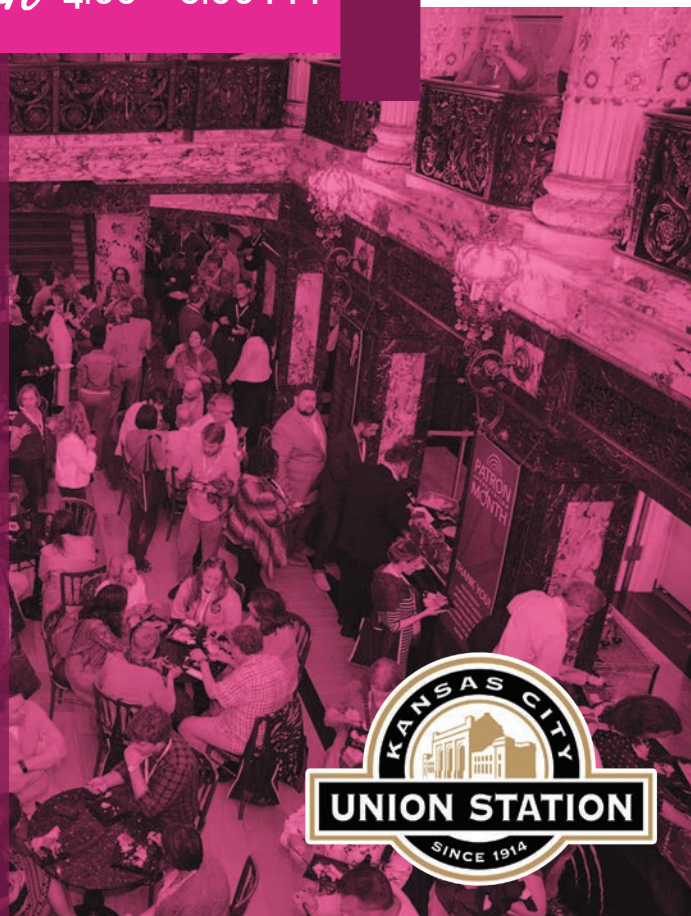
Are you looking for an eclectic central business district tour? If so, this one is for you! During this tour, you will take a guided walking tour through the history of Westport, one of Kansas City's oldest neighborhoods, and the 21st century growth it is experiencing. Originally called West Port, the neighborhood got its name as it was the westernmost village where settlers stocked up before venturing into the Kansas Territory. Today the neighborhood is known for its blend of tasty eateries, trendy boutiques and popular nighttime hot spots. By day, over 215 Westport businesses buzz with residents and tourists, but the area really comes to life at night as the restaurants and bars begin to fill. Today's midtown Westport continues to charm and entertain modern-day explorers. Attendees should wear comfortable shoes and be prepared to walk a half-mile or more.

Includes bus transportation and walking tour.

KC Welcome Cocktail Reception 4:00 – 6:00 PM

Join us in the beautiful, historic Union Station to catch up with old friends. Take the free Streetcar from the hotel to Union Station and meet for a casual gathering of drinks and visiting. Visit the Model Train Exhibit, Science City or download the Living History app to view Union Station's newest permanent digital exhibit, which shares some of the most memorable stories of the past 100 years. You will marvel at the magnificent architecture and splendor of Union Station Kansas City! Receive a Dine KC Guide and make plans with your colleagues, or brand-new friends, for dinner afterwards at one of the many great restaurants in Kansas City. This is a free ticketed event. Welcome to Kansas City!

**Please RSVP at registration.*



Whether you are looking to add a splash of color to your Downtown or you want to promote an upcoming event, light pole banners are an excellent and proven solution. In addition, we offer a variety of other custom printed vinyl products.



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MONDAY, MARCH 26

7:00 AM - 8:30 AM	Grab and Go Cash Breakfast
7:00 AM - 5:00 PM	Registration
8:00 AM - 3:00 PM	Main Street 5 & Dime
8:00 AM - 1:15 PM	Mobile Workshops
9:00 AM - 10:00 AM	General Session
10:00 AM - 11:00 AM	Special Presentation and Book Signing
11:00 AM - 11:45 AM	Crash Courses
11:45 AM - 1:30 PM	Lunch
1:30 PM - 2:45 PM	Classroom Sessions
1:30 PM - 3:30 PM	Deep Dives
4:00 PM - 7:30 PM	Opening Plenary, GAMSAs Presentation and Opening Reception

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Fun Run in Downtown KC

7:15 AM - 8:00 AM | \$15

For the runners in our midst, come run with us to start the Conference! Get a jumpstart on learning your way around downtown. While there is no narration, you will see a great deal of historic Kansas City. We will have you back to the hotel in time to clean up and attend the first General Session at 9 am. Meet at the east corner of the hotel on the sidewalk.

All paces welcome. Must register by March 1 to receive tee shirt. Cost includes tee shirt and bottle of water.

The Buck Started Here

8:00 AM - 1:15 PM | \$45

Harry S. Truman's story is richly and uniquely American. From humble beginnings in the small town of Independence, Missouri, Truman rose to become the most powerful man in the world as the 33rd President of the United States of America. View Harry's presidential and personal correspondence in the Harry S. Truman Presidential Library, the first Presidential Library to be

created under the provisions of the 1966 Presidential Libraries Act. Then walk in Harry's footsteps around the revitalized Independence Square historic district and visit Clinton's Soda Fountain featuring Harry's Favorite - a butterscotch sundae with chocolate ice cream - housed in the c1800s building where Harry had his very first job at a pharmacy and soda fountain.

Includes bus transportation and admittance to Truman Library. Lunch on your own on the Independence Square.

Leveraging Public Incentives for Downtown Development

8:30 AM - 12:30 PM | \$40

Take a tour of GAMSAs winning community, Lees Summit, with the City's Development Center and see how the city uses its Land Clearance Redevelopment Authority to make possible three unique restoration and infill projects. Tour includes the Arnold Hall where former President Truman first announced a run for political office and current home of Third Street Social restaurant, The Stanley Event Center - a \$1.6-million new construction event center, and the 1960s era post office now used by Bridge Space as a co-working facility for entrepreneurs, start-ups, remote workers and more.

Includes bus transportation and guided tours with some walking.

Downtown Walk of Art

SOLD OUT

8:45 AM - 12:30 PM | \$25

See more of Downtown Kansas City's public art on this walking tour through the center of activity. Over 50 sculptures, murals, and fountains as well as many public cultural amenities are on display in this district. Learn how you can use artworks and people-oriented infrastructure to enrich the public environment in your community. This tour will also include an in-depth look at the nationally-acclaimed and award-winning Kansas City Public Library - Central Library and how it has changed the neighborhood and city it serves through writings, dialogues, and exhibits to support and encourage community betterment.

Includes guided tour with extensive walking.

Old Schools, New Uses

8:45 AM - 1:15 PM | \$60

See firsthand how Kansas City has transformed abandoned schools into new uses for the 21st Century. Start the morning touring Plexpod at Westport Commons and witness new entrepreneurs in the historic Westport High School. Head west to the Westside Neighborhood and see how a neighborhood anchor has been transformed into new lofts. End the morning with a tour of Kansas City's historic Webster House, a Romanesque style building and Kansas City's oldest remaining public school building that

has become a destination for shopping and dining in the blossoming Crossroads District.

Includes bus transportation, building tours and lunch on your own at the Webster House.

The Return of the Streetcar in the 21st Century

9:00 AM – 1:15 PM | \$25

This tour will start with two of the newest renovation projects in downtown KC, which is just a five-minute walk from the start of the tour. Hotel Indigo is a boutique hotel that combines local experience with modern design and features local art and photography. The Fairfax Lofts are apartments located on the 10th-12th floors above the Hotel Indigo. The sponsors for this tour will be available to show us around and answer questions about this tax-credit project. The sponsors are Rosemann & Associates, Rau Construction Co., MarksNelson, LLC, Karen Bode Baxter, Preservationist Specialist, and Hotel Indigo. The tour will then continue with a five-minute walk to the new \$102-million streetcar. We will ride the 2.2-mile route and witness the advancements in public infrastructure and transportation Kansas City has made at the core of the city. End the morning at Kansas City's famous City Market where you will have a multitude of choices for lunch.

Includes transportation on the KC Streetcar and some walking. Lunch on your own at Kansas City's City Market.

MONDAY MORNING KICK-OFF

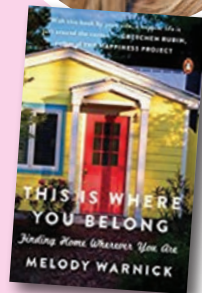
General Session

Rolling Out the Welcome Mat: 5 Ways Main Streets Can Make Everyone Feel At Home - And Why It Matters

9:00 AM – 10:00 AM | Count Basie, Marriott Tower 2nd Floor

The first session on Monday morning will be a General Session featuring **Melody Warnick**, author of "This Is Where You Belong: Finding Home Wherever You Are," which was published in 2016. "This Is Where You Belong" explores the science behind the groundbreaking concept of place attachment and leads longtime residents and newcomers alike to commit to a more passionate relationship with their community.

Book signing in Muehlebach Lobby, Bar M 10:15 AM - 10:45 AM.



SPECIAL PRESENTATION

Impacts of Main Street--Recent Lessons from Missouri and Elsewhere

10:15 AM – 10:50 AM | Royal Hall, Muehlebach Tower, Lower Level

The effectiveness of Missouri Main Street has been demonstrated with the results of a recent economic impact study. Donovan Rypkema, Principal of PlaceEconomics, will share with us the results of this latest Main Street analysis along with data from six other studies undertaken in recent years. PlaceEconomics is a Washington D.C. based consulting firm with extensive experience in downtown and neighborhood commercial district revitalization, reuse of historic buildings, and rigorous analysis of preservation's economic impacts and is recognized as the premier economic and preservation analysis company in the country. The Main Street Approach works, and Donovan will provide the proof.

Donovan Rypkema, PlaceEconomics

ARCY

Known for his paint-splashed style of large scale street art, Ryan 'ARCY' Christenson has been defining his skills for over a decade. This week he takes his skills on the road, spray painting 8' x 12' live event walls. ARCY has created hundreds of live murals and permanent large scale works throughout North America, Australia, and Europe. ARCY has worked for the likes of The Smithsonian Institute, Major League Baseball, America's National Parks Service, and is currently developing a collaborative body of work for Collectors Editions as a Disney Fine Artist.



Weather permitting, ARCY will be live on Monday at Barney Allis Plaza across from the Marriott Hotel beginning at 10 am. Come by and see the spectacular and creative artistry by this unusual artist. His work will be on display at various locations throughout the conference.

CRASH COURSES

Your Community, Your Voice

11:00 AM – 11:45 AM | Count Basie A, Marriott Tower, 2nd Floor

Critical decisions loom about the federal budget that will impact the future of your hometown and region. Learn about a timely new initiative - First & Main - to let Congress



Lunch
ON YOUR OWN
11:45 AM – 1:30 PM

and the Administration know what local communities need in order to support thriving economies and opportunity for all. Hear from a former Mayor about the First & Main Blueprint for Prosperity in America's Local Communities, and how you can participate in this coalition of local leaders. For more information about First & Main, visit www.firstandmain.org.

John Robert Smith, Transportation for America

City, County, State Your Friend or Foe? Tips on Building Relationships with Politicians to Create Sustainable Funding for Main Street

11:00 AM – 11:45 AM | Count Basie B, Marriott Tower, 2nd Floor

Do you need help in developing the right relationship with your state legislators, city or county? Are you friend or foe with your policymakers? This session will be about the importance of your local program's relationship with your city, state and federal officials. We will discuss how to package the value of Main Street and how to nurture your connection. Leaders and legislators will be present to discuss what works best for them in helping you leverage state and federal dollars.

Various Elected Officials

Replacement Storefronts: Can We Build Them to Last?

11:00 AM – 11:45 AM | Count Basie C, Marriott Tower, 2nd Floor

Storefronts are usually one of the most changed parts of a commercial building, and many businesses want to recreate something that is more compatible with their overall historic building than what they now have. Wanting, if not required to build something of wood, designs good and bad are constructed only to require replacement again in a few years. This session will help you know when to consider substitute materials and if they perform any better. A better understanding of materials, both modern

and traditional, and attention to design and execution can result in assemblies that have some durability.

John Sandor, National Park Service

A Practical Guide to Measuring Economic Impacts of Arts and Placemaking A/P

11:00 AM – 11:45 AM | Andy Kirk A/B, Marriott Tower, 3rd Floor

"We did a placemaking project and everyone loved it! Did it have an economic impact?" Public space installations often make for transformative experiences, but they are rarely rigorously evaluated. Here's a quick, practical course on how to measure impacts. We studied five public-art and placemaking installations in three cities to help the host cities (and artists) quantify the return on their investments. The methodology is adaptable and replicable -- and it could help you justify more investment in the arts in the future.

*Josh Bloom, Community Land Use + Economics Group;
Surale Phillips, Decision Support Partners*

Preservation Made Practical on Main Street USA HP

11:00 AM – 11:45 AM | Julia Lee A/B, Marriott Tower, 3rd Floor

Do you live in a community where downtown revitalization seems impossible due to the costs of renovations? Are you afraid that in order to give the building the Cool Factor the public is looking for means having a big city budget? Practical Preservation is a means for achieving what you are looking for without breaking the bank. Small to mid-size towns in America are grabbing onto this idea and entrepreneurs are thriving in creative spaces with little costs involved. Using re-purposed materials from around town, even a little dumpster diving, retail, restaurants and lofts are telling a new story about preservation.

Ron Drake, Ron Drake Consulting

Insurance and Risk Management Concepts for Main Streets

11:00 AM – 11:45 AM | Bennie Moten A/B, Marriott Tower, 3rd Floor

How would your Main Street program handle a major accident? What would happen to your Board of Directors if your organization was sued? Does your Main Street have the proper plans in place in case of emergencies? If you do not have solid answers for each of these questions, it is important to hear how to properly protect yourself and your organization. Join National Trust Insurance Services to learn more about the proper insurance coverages your Main Street program needs and hear how your organization can safeguard itself from potential risks.

Kevin Sullivan, National Trust Insurance Services, LLC

The Next Generation of Place-Makers and Entrepreneurs: Empowering Millennials and Gen-Z to Build Communities

11:00 AM – 11:45 AM | Trianon A/B, Muehlebach Tower, Trianon Level

Rising generations entering the workforce, both Millennials and Gen Z, may be constantly connected to the world through their devices, but they value genuine, real-time, connection to community--on their own terms. They are active members of the freelance economy, yet motivated to make lasting contributions toward a unique feeling of place, striving to directly impact local communities and society at large. This session tells the story of Virginia's Main Street Lexington, who witnessed the generations' desire to contribute and empowered them to participate in a path for their future to impact downtown for the better.

Kyle Meyer, Virginia Department of Housing and Community Development's Virginia Main Street; Jamie Goodin, Main Street Lexington; Stephanie Wilkinson, Main Street Lexington

The Nuts and Bolts of Good Display (Literally Nuts and Bolts)

11:00 AM – 11:45 AM | Trianon C/D, Muehlebach Tower, Trianon Level

The right tools for the right job! Learn practical, professional tips and tactics for creating and installing cost-effective, sustainable signage and window displays. Support your business district with information and recommendations on materials and methods that are appropriate and user-friendly. Monofilament vs. wire, Velcro vs. foam tape, flat vs. gloss. . . knowing the options will help your businesses look their best. Create a sample inventory to assist your members and increase your knowledge of fabrication terms in order to optimize negotiation and manage expectations with vendors. Warning: your trips to the home improvement stores will never be the same!

Amy Meadows, Windows Matter

Combining Entrepreneurship and Maker Space

11:00 AM – 11:45

AM | Trianon E, Muehlebach Tower, Trianon Level

Formula combining entrepreneurial mindset with Fab Lab experience to equal increased entrepreneurial activity (start-ups and small business growth), develop increased community self-efficacy (PRIDE) that together will attract other businesses and people. Includes a pictorial exploration of Fab Lab ICC and how it is changing our community in Southeast Kansas.

Jim Correll, Fab Lab ICC at Independence Community College

Using Authentic Foods to Transform a Commercial District

11:00 AM – 11:45 AM | Truman A, Muehlebach Tower, Main Level

Learn how North 5 Street Revitalization Project in Philadelphia empowers immigrant entrepreneurs that own bakeries, restaurants and food businesses in Olney (the most ethnically and racially diverse zip code in Pennsylvania) to revamp their main street into the city's burgeoning food scene. We'll talk about our experience using a food based transformation strategy and our hiccups along the way as we planned Food Tours for Adventurous Foodies; a Passport program at five restaurants and a new First Fridays on Fifth to showcase our growing roster of authentic food offerings in this 1.5-mile-long corridor with more than 340 businesses.

Donna Ann Harris, Heritage Consulting Inc.; Stephanie Michel, Korean Community Development Center: North 5th Street Revitalization Project

Managing Main Streets in the Digital Age

11:00 AM – 11:45 AM | Truman B, Muehlebach Tower, Main Level

In this fast paced and informative session, attendees will learn how Main Street communities have evolved in the past and where they are headed in the digital age. You will learn how to use technology to tell the story of your Main Street, reach today's mobile audience and create fun and engaging events.

Ron Cook, Distrx, Inc.

Tracks





Power Up Your Library Partnership for Entrepreneurship

11:00 AM – 11:45 AM | Lido, Muehlebach Tower, Trianon Level

Does your Main Street have a library? Are you using it to supplement your entrepreneurship programming effectively? Learn from a Librarian and Manager how to pitch a partnership to your library system and how it can be a "win-win" for both partners. Understand key library concepts that attract interest from potential partners and funders. Leave with 14 ways your library can help to "power up" your entrepreneurship program.

Alex Balloon, Tacony Community Development Corporation; Suzin Weber, Free Library of Philadelphia

CLASSROOM SESSIONS

Market Analysis Light: Tastes Great, Less Filling!

1:30 PM – 2:45 PM | Count Basie A, Marriott Tower, 2nd Floor

How much market information do you need to need to choose Transformation Strategies--forward-looking economic development strategies--for your district? Where should you get the information? How can you get first-hand information from shoppers, now that everyone is leery of surveys? And, what about Amazon? This session will outline the data you need, the pitfalls to avoid, and how to recognize the light at the end of tunnel, with a

couple of quick case studies of small towns and urban neighborhoods that have nailed it.

Kennedy Smith, Community Land Use + Economics Group, LLC

Vacant to Vibrant: Tips for Filling Vacancies and Attracting Business

1:30 PM – 2:45 PM | Count Basie B, Marriott Tower, 2nd Floor

While recruiting the "right" tenant has never been easy, changing consumer behavior, consolidation within the retail sector, and increasing competition from Internet retailers and from developers looking to fill vacant shopping centers is creating new challenges for downtown recruitment programs. This session will review the types of tenants that make sense to focus on given changing demographic, societal and economic trends as well as new ideas for more effectively marketing available space, engaging property owner and realtors and closing deals with innovative P3 financing.

Hilary Greenberg, Greenberg Development Services

Real Estate Redevelopment 101 (Or Everything You Ever Wanted to Know about Redevelopment but Were Afraid to Ask)

1:30 PM – 2:45 PM | Count Basie C, Marriott Tower, 2nd Floor

Communities often want development, or more appropriately redevelopment, and think they're ready, but are they? This session will address what good

developers look for and what a community should do to be truly prepared to engage developers in the community. Attendees will walk away with the knowledge of pre-planning activities they can undertake in their communities and a better understanding of how the development process works.

Joe Borgstrom, Place & Main Advisors, LLC

Painting the Town: Preserving Your Town's History Through Art

1:30 PM – 2:45 PM | Andy Kirk A/B, Marriott Tower, 3rd Floor

No matter small or large, urban or rural, art transcends boundaries. This session will focus on the work in Chillicothe, Missouri which will highlight the development of the town's mural program through community involvement and buy-in. The session will focus on unique fundraising techniques, learning how to work within your town's systems and the impact that Art has brought to Chillicothe. Attendees will gain valuable lessons to implement in their own communities, no matter the art media.

Kelly and Angela Poling, Original Artworks by Kelly; Micah Landes, North Central Missouri Development Alliance

Yes, You Can! Using Rehab Standards to Transform Your Community

1:30 PM – 2:45 PM | Julia Lee A/B, Marriott Tower, 3rd Floor



Most people think the Secretary of the Interior's Standards for Rehabilitating Historic Buildings are all about what NOT to do to a historic building. Instead, by looking at what you CAN do under the Rehab Standards and treating your historic buildings the right way, rehabilitation easily fits into community placemaking efforts. Learn the ten Rehab Standards and how incorporating them into your community's transformation strategies will also transform the way you think about your community's history, vitality, and long-term sustainability.

Barbara Howard, Stonebridge Learning, LLC

Diversity and Inclusion is a Business Imperative: Evolving to Meet the Needs of Employees and Communities

1:30 PM – 2:45 PM | Bennie Moten A/B, Marriott Tower, 3rd Floor



Embracing diversity and fostering inclusion are business imperatives. Organizations must continually evolve to meet the changing needs of their employees and communities. Making a commitment to diversity and inclusion by implementing measurement and accountability structures can create relationships built on trust, respect, dignity, and

equality. In this session, U.S. Bank representatives will discuss how they draw strength from diversity to make a positive impact in the community and support economic development.

Zack Boyers and Greg Cunningham, U.S. Bank

Gentrification: What, Why, and How to Make a Place for All

1:30 PM – 2:45 PM | Trianon E, Muehlebach Tower, Trianon Level



What does it mean when a neighborhood "gentrifies?" What are the mechanisms that drive the changes in these places that no one seems to be able to control, and how can these equations be changed in favor of the kinds of balanced, diverse, energized places that everyone says they want? Join us to discover the economics that determine what actually happens when a neighborhood gentrifies, and explore what innovators nationwide have discovered in terms of how to manage community change more intelligently for everyone.

Della Rucker, Wise Economy Workshop; Derek Peebles, Econogy; Mark Barbash, Council of Development Finance Agencies

Higher Education Partners and How to Maximize the Relationships

1:30 PM – 2:45 PM | Truman A, Muehlebach Tower, Main Level

Many Main Street Communities have institutions of higher education or advanced learning in their district or town. There are many opportunities to partner Main Street with higher education to fulfill goals and objectives on both sides. However, these opportunities and the numerous benefits provided to both parties are often unseen, underutilized or mismanaged. Session participants will hear first-hand from a University President, Professor and Main Street director about successful tips and strategies that foster successful, sustainable partnerships that are mutually beneficial to Main Street and the institution.

Marla Mills, Old Town Cape, Inc.; Dr. Steven Hoffman, Southeast Missouri State University; Dr. Carlos Vargas, Southeast Missouri State University

Transformation Case Studies: Three Wyoming Communities

1:30 PM – 2:45 PM | Truman B, Muehlebach Tower, Main Level

This session will share the best practices of three Wyoming Main Street communities. The communities are diverse in population, demographics, strengths and weaknesses. Directors Desiree Brothe, Chad Banks, and Jennie Melvin will showcase successes and share struggles of their



programs. The Main Street Approach and Transformation Strategies will be the final focus of the presentation. Key tactics in the development and implementation of the strategies will be shared. An introduction and wrap-up by Moderator, Linda Klinck, Wyoming Main Street Program Manager articulating how these strategies will impact the state and how it will be measured for ROI.

Linda Klinck, Wyoming Business Council; Desiree Brothe, Cheyenne DDA/Main Street; Chad Banks, Rock Springs Main Street/Urban Renewal Agency; Jennie Melvin, Green River URA/Main Street

Building a Better Bullpen: Empowering Entrepreneurs through Creating a "Start Your Own Business"

1:30 PM – 2:45 PM | Lido, Muehlebach Tower, Trianon Level

Learn how to create a Start Your Own Business class to grow your community entrepreneurial capacity. This session will highlight real world applications, successes and mistakes made in a program that has helped start or expand over 70 businesses in a rural area. Strategies to fill vacancies sustainably should focus on expanding your entrepreneurial capacity, and this session will provide a step-by-step process to help grow your own businesses.

Casey Woods, Emporia Main Street

DEEP DIVES

Economic Revitalization of Rural Main Streets through Placemaking and Walkable Design

1:30 PM – 3:30 PM | Trianon A/B, Muehlebach Tower, Trianon Level

Batesville, AR, Ottumwa, IA, and Hailey, ID are small, rural towns in which community-driven efforts to



improve the pedestrian experience on Main Street have led to economic revitalization. Starting with these case studies, this interactive workshop will explore factors for success and provide participants with the knowledge and skills to describe best practices in placemaking and walkable design for rural Main Streets; explain connections between downtown streetscapes, quality of life/place, public health, and economic development; identify factors that can be leveraged to accomplish downtown revitalization through built environment improvements; and develop draft strategic plans for their own communities.

Ian Thomas, America Walks; Michael Wagler, Iowa Economic Development Authority - Main Street Iowa; Rick Elumbaugh, City of Batesville; Bob Carius, Batesville Main Street; Laura Torchio, Project for Public Spaces

Upstairs Downtown

1:30 PM – 3:30 PM | Trianon C/D, Muehlebach Tower, Trianon Level



Upstairs Downtown is an award-winning initiative created to help building owners, contractors, architects, city officials, preservationists, and downtown professionals understand the special skills needed for small-scale real estate development. The program focuses on the re-use of the vacant upper floors that are found in older downtowns. The program emphasizes the use of a coordinated team that understands the market forces, design, regulatory and financial variables that all shape successful projects. The four-part program emphasizes the conversion of properties for residential use. The topics of the session include market analysis, design assessment, financial pro formas and case studies.

Dan Carmody, Carmody Consulting; Mike Jackson, Architect

Opening Plenary AND RECEPTION

4:00 – 7:30 PM

The 2018 Opening Plenary and Reception will be at the beautiful, historic Arvest Bank Theatre at the Midland. Located in the Power & Light District in downtown Kansas City, the original Midland Theatre opened in 1927. In 2007, a partnership was formed to undertake a multi-million-dollar renovation of the historic venue, which has created one of the most beloved and beautiful theater restorations in the country. This year's keynote address "Creating Vibrant and Healthy Cities for All," will be provided by Gil Penalosa, founder and chair of the internationally recognized Canadian non-profit organization "8 80 Cities." Gil Penalosa is passionate about cities for all people. He believes in a simple but powerful philosophy; if you create a great city for an 8 year old and an 80 year old, you will create a successful city for all people. Because of Gil's unique blend of experience, pragmatism and passion, his leadership and advice is sought by many cities and organizations.



Attendees will walk to Arvest Bank Theater at the Midland. Doors open at 3:30 PM. Program begins promptly at 4:00 PM.

Enjoy food and drink at the Opening Reception at Arvest Bank Theatre at the Midland immediately following the Opening Plenary.



Great American Main Street Awards

The Great American Main Street Awards, sponsored by U.S. Bank, will be presented at the Opening Plenary. 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. You will be energized by this year's inspiring examples of Main Street Excellence.

TUESDAY, MARCH 27

7:00 AM - 8:30 AM	Grab and Go Cash Breakfast
7:00 AM - 5:00 PM	Registration
8:00 AM - 5:00 PM	Expo
8:00 AM - 5:00 PM	Dr. Downtown
8:00 AM - 5:00 PM	Main Street 5 & Dime
8:30 AM - 4:00 PM	Mobile Workshops
8:30 AM - 9:30 AM	General Session
9:30 AM - 10:30 AM	Refreshment Break in Expo
10:30 AM - 11:45 AM	Classroom Sessions
11:45 AM - 1:30 PM	Lunch
1:30 PM - 2:15 PM	Crash Courses
1:30 PM - 4:00 PM	Deep Dives
2:15 PM - 3:00 PM	Refreshment Break in Expo
3:00 PM - 3:45 PM	Crash Courses
4:00 PM - 5:00 PM	Exhibitor Reception

SPECIAL PRESENTATION

**Shop Small on Main Street:
Supporting Independent Businesses
In Your Community, sponsored by
American Express**

6:45 AM - 8:00 AM | Royal Hall,
Muehlebach Tower Lower Level

Supporting local, small businesses is important to Main Street and the regional economy. Join us on Tuesday morning for a full breakfast and conversation hosted by American Express, the Founding Partner of Small Business Saturday. You'll hear from three communities who have leveraged this annual small business holiday shopping tradition to help support year-round Shop Small movements on their Main Streets and beyond. Learn how to activate your Main Street to make a big impact on your small business community, and the complimentary resources American Express provides to Neighborhood Champions to make the most of the 9th annual Small Business Saturday 2018 on November 24th.

Doors open at 6:45 am for breakfast; program at 7:00 am (advance registration required).



SOLD OUT

MOBILE WORKSHOPS

Mobile workshops with bus transportation leave from the Marriott Main Tower on 12th and Central Ave. side of the hotel. Walking and streetcar mobile workshops leave from the Marriott Muehlebach Tower main floor lobby entrance. Please be at the departure area 10 minutes before the listed departure time. Tickets cannot be purchased at departure location.

The Greatest Thing Since Sliced Bread

8:30 AM - 3:30 PM | \$60

On July 6, 1928, Chillicothe, a 2018 GAMSAs® semi-finalist, became the birthplace of one of the greatest innovations of modern times. Chillicothe Baking Company founder Frank Bench took a chance on a mechanized bread slicing machine invented by Otto Rohwedder. The rest, as they say, is history. Today's Chillicothe is lined with businesses, shopping and activity. The community continues to grow and prosper as new life is breathed into the community's historic downtown district through the Main Street Approach. See firsthand how the arts have continued to transform this community by taking a painting class at the newly renovated Cultural Corner Art Guild & Gallery. Also enjoy a walking tour with complimentary wine, starting at their outdoor event space, Silver Moon Plaza and continuing through the district to take in over 20 murals, painted by local artist Kelly Poling, that showcase the heritage of Chillicothe. This day trip will be the Best Thing Since Sliced Bread!

Includes bus transportation, guided tour and lunch in Chillicothe.

Main Street Innovation and Entrepreneurship

8:30 AM - 3:30 PM | \$60

Spend the day touring two of Missouri's nationally accredited Main Street communities and witness how they have embraced history, innovation and entrepreneurship. The morning begins in Historic Downtown Liberty, Missouri's second oldest community. Meet young entrepreneurs making their own history in Downtown Liberty and see firsthand how they have transformed historic spaces into new uses. Tour the recently completed \$5 million dollar streetscape around the square in Downtown Liberty. Then spend the afternoon touring Downtown Excelsior Springs, historically known for the healing properties of the spring waters. Downtown Excelsior Springs has excelled at utilizing large historic structures for innovative purposes. The tour will begin at the Historic Elms Hotel and Spa, a haunted landmark that has hosted everyone from Presidents to gangsters. The tour will also showcase the Payne Jailhouse Bed & Breakfast redevelopment as well as the tools used to renovate what was once The Oaks Hotel into a beautiful restored senior living facility. After a visit to the famous



Refreshment
BREAKS
IN THE EXPO
9:30 - 10:30 AM

DR. DOWNTOWN

Tuesday 8 AM-5 PM; Wednesday 8 AM-10:15 AM

Muehlebach Tower Prefunction Area

Main Street professionals from the Main Street America Coordinating Program Network and the National Main Street Center staff will be available in the exhibit hall to answer your questions—no appointment needed.

Historic Hall of Waters to see what tools are being used to save this property, the tour will end with the East Broadway project, located in the Historic Boarding House District, which is undergoing residential revitalization. When you leave Excelsior Springs you will have a new sense of saving buildings, for both overnight accommodations and residential uses. We hope you will come "drink the water" with us.

Includes bus transportation, guided tours and box lunch on the bus as you leave Liberty.

Farm to Market: Growing Development

8:30 AM - 12:30 PM | \$50

Downtown Overland Park has taken their charming history and small-town flavor and turned it into thriving place to shop and live. They have been extremely successful in leveraging their award-winning Farmers' Market into over 300 market rate apartments. Hear from their staff as well as the Farmers' Market and City staff on how their partnerships have continued to foster living in Downtown Overland Park and what the future of the Farmers' Market holds along with how using form based code supported the mixed-use development in this area.

Includes bus transportation, guided tour and box lunch provided.

Kansas City: Creativity Unleashed

9:00 AM - 12:30 PM | \$25

Experience the role of art in transforming historic structures into homes for the creativity. Tour the Todd Bolender Center for Dance & Creativity, home of the Kansas City Ballet housed in the former power plant of Union Station. Learn how Mobank has brought arts and culture into the nontraditionally creative world of banking with the Crossroads Artsboards (former billboards), Rock. Paper. Scissors. competition and their Artist in Residence. Walking tour of 18th Street and see how art and business collide to support redevelopment of the Crossroads.

Includes KC Streetcar and extensive walking tour.

Made in KC

SOLD OUT

1:00 PM - 4:00 PM | \$25

See how unique Kansas City makers have transformed their spaces and businesses in the heart of Crossroads, Kansas City's arts district. From screen printing, local foods and craft beer, a new generation of entrepreneurs are putting the focus back on made local. Witness how they have not only transformed their buildings and businesses, but have helped bring Kansas City back to a part of the city that was long abandoned and created a destination for creativity. The tour will visit Kansas City favorites including Normal Human, a screen printing studio and retailer, and Brewery Imperial with time for shopping and sampling at each stop.

Includes KC Streetcar and extensive walking tour.

General
SESSION

Start your day off right with a downtown revitalization presentation

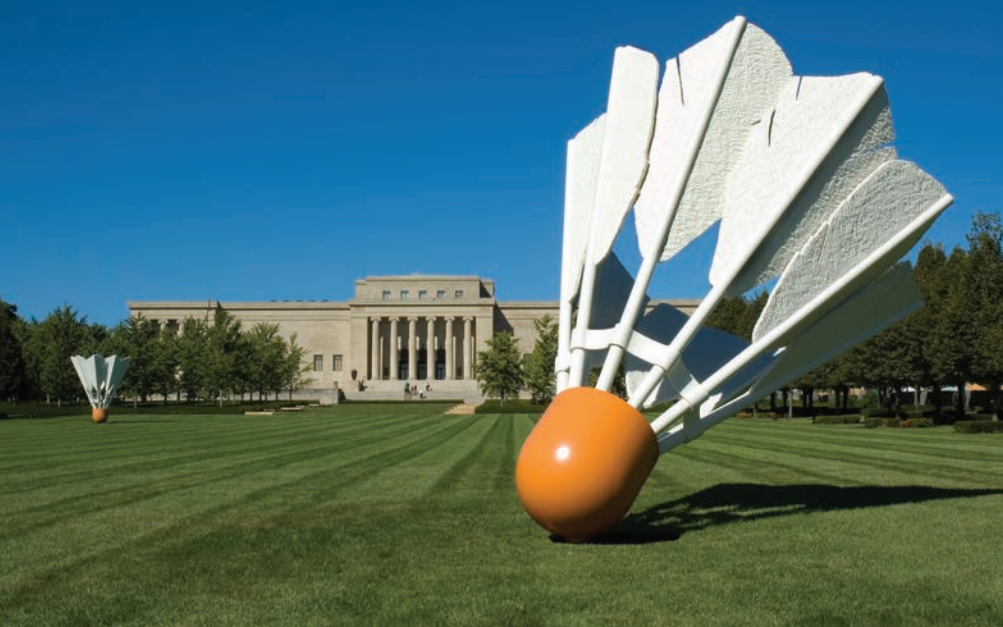
CLASSROOM SESSIONS

Every Day is Small Business Saturday on Main Street

10:30 AM - 11:45 AM | Count Basie A, Marriott Tower, 2nd Floor

In this session you will learn how communities in Iowa are helping small independent businesses in their downtown districts reclaim their share of holiday spending. Forget Black Friday - make every day Small Business Saturday with these best practices. Discover marketing strategies to rally your entire community around Main Street businesses.

Terry Poe Buschkamp, Iowa Economic Development Authority - Main Street Iowa; Jim Miller, Historic Valley Junction Foundation; Joe Jennison, Mount Vernon-Lisbon Community Development Group; Jayne Armstrong, US Small Business Administration, Iowa District Office



Keeping Your Business District Healthy in the Age of Amazon

10:30 AM – 11:45 AM | Count Basie B, Marriott Tower, 2nd Floor

Not a day passes without a new article headlining the death of “brick and mortar” retail. Whether it is due to overbuilding, growing competition from internet businesses, or changing consumer behavior, the real estate industry is undergoing a profound transformation. What do all of these changes mean for your downtown program that provides ongoing support for locally owned businesses? This timely conversation will review various strategies and interventions that your organization can use to help businesses navigate these uncharted waters and position them to survive in an increasingly complex world.

Hilary Greenberg, Greenberg Development Services

Standing Out in the Crowd: Leveraging Unique Community Assets to Create Awesome Events with Real Community Impact

10:30 AM – 11:45 AM | Andy Kirk A/B, Marriott Tower, 3rd Floor

Learn simple strategies to involve the entire community in events and make participants feel like “rock stars” on a limited budget, while creating opportunities for future growth. Emporia Main Street worked with local groups to create a series of national and international events over the past decade utilizing some simple and cost-effective techniques. They helped grow the Dirty Kanza from a 38-person bike race to one of the top endurance bike races in the world, hosted the world’s largest disc golf tournament, and capitalized on their status as the founding city of the Veteran’s Day holiday with destination activities.

Casey Woods, Emporia Main Street; Jessica Buchholz, Emporia Main Street

Creating an Entrepreneur-Friendly Community: Proven Strategies for Success

10:30 AM – 11:45 AM | Julia Lee A/B, Marriott Tower, 3rd Floor

Main Street leaders are often looking for strategies to enhance the entrepreneurial activity in their downtowns but may be unsure which approaches to pursue. Based on nationwide research examining community best practice approaches to assisting entrepreneurs and developing entrepreneur-support systems, this interactive and engaging presentation provides Main Street organizations with different levels of capacity (minimum, advanced, and high-performing) with proven strategies to support locally-based entrepreneurial activities.

David Ivan, Michigan State University

Tax Credits for Small Commercial Rehabilitations: Keeping It Simple

10:30 AM – 11:45 AM | Bennie Moten A/B, Marriott Tower, 3rd Floor



Historic Rehabilitation Tax Credits are a development tool available to every Main Street that is a historic district. Learn how this tool is best applied to smaller projects. Identifying when to pursue the credits requires both an assessment of the project and the status of the taxpayer. While larger projects typically turn to syndication, this session will discuss alternative strategies usually required for the owner of a small project to realize a benefit. Discover how successful rehabilitations depend on the appropriate combination of rehabilitation goals and building conditions. Learn how to focus the needed documentation to keep the process efficient.

John Sandor, National Park Service; Christine Johnston, MarksNelson

Historic Tax Credits 101. Rebuilding America's Main Streets: Creating Jobs and Small Business Opportunities

10:30 AM – 11:45 AM | Trianon A/B,
Muehlebach Tower, Trianon Level



This workshop will discuss the basics of the Historic Redevelopment Tax Credit Program and its importance as a tool to create spaces for jobs and small business in abandoned buildings located in central core areas of cities and small towns across America. Experts from U.S. Bank will explain the ins and outs of the program, and how developers can utilize tax credits to finance redevelopment projects. Participants in this workshop will also explore a few case studies of actual transactions that redeveloped long abandoned buildings in distressed areas; bringing new economic life and vitality back to these once thriving neighborhoods.

Stephen C. Kramer, U.S. Bancorp Community Development Corporation

Art Smart

10:30 AM – 11:45 AM | Trianon C/D, Muehlebach Tower,
Trianon Level

Be inspired with an interactive session that will help you learn how to introduce public art to your elected officials and community; how to accomplish public art through partnerships in your region and community; help fund and find resources for public art programs specific to municipal resources and learn to evaluate the end goals with different sources of data.

Sara Moore, Arts Council of Southeast Missouri; Marla Mills, Old Town Cape, Inc.; Julia Thompson, Cape Girardeau Parks and Recreation Department

DowntownTX.org: New Ways of Connecting with Old Buildings

10:30 AM – 11:45 AM | Trianon E, Muehlebach Tower,
Trianon Level

DowntownTX.org is an online building of inventory historic property listings. Developed by the Texas Historical Commission as a response to the challenge of vacant and underutilized properties, the application is changing how people connect with historic buildings – serving both as "matchmaking" tool with an engaging downtown-focused real estate interface and as an inventory tool for program managers. This session will tell the story from invention to implementation featuring an interactive demo, highlights from the public launch including the successful Imagine the Possibilities tours, and a discussion on how statewide approaches like DowntownTX.org can change how local programs address vacancies.

Emily Koller, Town Square Initiative and Texas Main Street

Program; Debra Drescher, Texas Main Street Program, Texas Historical Commission; Sarah O'Brien, City of Bastrop

Tracks



Business Improvement Districts and Their Impact in Urban Main Streets

10:30 AM – 11:45 AM | Truman A, Muehlebach Tower, Main Level



Business Improvement Districts have served as a successful funding mechanism in urban districts to re-energize disinvested neighborhood commercial corridors and serve as a tool to engage property owners and business owners in creating a shared vision and identity. Please join us for an engaging panel discussion featuring on-the-ground practitioners, a seasoned consultant and moderated by NMSC's Director of Urban Programs on how to create BIDs/SSAs in your communities and hear best practices on how these funding mechanisms work in tandem with Main Streets from an urban context.

Dionne Baux, National Main Street Center; Kimberly Bares, PLACE Consulting; DeShea Agee, Historic King Drive Business Improvement District No. 8; Wendy Williams, University of Chicago; Christyn Henson, Project Forward

Louisburg, Kansas Bright Future Plan: Enhancing Place and Sustainability through Community Planning

10:30 AM – 11:45 AM | Truman B,
Muehlebach Tower, Main Level



Many Main Street communities can benefit from preparing a comprehensive plan that addresses planning issues impacting downtown – transportation, economic development, neighborhoods, community growth and quality of life. This session explores how Louisburg, Kansas, a community of 5,000 located at the fringe of the Kansas City region, prepared its Bright Future Plan to address downtown, prepare for growth, maintain community character, and chart the course for the future.

Nicholas Kalogeresis and Cassandra Rice, The Lakota Group; Jean Carder, City of Louisburg

Main Street and the Municipality: Working Together for Enhanced Economic Growth

10:30 AM – 11:45 AM | Lido, Muehlebach Tower, Trianon Level

Learn how the Michigan Economic Development Corporation is working to align Michigan Main Street with Redevelopment Ready Communities® to move



Lunch ON YOUR OWN

11:45 AM – 1:30 PM

communities forward. This session will showcase how local communities are building a foundation for enhanced economic growth and vibrant downtowns by using the Main Street Approach and becoming "Redevelopment Ready." Session attendees will hear from Main Street program directors and local community

representatives about the process that has been taken in each of their communities to enhance the partnership between the Main Street organization and the local municipality to facilitate successful revitalization efforts.

Leigh Young, Michigan Main Street/Michigan Economic Development Corporation; Karen Wieber, Michigan Economic Development Corporation; Jill Tewsley, Milan Main Street; Jade Smith, City of Milan; Dillon Rush, CharlotteRising; Bryan Myrkle, City of Charlotte

CRASH COURSES

Building the Right Team to Build Community Spaces A/P

1:30 PM – 2:15 PM | Count Basie A, Marriott Tower, 2nd Floor

As shared at Placemaking Week 2017, this session will share with attendees the importance of picking the right players to be part of the community's placemaking team. From City officials, to downtown development, neighborhood groups, artists and more – building your bench with players who have the right skills will ensure your project is a slam dunk! Barriers and opposition to placemaking projects can deter or entirely derail a project before it even begins. Ensure your project is welcomed in the community and leads to comfortable space that drives economic growth and prosperity by having the right team

in play.

Cathleen Edgerly, Howell Main Street Inc./DDA; Kate Litwin, Howell Main Street Inc.

Top 10 Crowdfunding Success Strategies for Main Street Entrepreneurs E

1:30 PM – 2:15 PM | Count Basie B, Marriott Tower, 2nd Floor

Entrepreneurs need access to many sources of capital. This is especially true today — as we have seen more than half of all banks in America close in the last three decades. Crowdfunding offers new ways to raise capital, with a caveat—only one in five of the campaigns posted worldwide succeeds. How can you help your entrepreneurs beat these odds? By showing them data-driven strategies that are proven to work. Join Local Crowd Co-Founders Diane Wolverton and Kim Vincent in their fast-passed session. You will take away the top ten strategies Main Street businesses can use to become crowdfunding rock stars!

Diane Wolverton and Kim Vincent, The Local Crowd

Budget? What Budget? Main Street Social Media Marketing on a Shoestring

1:30 PM – 2:15 PM | Count Basie C, Marriott Tower, 2nd Floor

Are you a one- or two-person Main Street organization that is operating on a shoestring, yet you still want your downtown to be discovered and visited? Here's how to do it with the same 24-hour day that the "big boys" have.

Sheila Scarborough and Leslie McLellan, Tourism Currents

Juggling Hats: Helping Your Local Preservation Commission Help You HP

1:30 PM – 2:15 PM | Andy Kirk A/B, Marriott Tower, 3rd Floor

Caught between your Main Street board and your local

preservation commission? Maybe you are both Main Street manager and commission staff support? Or you don't understand how the commission operates or why it makes the decisions it does? This session will explore the legal underpinnings of commission quasi-judicial decision-making, how to present strong evidence to support your position, and provide savvy tips on navigating among property owners, Main Street strategies, commission design guidelines and commissioner personalities. With this session you can become the hero or heroine in the white hat that saves the day!

Dan Becker, North Carolina Main Street & Rural Planning Center; Kate Singleton, Preservation Austin, Inc.

The MarketPlace: Not Just Your Ordinary Pop-up Shop

1:30 PM – 2:15 PM | Julia Lee A/B, Marriott Tower, 3rd Floor

Do you have vacant storefronts in your downtown? Would your existing retail stores benefit from an enhanced or diversified product mix? Two Main Street communities share how they transformed the downtown shopping experience with pop-up markets that engaged the community, provided volunteer opportunities, and created new interest in vacant storefronts. In Milan, Michigan an empty store front was used to create a three-month pop-up featuring product from local artists. In Hart, Michigan space in existing retail locations was utilized and both projects resulted in a collection of information that helped to identify data about buying habits and downtown traffic trends.

Jill Tewsley, Milan Main Street; Jade Smith, City of Milan, Julie Kreilick, Hart Main Street

Junior Citizens: Creatively Connecting Children and Community

1:30 PM – 2:15 PM | Bennie Moten A/B, Marriott Tower, 3rd Floor

Main Street programs serve as a catalyst for an energetic downtown. Creating community connections to children can build civic duty and a greater appreciation for history while encouraging long term residency. Participants will learn how to develop and fund successful outreach techniques for children K-12. Presenters Lindsey Dotson and Sarah Marsom will provide unique insight into youth engagement, including examples of Junior Main Street programs, how to create coloring books and successful workshops on a budget, and fundraising through the Tiny Jane Project. You'll walk away with practical approaches that can be applied in any community, large or small.

Sarah Marsom, Crafting Preservation; Lindsey Dotson, Charlevoix Main Street DDA

Business for Good: An Example of Social Entrepreneurship at Work on Main Street

1:30 PM – 2:15 PM |

Trianon E, Muehlebach Tower, Trianon Level

Businesses that combine profit-making, social benefit and environmental stewardship deliver social value while turning a profit. They also generate a lot of attention and have a positive impact on local communities large and small. Learn about for-profit social enterprise and the impact these types of businesses have on Main Street. Hear about how Johnnie Byrd Brewing Company, a registered B-Corp is making an impact in downtown Wayne, Nebraska.

Elizabeth Chase, Nebraska Main Street Network; Greg Ptacek, Johnnie Byrd Brewing Company

Historic Streetscape Investments: Gains or Losses?

1:30 PM – 2:15 PM | Truman A, Muehlebach Tower, Main Level

This session will consider the historic nature of streetscapes, with a focus on preserving character-defining features that exist as tangible aspects of streetscape history. Many Main Street programs favor "uncluttering" historic streets and implementing design standards that present a consistent image. The liability is that layers of history can be removed as a town achieves an aesthetic of uniformity--which may only reflect 2017 and erase earlier components. The audience will be encouraged to raise questions and discuss municipal streetscape successes and failures.

Barbara Wyatt, National Park Service

Exploring Brain Gain in Small to Mid-Size Communities: A Wisconsin Case Study

1:30 PM – 2:15 PM | Truman B, Muehlebach Tower, Main Level

Young adult "brain drain" is often treated as a problem that is exclusive to rural communities. The culmination of this research effort, facilitated by the University of Wisconsin-Madison and University of Wisconsin-Extension, uses quantitative population data and rich, qualitative storytelling to determine what factors drive young adults to settle where they do. Eleven communities were studied from across Wisconsin, representing primarily small to mid-sized communities with varying median incomes, cost of living and local amenities. They learned that there are

Tracks



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Missouri COMMUNITY PARTNERS



Be sure and
plan your
*Refreshment
Breaks*
in the EXPO!

TUESDAY

8:00 AM – 9:00 AM
Continental Breakfast

9:30 AM – 10:30 AM
Refreshment Break

2:15 PM – 3:00 PM
Refreshment Break

4:00 PM – 5:00 PM
Exhibitor Reception

WEDNESDAY

8:00 AM – 9:00 AM
Continental Breakfast

9:15 AM – 10:15 AM
Refreshment Break

some generalizable lessons—about housing, education, recreation, commerce, and urban-rural relationships that every community can learn from.

Allyson Watson, University of Wisconsin-Extension

A New Community Center: Adaptive Reuse for Youth Leaving Detention

1:30 PM – 2:15 PM | Lido, Muehlebach Tower, Trianon Level

Learn about the adaptive reuse of a historic building for a unique purpose- helping youth transition out of a detention center. A local non-profit works with young people while they are in the center and is developing a building dedicated to helping the youth transition once released. The building will have a cafe where the youths can work, an event space where they can perform, and housing for six boys in a supportive setting. Session attendees can leave with information on how to pursue a model like this or with inspiration to do something similar in their downtown.

Abigail Cioffi, Discover Downtown Westbrook

DEEP DIVES

Historic Tax Credits Revealed HP

1:30 PM – 4:00 PM | Trianon A/B, Muehlebach Tower, Trianon Level

Federal and state historic tax credits have been used to renovate historic buildings of all shapes and sizes. Yet do you struggle to explain the ins and outs of how this tool works to local property owners? Learn how this financing tool actually works from a tax credit consultant who has helped companies successfully apply for millions of historic tax credits. Try your hand at completing an application and gain tips from a tax credit reviewer. Leave with several new ideas for how local governments and nonprofits can encourage the use of these incentives and how to engage in advocacy.

Renee Kuhlman, National Trust for Historic Preservation; Elizabeth Rosin, Rosin Preservation, LLC; John Sandor, National Park Service; Joyce Barrett, Heritage Ohio; Bob Berger, Developer

UrbanMain Network: Year in Review U

1:30 PM – 4:00 PM | Trianon C/D, Muehlebach Tower, Trianon Level

This session will reconvene participants of the UrbanMain Network to share their experiences participating in NMSC's

Refreshment
BREAK
IN THE EXPO
2:15 - 3:00 PM

pilot network. Part of the discussion will be lessons learned, challenges, resources needed to participate in the network and the value of being part of a network focused on urban issues. This session will also serve as an opportunity for those interested

in participating in the UrbanMain Network to showcase topical issues participants explored together over the past year.

Dionne Baux, National Main Street Center

CRASH COURSES

21st Century Retailing: What Retailers Need to KNOW to GROW!

3:00 PM – 3:45 PM | Count Basie A, Marriott Tower, 2nd Floor

Explore and learn the Top Ten terms in 21st Century Retailing that will uncover new shopping behaviors,

emerging national trends and ways to create that unforgettable customer experience. Learn to how to use customization and segmentation in your customer relation systems. From Webrooming to showrooming to being sure retailers have an omnichannel presence, downtown can be a retail teaching resource! Cool takeaway - your own personal Retail Dictionary with the Top 50 terms that you can copy and share in your downtown.

Jenny Crittenden, Gloucester Main Street Preservation Trust

Scaling Up Creative Placemaking: From Small Interventions to Large Installations

3:00 PM – 3:45 PM | Count Basie B, Marriott Tower, 2nd Floor

Renaissance Covington received national press last year for their Curb'd Parklets Project but they didn't begin with Parklets. Hear from Renaissance Covington board members and design professionals about the spectrum of creative placemaking projects and interventions that elevated Renaissance Covington to a Great American Main Street Award Winner. The panelists will focus on strategies, growth, and outcomes across a variety of projects ranging



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Katie Meyer, Renaissance Covington;
Jim Guthrie, Hub + Weber Architects;
Cate Becker, BLDG Refuge;
Kevin Wright, Walnut Hills Redevelopment Foundation

Learning from the 50+ to Make Communities Livable for All

3:00 PM – 3:45 PM | Count Basie C, Marriott Tower, 2nd Floor



This session will review new research conducted by AARP in 2018 to explain what are the consumer preferences for community attributes that are most important to the 50+, and how those interests align and supports efforts to make communities livable for all ages. The session will also feature a demonstration of AARP's Livability Index, which allows for customized research at the local level to evaluate progress against peers in achieving a more livable and vibrant community for all ages.

Craig Eichelman, Maren Turner, Kent Sovern, AARP

Putting Music On Your Main Street: The Nuts and Bolts of Getting Started

3:00 PM – 3:45 PM | Andy Kirk A/B, Marriott Tower, 3rd Floor

Many cities and small towns have thought that it would be nice to have background music on their Main Street during holiday shopping periods or for local events like festivals, farmers markets, and parades. New wireless technology is now available which simplifies the process and lowers the overall cost of installing such a system. Streets and sidewalks no longer need to be excavated to run wires. In this session, we will present three Main Street programs who have been through the process of planning, funding, installing, operating, and enjoying music on their Main Streets. Presenters will share their personal experiences with securing funding, dealing with local governments and utility companies, the installation process using local Public Works personnel, interacting with shop owners and residents on music selection, audio levels, and time-of-day scheduling, the daily operation of the system, and using the system for special events.

Mike Hooper, AirNetix, LLC; Patrick Kay, Americus Main

Street & Downtown Development Authority; Amy Ellis, Franklin-Simpson Renaissance; Tammie Carey, City of Franklin, KY; Michael Lisle, Summerville Dream

What Can Main Street Organizations Do to Retain their Executive Directors

3:00 PM – 3:45 PM | Julia Lee A/B, Marriott Tower, 3rd Floor

Changeover in staff can be costly for an organization; in loss of partner and funder relationships, institutional knowledge and momentum in project implementation and program management. Supporting and investing in Main Street's professional staff is critical. This session will identify some reasons for executive director turnover and will offer ideas and actions for boards to take to secure longevity in staff.

Kathy La Plante, National Main Street Center

Top 10 Things to Know Before You Buy an Historic Building

3:00 PM – 3:45 PM | Bennie Moten A/B, Marriott Tower, 3rd Floor

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- Old Town Cape Girardeau, MO (now on ornament #22 in their series) uses our ornaments "not only as a fundraising project, but a way to highlight and promote historic and unique sites in [their] downtown."
- The Washington (NC) Historical Foundation (also on ornament #22) tells us they "look forward to another 20 years of excellence with Hestia Creations."



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Main Street. The historic buildings in these areas must be appealing to business owners and inviting to customers to encourage a prosperous Main Street. One way to encourage businesses to relocate to your Main Street is to inform them of a major source of funding for historic building rehabilitation, which is the Federal Historic Tax Credit Incentives Program. You will learn benefits of the historic tax credit program and be provided information essential to avoiding pitfalls and headaches.

Joy Coleman, TreanorHL; Christine Johnston, MarksNelson

Bringing Back Isleton's Main Street: The Bing Kong Tong Rehabilitation

3:00 PM – 3:45 PM | Trionon E, Muehlebach Tower, Trionon Level

This session will discuss and show, with visuals, the transformation of one key Main Street building from eyesore to catalyst. The session will cover project planning and design, fundraising, implementation, and impact on the community.

Nancy Goldenberg, TreanorHL

Challenges for Non-Profits on Historic Rehabilitation Projects

3:00 PM – 3:45 PM | Lido Muehlebach Tower, Trionon Level

This session will deal with state and federal tax credits, leveraging loans into tax credit projects, acquisition and disposition of projects and historic rehabilitation transactions.

Shawn Whitney, Partner, Spencer Fane, LLP

Creating Communities on the Right Side of Your Brain

3:00 PM – 3:45 PM | Truman A, Muehlebach Tower, Main Level

Vital and dynamic communities benefit from creativity,

arts and culture. The Missouri Arts Council leads a session on how to boost your downtown district with innovative and proven techniques.

*Michael Donovan,
Missouri Arts Council*

Deciphering Designation: National Register, National Historic Landmarks, and Local Landmarks HP

3:00 PM – 3:45 PM | Truman B, Muehlebach Tower, Main Level

"Deciphering Designation" will address the difference between National Register listing, National Historic Landmark designation, and local landmark designation. A brief history of the National Register and NHL programs will be presented, as well as the nomination process for each, the benefits of listing or designation, and the local government's role in the nomination process. Missouri case studies will demonstrate how National Register districts can contribute to Main Street marketing. The audience will be provided an opportunity to ask questions and share success stories and concerns.

Barbara Wyatt, National Park Service; Dr. Steven Hoffman, Southeast Missouri State University

Main Street Expo

TUESDAY, MARCH 27

8:00 AM to 5:00 PM

WEDNESDAY, MARCH 28

8:00 AM to 10:15 AM

STREET SOUNDS

Music for Your Main Street

- Wireless. No digging up sidewalks or streets.
- Real-time, high-quality audio.
- Like having your own radio station.
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StreetSounds® is a wireless audio solution designed for permanent outdoor mounting on streetlight poles. The audio is sent in real-time so that you can use the system for announcements, background music, live music, festivals, parades, farmers markets, and seasonal holiday music using a streaming music service such as Pandora.

Each StreetSounds® unit includes a high-quality wireless radio, a 70-watt stereo audio amplifier, two outdoor-rated speakers, and a heavy-duty stainless steel mount. Each system includes a Master Transmitter that can either be fixed-mounted, or transportable for festivals and parades, or can be used to “mic your band”.



Exhibitor Reception

4:00 – 5:00 PM

Imperial/Colonial Ballroom

Meet up with colleagues and friends while enjoying light appetizers and drinks and exploring the Expo! You will find great services, products and information you need to help build your program. Don't forget to enter the Exhibitor Raffle for a chance to win some great prizes donated by the exhibitors. More details available at the National Main Street Center booth and in the MSN 2018 app.



Need help? See a volunteer or visit the NMSC booth (#100) for assistance.

We value your feedback! Please take a moment to review the sessions you attend on the Mobile Event Guide.

1. Download the "MSN 2018" app OR access online at eventmobi.com/mainstreetnow18
2. Locate a session and scroll down to "Session Feedback"
3. Complete your review



WEDNESDAY, MARCH 28

7:00 AM - 8:30 AM	Grab and Go Cash Breakfast
7:00 AM - 12:00 PM	Registration
8:00 AM - 10:15 AM	Expo
8:00 AM - 10:15 AM	Dr. Downtown
8:00 AM - 5:00 PM	Main Street 5 & Dime
8:30 AM - 9:15 AM	Crash Courses
8:30 AM - 11:30 AM	Board Member Roundtable
8:30 AM - 11:30 AM	Director Roundtable
9:15 AM - 10:15 AM	Refreshment Break in Expo
10:15 AM - 11:30 AM	Classroom Sessions
11:30 AM - 1:30 PM	Lunch
1:30 PM - 2:45 PM	Classroom Sessions
3:00 PM - 3:45 PM	Crash Courses
3:00 PM - 4:00 PM	Closing Plenary
6:00 PM - 10:00 PM	Big Bash

SPECIAL PRESENTATION

Cracking the Code on Small Scale Development on Main Street, sponsored by The 1772 Foundation

6:45 AM - 8:00 AM | Royal
Hall, Muehlebach Tower,
Lower Level



SOLD OUT

Real estate development is a challenging undertaking, especially at a Main Street scale. And yet, very few tools have the same potential to ignite local entrepreneurship, catalyze economic growth, and advance livability in commercial districts. Join us for a breakfast panel to explore innovative financing models and Main Street success stories for historic rehabilitations, adaptive reuse, and small-scale development, generously sponsored by the 1772 Foundation.

Doors open at 6:45 am for breakfast; program at 7:00 am (advance registration required).

Casey Woods, Emporia Main Street; Matt Wagner, National Main Street Center; Merrill Hoopengardner, National Trust Community Investment Corporation; Eve Picker, Small Change



Use the Conference
mobile app for up-to-
the minute details!

CRASH COURSES

Strengthening Your Rural Downtown Organization

8:30 AM - 9:15 AM | Count Basie A, Marriott Tower, 2nd
Floor

Attendees can expect to hear examples from rural Iowa communities about how to retain and engage volunteers across generational boundaries, utilize regional partnerships to foster a sense of co-working, and hear about simple and effective ways to revitalize a downtown organization to help spur development and engagement.

Derek Lumsden, Osceola Chamber Main Street; Sarah Thompson, Hamilton Hometowns

Bringing History to Life A/P

8:30 AM - 9:15 AM | Count Basie B, Marriott Tower, 2nd
Floor

This fast track session will inspire you to creatively celebrate your community's history by telling engaging stories in interactive settings that capture and sustain attention. You will identify what makes your community great, then capitalize on those pillars via "visitor centers," "heritage center/museums", and "community art/displays." But these are not your traditional museums and visitor centers! These are unique, interactive, beautiful, branded next-generation type of venues that involve entrepreneurs, artists, architecture, and poets. If you have anything to brag about in your community, then you need to attend this session!

Lyn Falk, Retailworks, Inc; Margie Johnson, ShopTalk

Planning for Success: The Key to Volunteer Recruitment

8:30 AM - 9:15 AM | Count Basie C, Marriott Tower, 2nd
Floor

Main Street organizations always have a need for volunteers. Volunteer recruitment can often turn into "who's left", rather than "who's right". Organizations have a lot to do, from running events to updating the website, and don't forget recruiting and helping new businesses. Spending time to recruit volunteers is often done on an as-needed basis rather than through a plan. This session will give participants proven volunteer recruitment methods and provide them with the tools to develop a formal recruiting plan. Volunteer retention will also be addressed - after all each volunteer you keep is one you don't need to recruit!

Travis Brown, Rokusek

How to Fill Vacant Stores Using a Retail Challenge Contest

8:30 AM – 9:15 AM | Andy Kirk A/B, Marriott Tower, 3rd Floor

Red Wing, MN held a Retail Challenge with the hopes of filling one vacant storefront. What developed was three new businesses and two pop-up stores as a result of the contest. In this session, you will learn how to encourage entrepreneurship, provide business training to applicants and others in the community, and form partnerships to support the winner and other entrepreneurs. You will be inspired and leave with real actionable steps to hold your own Retail Challenge.

Megan Tsui, Red Wing Downtown Main Street

Signs as Lively Contributors to Streetscapes: Inspiration from History

8:30 AM – 9:15 AM | Julia Lee A/B, Marriott Tower, 3rd Floor

What can we learn from the historic use of signs to enliven a modern streetscape? The efforts to respect historic buildings have often kept the addition of signs well contained, but what are we giving up? Through looking at historic examples we can better understand what makes a good sign and what the opportunities and limitations are for their appropriate use.

John Sandor, National Park Service

Skip Flowers and Grow Vegetables on Main Street

8:30 AM – 9:15 AM | Trianon E, Muehlebach Tower, Trianon Level

There are many advantages to living in an upper-floor apartment in an urban historic district, but having a vegetable garden isn't one of them! You can change that with colorful vegetables in your Main Street containers and flower beds. It is possible to plant useful, edible gardens without sacrificing beauty! This session will talk about getting the soil in your beds ready for vegetables, gathering volunteers to care of the beds, getting good press coverage for your community garden, and applying for grant money.

Cindy Hicks, Ames Main Street Cultural District

Hope is Not a Marketing Strategy

8:30 AM – 9:15 AM | Truman A, Muehlebach Tower, Main Level

In the days leading up to a downtown event, have you ever thought to yourself 'I really HOPE people come'? Hope is not a marketing strategy. Learn to develop and implement your own successful marketing strategy for downtown events from grassroots options to paid ads. Discover the

best practices when it comes to social content and get a crash course in placing social ads. Hear about easy exercises you can do during an event

that will help you identify who you are targeting, saving you time and money down the road.

Suzanne Perreault and Stephanie Jones, Mercantile Events & Marketing

Community Development Block Grants

8:30 AM – 9:15 AM | Truman B, Muehlebach Tower, Main Level

Community Development Block Grants (CDBG) provide essential support to many programs, including Main Streets across the country, from urban to rural areas. Despite their effectiveness, CDBG funds are under constant threat. In this panel, hear how local programs utilize CDBG funding and participate in discussion on tools and ideas for sustaining this important funding.

Dionne Baux, National Main Street Center; Mickey Howley, Water Valley Main Street Association; Nicole Purvis, Four Corners Main Street

CoSign: A Creative Community Collaboration

8:30 AM – 9:15 AM | Lido, Muehlebach Tower, Trianon Level

CoSign is a collaborative placemaking process with artists, business owners, sign fabricators, and the community at large to create unique signage in designated business districts. CoSign is a turn-key program built to be flexible, to adapt to the needs of your community, and can align with your neighborhood's strategy for revitalization. Learn about the entire process and how the Historic Valley Junction district in West Des Moines, IA became the first Main Street district in the country away from Cincinnati to implement this program.

Jim Miller, Historic Valley Junction Foundation; Tim Reinders, Main Street Iowa; Maia Fiala Jessen, Main Street Iowa

Tracks



DEEP DIVES

Board Member Roundtable

8:30 AM – 11:30 AM | Trianon A/B, Muehlebach Tower, Trianon Level

A conference favorite - for board members only - to discuss the most pressing issues facing the organizational operations of revitalization programs. Board members will share local best practices with board roles and responsibilities, finances, how to work more effectively with staff, and how to plan for leadership development and succession. This facilitated session is perfect for new and seasoned board members.

Kathy La Plante, National Main Street Center; Dr. Steven Hoffman, Southeast Missouri State University

*Refreshment
BREAK
IN THE EXPO
9:15 - 10:15 AM*

Main Street Directors Roundtable

8:30 AM – 11:30 AM | Trianon C/D, Muehlebach Tower, Trianon Level

This session is for Main Street Directors only. Strong leadership capacity is crucial in building effective

revitalization programs. How can Main Street Directors best lead volunteers and empower them to lead the different aspects of the revitalization process? Join Main Street Directors from across the country in a facilitated discussion on how Main Streets can establish a strong foundation of people. Be ready to address how to build effective teams and leverage the strength of this network of peers to discuss how to best position your role to successfully lead revitalization in the 21st century.

Norma Ramirez de Miess, National Main Street Center

CLASSROOM SESSIONS

Creating the "Gotta-Go-There" Destination Downtown

10:15 AM – 11:30 AM | Count Basie A, Marriott Tower, 2nd Floor

The term "Destination Downtown" has been spoken for years, but many Main Streets still do not have the correct mix and synergy that causes consumers to flock there on a daily basis. In this session, Jon Schallert explains how any city or town, even those on a limited budget, can begin the process of reinventing the businesses and retail mix which leads to a powerful Main Street district.

Jon Schallert, The Schallert Group, Inc

New Tools for Your State's Historic Preservation Toolbox

10:15 AM – 11:30 AM | Count Basie C, Marriott Tower, 2nd Floor

Oregon Heritage, the state's preservation agency, wanted to inspire the agency's varied constituency to actively pursue new historic preservation "tools" especially incentives and funding opportunities. The agency commissioned a national research project that identified 150 different tools including public-sector grants and incentives that support heritage, history and Main Street organizations. Oregon Heritage staff will discuss the historic preservation tools their stakeholders are pursuing to create additional resources for their historic preservation toolbox. They will also provide a brief overview of ten of the more effective grant and incentive programs that might be worthy "tools" to add to your state's historic preservation toolbox.

Donna Ann Harris, Heritage Consulting Inc.; Katie Henry, Oregon Heritage, Division of Oregon Parks and Recreation Dept.

Main Street Refresh: Defining and Implementing Transformation Strategies

10:15 AM – 11:30 AM | Andy Kirk A/B, Marriott Tower, 3rd Floor

Michigan Main Street developed a robust process to successfully guide each of their 21 communities through the implementation of the refreshed Main Street Approach. Session attendees will be trained on the three-step process Michigan Main Street developed and will hear from state program staff, local program directors, board members and volunteers to gain insight into their first-hand experience and perspective in implementing the refreshed Main Street Approach. Attendees can expect to hear important best practices and lesson learned, and will take with them a framework that can be tailored to implement the refreshed Main Street Approach in their own community.

Leigh Young and Michelle Audette-Bauman, Michigan Main Street/Michigan Economic Development Corporation; Josh Adams, Owosso Main Street; Lisa Croteau, Niles Main Street; Lindsey Dotson, Charlevoix Main Street DDA; Ingrid Miller, Wayland Main Street

The Convergence of Health, Place, and the Economy

10:15 AM – 11:30 AM | Count Basie B, Marriott Tower, 2nd Floor

From walkability and transportation connectivity, to access to nature and availability of fresh food, place is inextricably linked to achieving positive health outcomes in rural America. Less explored, though perhaps equally powerful,





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is the connection between creating healthy places and economic development in America's small towns. In this session, the Project for Public Spaces and Main Street leaders share essential research and best practices demonstrating how Main Street communities can create economic opportunity through health outcomes.

Lindsey Wallace, National Main Street Center; Laura Torchio, Project for Public Spaces; Monica Miller, M Miller Development Services; Anne Ball, Maine Development Foundation; Jane Ellery, Ball State University

Growing Entrepreneurship in Disadvantaged Communities: Myths and Realities

10:15 AM – 11:30 AM | Bennie Moten A/B, Marriott Tower, 3rd Floor

Is entrepreneurship a path out of poverty? What do entrepreneurs from impoverished, minority, rural or disadvantaged backgrounds need? Hint: money is not enough. Examine the experience of business owners and entrepreneurship programs from across the country, and the unique challenges that people from historically disadvantaged backgrounds face to bring that dream into reality. Explore the difference between what each of us thinks about entrepreneurship, and what actually happens. Through facts, anecdotes and firsthand accounts, discover



what your community can do to grow businesses that will prosper for the long run.

Della Rucker, Wise Economy Workshop; Derek Peebles, Econogy; Anatalio Ubalde, SizeUp

GAMSA: Taking Your Community to the Next Level

10:15 AM – 11:30 AM | Trianon E, Muehlebach Tower, Trianon Level

Think you have what it takes to be a Great American Main Street Award® winner? Come hear from nationally celebrated GAMSA communities about how they achieved extraordinary results, and put together winning applications. Whether you are planning on applying in 2018, or a few years down the road, learn how your peers set themselves up for success, and leveraged the award for success long after the award announcement.

GAMSA Winners

Strategic Investments, Arts, Culture Help Redefine Downtown in “Lynn, Lynn the City of Sin”

10:15 AM – 11:30 AM | Truman A, Muehlebach Tower, Main Level

Lynn is a low-income, ethnically diverse community. There's no way people would invest here, so they said. Residents proved them wrong. Through a combination of state initiatives, Lynn is turning an important corner in its revitalization efforts. Through photos, videos and interactive story-telling, this story highlights how strategic investments – including a massive, grant-matched crowdfunding campaign for the “Beyond Walls” placemaking project – have built local capacity and attracted national (and international!) attention to local development opportunities. And it all started with local residents willing to invest \$5 at a time – an approach that can be implemented anywhere.

Amanda Maher, Noah Koretz and Joseph Mulligan, III, MassDevelopment; Al Wilson, Beyond Walls

Target the Right Customer and Know Your Niche

10:15 AM – 11:30 AM | Truman B, Muehlebach Tower, Main Level

In this hands-on session, you will take your niche and create a customer profile that allows you to build a work plan that targets your exact market. You will begin to see your marketing as a targeted approach to a specific customer and not as a blanket that is supposed to cover everyone. Knowing who you're marketing to is powerful in work plan development, storytelling, branding and more. You will leave this session knowing exactly who your people are and who you want to attract to your district.

Jacqueline Wolven, Main Street Eureka Springs/Do Good Work

Community Engagement through Agile Strategy

10:15 AM – 11:30 AM | Lido, Muehlebach Tower, Trianon Level

Feel like you are buried under a pile of plans with no idea on how to implement? Know that you need help, but don't know where to begin? This session will highlight Strategic Doing, an agile strategy approach to network building and action planning for impact. During the session you will receive an overview of Strategic Doing and learn how two communities and one regional organization used it to build a network of volunteers and create positive change.

Darrin Wasniewski, Wisconsin Main Street

CLASSROOM SESSIONS

Transforming Main Street into a Vibrant, Sustainable, Equitable Neighborhood

1:30 PM – 2:45 PM | Count Basie C, Marriott Tower, 2nd Floor

In this workshop, you'll discover a new framework to transform your existing main streets and neighborhoods



through the lenses of equity, resilience and climate change. Learn how to prepare a clear roadmap and structure your community teams to move forward, attract development and identify opportunities. This technical deep dive explores a variety of approaches, including district scale energy, smart infrastructure, smart cities, community health and urban interventions using the framework of the EcoDistricts Protocol. You'll discover how to connect social issues, such as social equity, affordability and health, to development issues, such as infrastructure, energy and green building.

Eric Corey Freed, organicARCHITECT

Silver Moon Plaza: The Missing Piece to the Puzzle

1:30 PM –2:45 PM | Andy Kirk A/B, Marriott Tower, 3rd Floor

Learn how a small public space in the town of Chillicothe, Missouri was transformed from a vacant lot to a dynamic plaza which now hosts everything from concerts and festivals to weddings. The presentation will showcase design, funding and programming strategies for public spaces in smaller towns.

Russell Volmert, Arcturis, Inc.; Ben White, Main Street Chillicothe

Small Projects, Big Payoffs: Main Street America/ 1772 Foundation Pilot Project

1:30 PM –2:45 PM | Julia Lee A/B, Marriott Tower, 3rd Floor

Main Street communities always hope for millions of reinvestment dollars by converting "white elephants". However, a stable stream of incremental, low-cost, and highly visual improvements to downtown's smaller, commercial historic buildings provides great opportunity for significant and positive impact. In 2016, Main Street America™ launched a pilot program with the 1772 Foundation to study the power of coordinated, small-scale façade improvements on local economies. The project is currently implemented in partnership with the Texas Main Street Program in two local programs: Texarkana, Texas, a mid-sized Main Street community, and San Augustine, a small town of 2,000 in population.

Lindsey Wallace, National Main Street Center; Ina McDowell, Texarkana Main Street Program; Debra Drescher, Maria Oehlerking-Read and Sarah Marchall, Texas Main Street Program/Texas Historical Commission

USDA - Rural Development: We Can Fund That!

1:30 PM –2:45 PM | Bennie Moten A/B, Marriott Tower, 3rd Floor

USDA - Rural Development session will present direct and guaranteed loan programs and grant programs. Attendees will be informed about program requirements and funds

usage. The session will include a presentation of successful projects and provide an opportunity for feedback on projects under consideration by communities. Information will allow attendees to return to their communities armed with programs which can be used to complete projects.

Greg Batson, USDA - Rural Development

Manufacturing on Main: The Return of Small Scale Production

1:30 PM –2:45 PM | Trianon A/B, Muehlebach Tower, Trianon Level



Manufacturing on Main Street is back. Using case studies, this session will examine the return of small-scale production in downtown and urban commercial corridors and provide guidance for programs to better position themselves to attract these manufacturing entities.

Matt Wagner, National Main Street Center

Growth and Adaptation of a Main Street Program

1:30 PM –2:45 PM | Trianon C/D, Muehlebach Tower, Trianon Level

When's the right time for a Main Street program to make changes to its programming, mission, boundaries, or operational structure? We will present frameworks to help



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neighborhood groups, Main Street program leadership, and Coordinating Programs answer these types of questions. This interactive session explores case studies of programs that have made organizational changes in response to changing stakeholder needs, political context, or neighborhood conditions. Take home tools to help your program adapt as it grows.

Jon Stover, Leslie Deacon and Aaron King, Jon Stover & Associates

Main Street Revitalization through Creative Community Collaboration

1:30 PM –2:45 PM | Trianon E, Muehlebach Tower, Trianon Level

This session will describe Main Street revitalization efforts on a corridor that has seen decades of disinvestment, population loss, and vacancy. Revitalization has occurred through a diverse set of partnerships that address vacancy and blight. Solutions will be presented that specifically address the loss of building stock and increased vacancy while fostering community. The session will highlight how to work with community organizations to foster creativity and address vacancy in neighborhoods, while creating impactful places to live, work and play.

Evaine K. Sing, GTECH; Siena Kane, Hilltop Alliance; Maggie Negrete, The Brashear Association

Main Street: Advocacy in Action

1:30 PM –2:45 PM | Truman A, Muehlebach Tower, Main Level

Main Street directors advocate for historic resources every day. Hear five of your peers explain the steps that were taken and how you can replicate their advocacy successes. We will explain how an eyesore was turned into a key component of their downtown renaissance. Hear how Downtown Fond du Lac Partnership helped preserve Wisconsin's threatened historic tax credit and created awareness of the state's program among legislators. Hear West Chester BID describe how sharing their GAMSA award with offices on Capitol Hill helped influence funding for national parks and how one state is building a strong network to advocate for Main Street priorities.

Renee Kuhlman, National Trust for Historic Preservation; Abby Huff, Hobart Historic Restoration; Sarah Grunewaldt, Main Street Washington; Michael Sothan, Main Street Beatrice; Ray Scriber, Louisiana Main Street; Malcom Johnstone, West Chester BID



A special thank you to the volunteers of the Main Street Now Conference Missouri Planning and Development Committee.

And a very special thank you to the **Downtown Lee's Summit Main Street board, staff and volunteers** for planning the **Big Bash!**

Fundraising Committee: Bridgette Kelch, Robert Espeland, Chris Johnston, Russ Volmert, Bob Lewis, Sandy Lucy, and Karen Bode-Baxter

Education Committee: Julie Turnipseed, Steven Hoffman

Logistics Committee: Marla Mills

Mobile Workshops and Big Bash: Donnie Rodgers

Marketing and Design: Vickie Lawson

Closing Plenary

3:00 – 4:30 PM

The final session of the 2018 Main Street Now Conference will be the Closing Plenary featuring HGTV's "Home Town" co-stars, Jim and Mallorie Rasberry and Josh Nowell. Jim and his crew will tell you how his hometown Main Street program created an atmosphere to instill preservation, promotion, and economic development efforts community wide. He gives credit to Main Street and it's dynamic to helping him and his friends spread the Main Street philosophy.



Jim and his wife Mallorie Rasberry co-own Rasberry Financial Services, an independent investment firm and the Laurel Mercantile Co., a retail store in downtown Laurel, MS. Both are very involved with the downtown revitalization efforts and economic development in their hometown. *Closing Plenary in Count Basie Ballroom on Wednesday at 3 pm.*

Big Bash 6:00 – 10:00 PM



Get ready for the greatest Big Bash ever in Downtown Lee's Summit! Your ticket entitles you to a \$25 gift card to be spent in downtown Lee's Summit on the evening of the Big Bash. What better way to end a great conference than by celebrating the awesome power of Main Street and experience firsthand a Great American Main Street community! We're taking the Big Bash to the streets of Downtown Lee's Summit and you won't want to miss this experience. Shops and restaurants will be open late and we'd love for you to get to know the heart of our community and see how we've transformed from 19 vacant storefronts in 1989 to the vibrant home of 100+ businesses. Buses start departing from west side of the hotel starting at 5:00 and will shuttle back until 10:00 p.m. *Big Bash is in Lee's Summit from 6 pm until 10 pm; Cost \$55 (advance registration required).*



Creating Healthy Places (and Main Streets) for Healthy People

1:30 PM –2:45 PM | Truman B. Muehlebach Tower, Main Level



What is the connection between Main Street, healthcare, and economic opportunity? Monett, Missouri--population 9,000--tackled this question as one of 10 communities selected for Healthy Places for Healthy People, an EPA-funded program to help healthcare institutions and community leaders create healthy, walkable, economically thriving Main Streets. In Monett, nonprofit hospital CoxHealth, Drury University, and Monett Main Street teamed up to make workforce development, access to healthcare, and healthy community design a reality, particularly for the growing Hispanic population. Come learn how your community, like Monett, can integrate entrepreneurship and access to healthcare into your Main Street revitalization story.

Stephanie Bertaina, U.S. Environmental Protection Agency; Mike Callahan, EPR, PC; Shawn Hayden, CoxHealth; Ann Saunders, Drury University/Monett Main Street

Building a Collaborative Entrepreneurial Incubator for Second Stage Growth & Immigrants

1:30 PM –2:45 PM | Lido, Muehlebach Tower, Trianon Level

Learn how to leverage the assets, resources and partners to establish an incubator program centered on second stage growth businesses and immigrant start-ups. Hear from the leading partners in Downtown Dearborn, Michigan, one of the largest Muslim populations in the United States and an inner-ring suburb of Detroit, about their new pilot program. Take away lessons learned, best practice models and practical basics on creating a niche incubator. Topics include defining your program services, goals, partners, locations, operational costs, funding, as well as second stage growth and immigrant specific needs and resources.

Cristina Sheppard-Decius, Downtown Dearborn; Jacob Albers, University of Michigan-Dearborn Business Engagement Center; Hassan Bazzi, ACCESS

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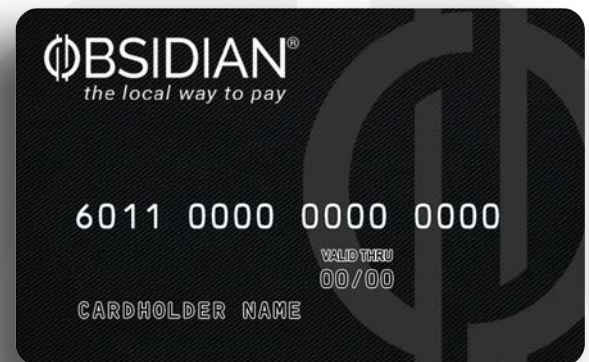
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Main Street Expo

The Main Street Expo is the place to find information, products and services that can take local revitalization efforts to the next level. Featuring a variety of exhibiting companies, the Expo offers a wide range of exceptional resources.

Tuesday, March 27

8:00 AM to 5:00 PM

Wednesday, March 28

8:00 AM to 10:15 AM

Tuesday,

4:00 PM – 5:00 PM
Imperial/Colonial
Ballroom

EXHIBITOR RECEPTION

Meet up with colleagues and friends while enjoying light appetizers and drinks and exploring the Expo! You will find great services, products and information you need to help build your program. Don't forget to enter the Exhibitor Raffle for a chance to win some great prizes donated by the Exhibitors. More details available at the National Main Street Center booth and in the MSN 2018 app.

PRIZE DRAWINGS DURING EXHIBITOR RECEPTION

Tuesday

4:30 – 5:00 PM

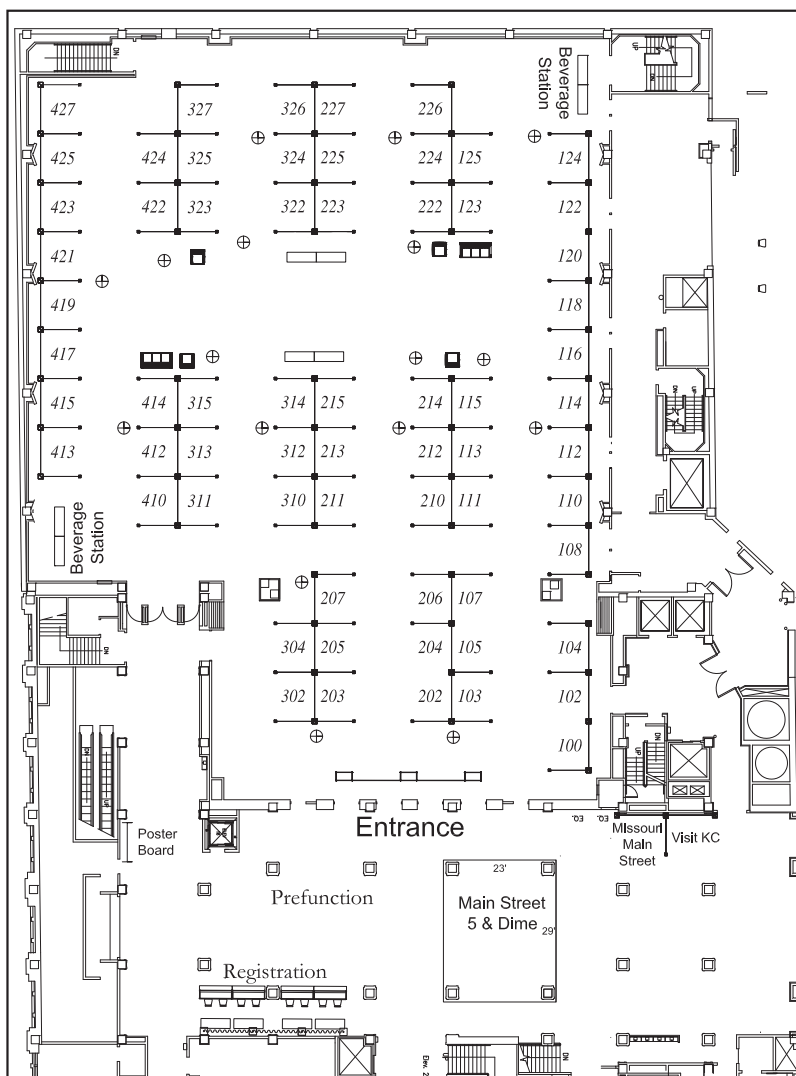
Exhibitor Raffle—complete every exhibit booth challenge to be entered in a raffle at the Exhibitor Reception Tuesday starting at 4:00 pm. Prizes donated by our exhibitors include: a Yeti® Hopper Cooler, Visa gift card, bike rack and more!

EXHIBITOR RAFFLE —HOW TO PLAY!

Look in your bag for your paper passport. Visit booths around the Main Street Expo to collect signatures on your passport. Bring your entry to the NMSC booth (100) by 4:30 PM on Tuesday. Drawings for prizes will be held at 4:45 PM during the Exhibitor Reception. You must be present to win.

Questions?

Visit the National Main Street Center booth #100!



Be sure and
plan your
*Refreshment
Breaks*
in the EXPO!

TUESDAY

8:00 AM – 9:00 AM
Continental Breakfast

9:30 AM – 10:30 AM
Refreshment Break

2:15 PM – 3:00 PM
Refreshment Break

4:00 PM – 5:00 PM
Exhibitor Reception

WEDNESDAY

8:00 AM – 9:00 AM
Continental Breakfast

9:15 AM – 10:15 AM
Refreshment Break

EXHIBITOR LISTINGS

#205 AARP

Washington DC
aarp.org/livable

AARP is a nonprofit, nonpartisan organization with a membership of nearly 38 million that helps strengthen communities and fights for the issues that matter most to families. AARP Livable Communities supports the efforts of neighborhoods, towns, cities and rural areas to be great places for people of all ages. We believe that communities should provide safe, walkable streets; age-friendly housing and transportation options; access to needed services; and opportunities for residents of all ages to participate in community life.

#215 AirNetix, LLC

Smyrna, GA
airnetix.com

StreetSounds® is a streaming wireless audio system designed to provide professional quality audio on "Main Street USA". StreetSounds® allows city and county governments and administrators, real estate developers or property managers to provide real-time audio for seasonal music, festivals, parades, and ambient background music in shopping districts, parks, sports venues, or historic areas. StreetSounds® is wireless and provides high quality professional audio without digging up streets or sidewalks, or disturbing historic areas to run wires.

#202/204 American Express

americanexpress.com

American Express founded Small Business Saturday® in 2010 in response to the most pressing need for small business owners — getting more customers. Eight years later, communities around the nation have embraced the day as part of the holiday shopping tradition. Shoppers, businesses and government officials come together to Shop Small® and celebrate their neighborhood pride on the Saturday after Thanksgiving. In 2018, the celebration will take place on November 24th. Learn more about Small Business Saturday and the Shop Small Movement at americanexpress.com/us/small-business/shop-small.

#310 Anova Furnishings

St. Louis, MO
anovafurnishings.com

We design and manufacture beautiful, sustainable site furnishings that enhance landscapes and strengthen communities.

#427 ARCY Live!

Connecticut
Arcyofficial.com

Check out ARCY at Barney Allis Plaza across from the Marriott Hotel on Monday. Visit his booth to see how ARCY can create large-scale street art in your community!

#422 Artificial Ice Events

Peabody, MA
artificialiceevents.com

Artificial Ice Events is a

winter-themed attraction company. We rent temporary synthetic ice rinks, human life size snow globes, mobile snow tube slides, and other items for tree lightings, malls, winter festivals and promotions. All of our items are available nationwide and are available for both short and long term installations. A sponsorship guide on how to optimize our attractions and individual product brochures is available by calling 800-275-0185.

#302 Ayres Associates

Eau Claire, WI
AyresAssociates.com

Ayres Associates is a multi-specialty architectural/engineering consulting firm that has assisted public and private clients since 1959. Ayres Associates has decades of brownfield and municipal engineering experience and is a strong supporter of helping clients revitalize and repurpose their downtown areas. Our team also has considerable experience helping clients navigate regulations and find much-needed funding for their redevelopment goals.

#115 Beacon Me

Bala Cynwyd, PA
gobeacon.me

Beacon Me is an emoji driven destination management platform (think a more modern visitors guide) designed to make destinations more visually appealing to explore, and to help inspire spontaneity to check out more businesses, places and everything in between. We use emoji to denote local places and businesses, and custom

filters to highlight events and specific parts of your destination. Our goal is to eliminate tourists having to guess if they're looking at a restaurant, a bar or a dog park. They'll know exactly what they're looking at and quickly be able to decide if they want to check the place out. Vibrant pictures, tips and directions make the place come alive.

#412 Blane, Canada Ltd.

Wheaton, IL
blanecanada.com

Blane, Canada Ltd provides economic development software to Main St., Chambers, and Economic Development organizations to support and understand the needs of businesses in their markets.

#323 CGI Communications, Inc.

Rochester, NY
cgicompany.com

Cost-free videos, 3D mapping technologies and other digital media tools to help tell your community's story!

#108 ChemArt

Lincoln, RI
beacondesign.com

Since 1976 Beacon Design by ChemArt has been working with non-profit organizations to build unique custom collectible programs that are used as a vehicle to raise funds, thank or incent donors, increase awareness or commemorate an event or anniversary. Each piece is custom made in the USA, capturing your organizations theme & mission.

**#413 City of
Kansas City**

Kansas City, MO
kcmo.gov/planning/
longrange

In 1970, Kansas City created the Landmarks Commission, (now Historic Preservation Commission) to safeguard the city's historic, aesthetic, and cultural heritage; help stabilize and improve property values in historic districts; encourage civic pride in the beauty and accomplishments of the past; protect and enhance the city's attractions for tourists, thereby benefiting business and industry; strengthen the city's economy; and promote the use of historic sites for the education, pleasure, and welfare of the people of the city.

**#212 CRE Planning /
RuskinARC**

Nicholasville, KY
creplanning.com

We are a software development company with a focus on bringing modern tools to Community Preservation, Revitalization, and Planning. We recently developed powerful custom software for the Texas Historical Commission that lets Main Street Managers document and promote their historic downtown buildings while presenting them in the most appealing ways for potential investors or buyers. We are also the makers of RuskinARC, a modern web-based tool for documenting historic buildings and districts.

**#222 Creative
Displays, Inc.**

Stilwell, KS
creativedisplays.com

Commercial Grade Holiday Lighting and Displays and Outdoor Lighting.

#213 Distrx

Sanford, FL
distrx.com

Distrx is a mobile marketing platform, app and website designed specifically for all Main Street communities.

**#224 Downtown
Council**

Kansas City, MO
downtownkc.org

Welcome to Downtown Kansas City! The Downtown Council of Kansas City will team up with the KC Streetcar Authority to welcome conference attendees with maps, guides, resources, along with sage advice and warm recommendations, for navigating the city.



View full exhibitor contact information on the **MSN 2018** mobile app!

**#311 Downtown
Decorations, Inc.**

East Syracuse, NY
downtowndecorations.com

Downtown Decorations, Inc. provides the highest quality banners and holiday decor. Our full line of products include custom & seasonal banners, banner hardware, pole decorations, giant trees, foliage and architectural lighting. Dramatic visual elements - from light-pole banners, to towering showpiece trees and captivating displays - will create enchanting

know

that serving the community today leads to a better tomorrow.

Thank you, National Main Street Center, for your continued support and dedication to our local communities. Your commitment and contributions have made a meaningful difference for our neighborhoods.

Stop by any PNC Bank branch, or call
888-PNC-BANK
pnc.com



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streetscapes for your community. As a long-time active member of the NMS, we welcome the opportunity to design a program that fits your needs and budget.

#116 Downtown Diva

Waltham, MA
downtown-diva.com

Downtown Diva's user-friendly Main Streets Database Template 5.0 manages all your contacts, businesses, sponsorships, physical improvements, volunteer hours, events, vacancies, property info, BID formulas and more, all in one place. Get letters, lists, reports, mailing labels, and everything you need at the touch of a button.

#211 Downtown Graphics Network, Inc.

Salisbury, NC
dgninc.com

Municipal, commercial and institutional boulevard banners and hardware, festoon and holiday lighting and decor, since 1988. As former downtown managers, "We Speak Main Street." Talk to us, we have great ideas. Buy from us, we will make you look good.

#315 EarthPlanter

Auburn, NY
earthplanter.com

The #1 Selling & Recommended Commercial Self-Watering Planters.

#114 EML Payments

Kansas City, MO
emlpayments.com

With payment solutions from EML, you will be empowered with more control, transparency and flexibility over your payment processes. Whether you serve businesses or consumers, EML makes your payment process more efficient and secure from start to finish, while helping you improve customer service and increase brand loyalty. Our portfolio offers innovative payment technology solutions for payouts, gifts, incentives and rewards, and supplier payments. We issue mobile, virtual and physical card solutions to some of the largest corporate brands around the world.

process billions of dollars in payments each year, and manage more than 850 programs across Australia, Europe and North America. Learn more at www.EMLpayments.com.

#314 Erie Landmark Company

Columbia, PA
erielandmark.com

Custom Bronze and Aluminum Plaques.

#118 Flag and Banner.com

Little Rock, AR
flagandbanner.com

Street pole banners, flags, event banners, event tents, flagpoles.

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MobileTownGuide

www.mobiletowntownguide.com

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#417 Greenworks Lending

Darien, CT
greenworkslending.com
Lender to Main Street commercial properties for energy upgrades.

#313 Hestia Creations, Inc.

Marblehead, MA
HestiaCeations.com
"Creating Hometown Memories that fit in the palm of your hand" for over 30 years! Hestia Creations is an art studio, where we capture the essence and personality of your town in a handmade "work of art" perfect for fundraising and enhancing community pride.

#112 International Downtown Association

Washington, DC
downtown.org
IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts.

#226 Kansas State University Technical Assistance to Brownfields

Manhattan, KS
ksu.edu
The KSU TAB program offers technical assistance to communities and other stakeholders on brownfields issues with the goal of increasing the community's understanding and involvement in brownfield

cleanup and revitalization, and helping to move brownfields sites forward toward cleanup and reuse. KSU TAB assistance is tailored to the specific needs of your community and is usually coordinated through the city, tribal or non-profit brownfields project manager.

#123 Keystone Ridge Designs, Inc.

Butler, PA
keystoneridgedesigns.com
Keystone Ridge Designs, Inc. adds style, color and smart function to public spaces with our quality line of site furnishings. We offer uniquely customizable benches, litter receptacles, recycling containers, bike racks, table sets, planters, ash urns, bollards and other streetscape amenities to

transform and revitalize downtown environments.

#324 Missouri Alliance for Historic Preservation

St. Louis, MO
preservemo.org
Missouri's premier non-profit statewide historic preservation organization.

#225 Missouri Community Partnership

Branson, MO
MoMainStreet.org
Come by and visit with representatives from Missouri's Nationally Accredited Main Street Communities and see what makes them extraordinary!

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THE EXPO HALL

MAIN STREET
MERCHANDISE
& MISSOURI-RELATED
GOODS.

**Prefunction Missouri
Main Street
Connection**

Branson, MO
MoMainStreet.org

Missouri Main Street Connection (MMSC) is the proud co-host of the 2018 Main Street Now Conference in Kansas City, Missouri! MMSC is a non-profit organization and the Main Street Coordinating program for the state of Missouri. Missouri communities are invited to visit and pick up their MMSC Service Directory. All conference attendees are invited to stop by and say hello! Welcome to Missouri!

#111 Mon-Ray, Inc.

Hopkins, MN
monray.com

For over 70 years, Mon-Ray, Inc. has provided solutions for energy savings, noise

reduction and protection of original windows in historic structures with High Performance Secondary Glazing, or storm windows. Designed to maintain the original architecture, our products lead the industry in air, water, structural and acoustical performance. Mon-Ray products are suited for exterior or interior applications. Special shapes, custom colors, Low E, laminated, tempered and other glass options are available.

#414 Mosca Design, Inc.

Raleigh, NC
MoscaDesign.com

Decorate Main Streets with Christmas decor and LED lighting, as well as with Banners and Parks with lighting displays.

**#100/102 National
Main Street
Center, Inc.**

Chicago, IL
mainstreet.org

The National Main Street Center is a subsidiary of the National Trust for Historic Preservation focused on preservation-based community revitalization. Main Street was founded on a Four-Point approach and these points work together to build a sustainable and complete community revitalization effort. Since its founding in 1980 the Center has worked with over 2,000 communities across the country.

**#326 National Park
Service**

Washington DC
nps.gov

The State, Tribal, Local, Plans & Grants Division provides preservation assistance through a number of programs that support the preservation of America's historic places and diverse history. We administer grant programs to State, Territorial, Tribal, and local governments, educational institutions, and non-profits in addition to providing preservation planning, technical assistance, and policy guidance. Our work supports historic properties and place-based identity, key components to the social and economic vitality of our communities.

**#207 National Trust for
Historic
Preservation**

Washington, DC
savingplaces.org

The National Trust for Historic Preservation protects significant places representing our diverse

cultural experience by taking direct action and inspiring broad public support.

**#210 National Trust for
Historic
Preservation/
NTCIC**

Washington, DC
savingplaces.org

The National Trust for Historic Preservation is a privately funded, nonprofit organization based in Washington, D.C., that works in the field of historic preservation in the United States.

**#206 National Trust
Insurance
Services**

Baltimore, MD
nationaltrust-insurance.org

National Trust Insurance Services, LLC, is the for-profit subsidiary of the National Trust for Historic Preservation. We provide insurance solutions for Historic America.

#426 OnCell



Pittsford, NY
oncell.com

OnCell provides mobile app technologies for cities, parks, heritage sites, museums, gardens, and cultural destinations. With a variety of services such as a DIY app builder, native and web apps, hands-free audio tours, beacons, and games, OnCell helps organizations connect with visitors via mobile technology. Our team has worked on over 2,500 projects since its inception in 2006.

#110 PlaceEconomics

Washington, DC
placeeconomics.com

PlaceEconomics is a private



Working to ensure the safe passage of our historic buildings and farmland to future generations.

sector firm with over thirty years experience in the thorough and robust analysis of the economic impacts of historic preservation. We conduct studies, surveys, and workshops in cities and states across the country that are addressing issues of downtown, neighborhood, and commercial district revitalization and the reuse of historic buildings.

We specialize in quality, defensible research, and present findings clearly and effectively in formats that can be understood by academics, economists, mayors, city council members, property owners, and local stakeholders alike.

#227 Planet Fundraiser

planetfundraiser.com

Planet Fundraiser is a mobile philanthropy app that allows customers to support schools

and nonprofit organizations of their choosing by making everyday purchases from the Planet Fundraiser network of shops, restaurants and grocery stores.

#223 Printastic

Novi, MI
printastic.com

Printastic is the place to make a banner online. We take exceptional care when you trust us to print custom banners for your business. From printing with the latest generation high resolution wide format printers that prints HD photographic quality banners and signs, to providing you with a choice of multiple vinyl materials and customization options - every banner we print is backed by our unconditional quality guarantee to meet even the most rigorous quality standards and streamlined delivery.

#214 ProsperWalk

Provo, UT
prosperwalk.com

A complete website and mobile app solution designed to help Downtowns & Main Streets drive foot traffic, grow and thrive.

#419 Redevelopment Resources

Madison, WI
redevelopment-resources.com

Redevelopment Resources consults with communities and businesses on economic and community development vitality and retail/commercial business success strategies. A collective of experience spanning decades of hands on work in and for Mainstreets, downtowns, business districts and individual companies, our team has equipped hundreds for better outcomes.

Focus areas include retail consulting, planning, impact analysis and implementation of results-oriented strategies.

#421 RetailWorks

Mequon, WI
retailworksinc.com

An award-winning interior design, branding, and consulting firm known for creating influential spaces and places.

#322 Rokusek

Quincy, IL
rokusek.com

Rokusek is a marketing communications and digital design firm located along the western coast of Illinois, embraced by the mighty Mississippi. Our carefully crafted team of designers, developers, writers and strategists has been boosting our clients' success for nearly 30 years.

Professional Holiday Decor & Seasonal Banners



MoscaDesign.com

(800) 332-6798

info@moscadesign.com






We tap our dynamic tool box to provide our clients strategic, integrated design and communications that engage, inspire and WORK.

#126 Second Street

St. Louis, MO
secondstreet.com

Second Street is the leading provider of private-label online promotions and interactive content for media companies wanting to generate revenue, increase website traffic, and build a database of consumers.

#325 U S Small Business Administration (SBA)

Missouri
sba.gov/mo

The U.S. Small Business Administration assists small

businesses to find lending sources, training, counseling and federal contracting opportunities.

#105/107 SiteScapes, Inc.

Lincoln, NE
sitescapesonline.com

Manufacturer of commercial site furnishings.

#425 Spencer Fane LLP

Kansas City, MO
spencerfane.com

Spencer Fane LLP is the law firm where you work with leaders – leaders who work decisively, execute with purpose and understand the importance of flawless timing. Spencer Fane attorneys serve businesses and non-profit organizations in a wide variety of practice areas.

#125 StriveOn

Whitewater, WI
striveon.io

We believe every place has a story – our mobile app helps you interact with the people, places, and things in the story.

#304 The Charleston Mint

Brevard, NC
thecharlestonmint.com

Custom Ornaments, Coins & Medallions with 44 years of unsurpassed quality.

#410 Tom Pollard Designs

Pittsburgh, PA
tompollarddesigns.com
Custom Ornament Maker

#312 TrafficWrapz

West Palm Beach, FL
trafficwrapz.com

TrafficWrapz brings local artwork and beautification to ordinary city sore eyes such as utility cabinets, Traffic Cabinets and other city structures. Our Patent Pending product and application covers the object with high resolution digitally produced artwork and is resistant to chemicals, UV and weather. Your artwork will last years with our exclusive technology.

#423 Traipse Inc.

Washington, DC
traipse.co

Traipse is a mobile app that allows you to explore cities, historic landmarks, and locally owned businesses while challenging your brain with fun puzzles and clues. Download Traipse for Apple or Android devices and take your brain for a walk!

PURE HOMETOWN



MEDC Community Development works to support and improve Michigan's downtowns and neighborhood commercial districts through the Michigan Main Street Program. By attracting both residents and businesses, promoting commercial investment and spurring economic growth, MEDC and the Michigan Main Street Program continue to foster and invigorate successful communities around the state.

www.miplace.org



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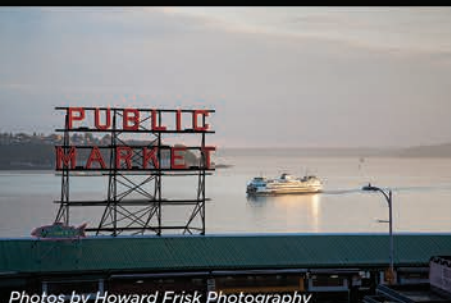
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SEATTLE, WA // MARCH 25-27, 2019



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National Main Street
Center

a subsidiary of the
National Trust for Historic Preservation



Washington State
MAIN STREET
PROGRAM

#113 Urbanscape Self Watering Planters

Winnipeg, Manitoba
urbanscapeplanters.com

Commercial Self Watering Planters designed to save communities on Water, Labor, and Fuel.

#203 U.S. Bank

Kansas City, MO
usbank.com

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$462 billion in assets as of December 31, 2017, is the parent company of U.S. Bank National Association, the fifth largest commercial

bank in the United States. The Company operates 3,067 banking offices in 25 states and 4,771 ATMs and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at usbank.com.

Prefunction VisitKC

Kansas City, MO
visitkc.com

VisitKC provides information for Kansas City visitors.

#104 Wantify

Birmingham, MI
wantify.com

Wantify makes it simple to connect with your favorite local merchants and get notified of insider updates and VIP deals, all from your mobile phone.

We believe a merchant's regular customers should be first in line for rewards. Start following your favorite local merchants to receive exclusive VIP deals and insider information.

#120/122 Western Design, LLC

Ridgway, CO

westerndesignllc.net
Holiday and Seasonal Decor and Banner Program.

#415 Wood Window Rescue

Oklahoma City, OK
woodwindowrescue.com

Window Preservation Firm

#103 2019 Main Street Now Conference Host City

Stop by to learn more about our 2019 Main Street Now Conference host city!

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United States Department of Agriculture – Rural Housing Service

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We offer a unique perspective by designing your wayfinding program as a part of your downtown vision.

Wayfinding Signage

One of the unseen values of the wayfinding signage design process is the fact that it organizes the civic destinations and cultural features into one study. By combining this information we uncover the elements of style and cultural flavor of your city. During this study we will analyze architectural elements, materials, themes, existing plans to develop an appropriate wayfinding design for your city.

Mapping

Our research and planning for your wayfinding program is done in the field. We drive and walk your streets to develop the best impressions you can make. We then record each destination and sign location using an interactive mapping platform that can also be adapted for future web based marketing, touch screen kiosks and apps.

Design

By combining award winning expertise in Graphic Design, Industrial Design and Architectural Styling, we help town planners and developers bring together the elements of style that create a sense of place and a memorable identity. We are always intentional in our design process and design each element as a part of your overall plan.



Murals

When we combine your Branding and Wayfinding with relevant up to date murals your "Brand Story" comes to life! Our designers help you make memorable connections with visitors. Murals lead to placemaking opportunities. We have developed long lasting digital process that outlasts paint and costs 50% less.

Civic Branding

We are Branding Experts. We research your history, study your downtown strengths and weaknesses, study present and future plans to gain full understanding of your residents unique culture. Then we design a brand that reflects not only who you are, but who you should be.

Facade Improvement Workshops

Creating a vibrant downtown destination requires a vision that is equally shared by town staff, planners, building owners and shop keepers. Through a series of workshops, we show examples of how stakeholders can take advantage of facade grants to create a stronger identity, better facades, signage and store windows. Our dramatic before and after photo-illustrations help all involved visualize downtown as a destination!

Thank you

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CONFERENCE CO-HOSTS



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