

# “THE POWER OF MAIN STREET” OREGON MAIN STREET ANNUAL CONFERENCE

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## PRELIMINARY SCHEDULE & SESSION DESCRIPTIONS

WEDNESDAY, OCTOBER 3

9:00 A.M. – 2:30 P.M.

### PRE-CONFERENCE WORKSHOPS:

#### ▪ **MAIN STREET BOOTCAMP**

Location: Majestic Theater

Speaker: Todd Barman, Senior Program Officer, National Trust Main Street Center

As a comprehensive economic development tool, the Main Street Four-Point Approach is the foundation for local communities to revitalize their historic downtowns and commercial districts by leveraging their local assets – from cultural and architectural heritage to local entrepreneurs and community pride. The four points of Main Street work together to build a sustainable and complete community revitalization effort. Spend the morning with a national expert and gain in-depth understanding of the program, including examples of how Main Street is successfully fostering community revitalization here in Oregon. You will leave energized and ready to revitalize YOUR Main Street!

#### ▪ **CERTIFIED LOCAL GOVERNMENT WORKSHOP**

Location: Majestic Theater – Upstairs Conference Room

The workshop will include sessions related to historic preservation programs for communities that are Certified Local Governments. Topics will address issues related to the documentation, preservation, and regulation of historic properties and public education about their value to the community.

1:30 – 4:00 P.M.

### CONFERENCE REGISTRATION

Location: Majestic Theater Lobby

3:00 P.M. – 5:00 P.M.

### WELCOME & OPENING SESSION:

Location: Majestic Theater

#### ▪ **GETTING IN TOUCH WITH OREGON’S HERITAGE TOURISM**

Everybody talks about heritage tourists in Oregon. But who are they? What are the cultural icons that lure them here? Do their characteristics vary in different regions of the state? What is heritage tourism's economic impact? A study sponsored by the Oregon Heritage Commission, Travel Oregon, and the statewide partners of the Oregon Cultural Trust is finding answers to those questions this summer. The study's results will be unveiled in this presentation.

#### ▪ **EXCELLENCE IN DOWNTOWN REVITALIZATION AWARDS**

Join Oregon Main Street and help us celebrate and recognize outstanding accomplishments in downtown revitalization throughout our state.

5:00 P.M. – 6:00 P.M.

### OPENING RECEPTION

Location: Majestic Theater lobby

Join your counterparts from around the state for an early evening social gathering sponsored by the Downtown Corvallis Association.

6:00 P.M.     **ENJOY DINNER ON YOUR OWN IN DOWNTOWN CORVALLIS!**

## THURSDAY, OCTOBER 4

8:00 A.M. — 5:00 P.M.

### CONFERENCE REGISTRATION

Location: Majestic Theater Lobby

8:30 A.M. — 10:00 A.M.

### GENERAL SESSION: EMPOWERING MAIN STREET™

Location: Majestic Theater

Speaker: Mark Jewell, President, Energy Efficiency Funding Group, Inc.

Session Sponsored By Pacific Power

Energy efficiency improvements make Main Street businesses more competitive, profitable, and valuable in ways that extend far beyond lower utility bills. When selling efficiency to small and medium-sized businesses, it makes more sense to emphasize other benefits, such as improved occupant comfort, higher productivity, or higher retail sales – all of which are more compelling than the utility savings. This fast-paced session will explore new approaches to selling efficiency: capturing management attention with segment-specific benefits and metrics; recognizing and overcoming myths that prevent efficiency, such as the landlord/tenant “split incentive”; escaping the clutches of simple payback period when approving projects; and more.

10:00 A.M. — 10:30 A.M.

### COFFEE BREAK

Location: Majestic Theater lobby

10:30 A.M. — NOON

### FINDING AND FOSTERING ENTREPRENEURS

Location: Majestic Theater

Speakers: Todd Barman, Senior Program Associate, National Trust Main Street Center

Filling downtown vacancies with vibrant new businesses is the dream of every revitalization program. Economic Restructuring volunteers always ask, “What’s the secret to recruiting a business?” This session will expose inherent weaknesses of traditional business recruitment strategies and provide an alternative approach to filling vacancies based on entrepreneurship. This session will also focus on creating a support system for entrepreneurs and how it can reestablish the economic and social health of your downtown.

### ENERGY EFFICIENCY ON MAIN STREET FORUM

Location: Majestic Theater Upstairs Conference Room

Speakers: Elizabeth McNanny, Resource Consultants

Session Sponsored By Pacific Power

Improving the energy efficiency of buildings is one of the easiest, most cost effective ways to reduce operating costs without affecting service. The largest real issue many property owners face when considering an energy upgrade is that of deciding what energy efficiency investment to make among competing strategies. This program will present an overview of energy efficiency tools and techniques to guide property owners in making effective investment in efficiency. Attendees will hear from a panel providing information including a business that undertook an efficiency project after attending a previous Energy Efficiency on Main Street workshop, what new opportunities are available for Main Street communities, ongoing programs and where they are available, and how to find funding to begin an Energy Efficiency on Main Street program in your community.

## PRESERVATION 101

Location: Whiteside Theater

Speakers: Peggy Moretti, Director, Historic Preservation League of Oregon; and Brandon Spencer-Hartle, Field Programs Manager, Historic Preservation League of Oregon

Historic Preservation and Main Street intersect in many ways. From listing in the National Register of Historic Places to financial incentives for building rehabilitation, the staff of the Historic Preservation League of Oregon will provide a 90-minute overview of the basics of historic preservation in Oregon. This session will help property owners, Main Street staff, and local advocates sort out the difference between a SHPO and a Section 106 and will allow for a question and answer period to help clear up any preservation concerns you may have on your Main Street.

## WALKING TOUR: RIVERFRON RENEWAL PROJECT

Location: Meet in Majestic Theater lobby; Pre-registration required

Based on decades of involved citizenry, this tour will highlight how the City of Corvallis created a vision for Riverfront Commemorative Park – a beautiful urban park bordering the commercial historic district. Designed as a “downtown showcase,” the \$13.7 million park runs along 4,300 feet of the riverbank in downtown Corvallis and includes picnic areas, plazas, sculptures, a fountain, views of the Willamette and award-winning landscaping. The park provides public access to the river, a paved trail, and many seating areas. There are three unique plazas along the park, as well, featuring artwork and interpretive signs providing historical and ecological information. Today the Riverfront Commemorative Park is alive with fountains, art, restaurants, and sculptural gates that allow the road to be closed off for the Saturday Farmer's Market and events such as the Red, White, and Blues Festival.

**NOON – 1:15 P.M.**

## LUNCHEON – SAVING OREGON'S MOST ENDANGERED PLACES: A STATEWIDE EFFORT TO REVITALIZE LOCAL PLACES

Location: Oddfellows Hall

Note: Pre-registration required for this ticketed event.

Join the Historic Preservation League of Oregon for a lunch session to hear about efforts to save Oregon's Most Endangered Places. Launched in 2011, the Most Endangered Places list is an annual initiative that directs attention and resources from around the state at finding solutions for preserving significant local properties. Come hear about successful partnerships, best practices, and the resources needed to preserve Oregon's most threatened barns, theaters, and special civic buildings.

**1:30 P.M. – 3:00 P.M.**

## SUCCESSFUL INTERNET MARKETING FOR A VITAL DOWNTOWN

Location: Majestic Theater

Speaker: John Hope-Johnstone, Chief Strategist, HPR Internet Marketing Agency

It seems like new internet marketing tools are emerging every month. How do you know what works and what is just a flash in a pan? In this session you will learn how best to focus your efforts to use social media and internet marketing to connect and grow your business or organization. Topics covered include assessing if your website is ready for prime time, best social media practices, successful social media promotions, Google and Facebook ads to drive business, and knowing where you are going through analytics.

## USING YOUR ORGANIZATION MISSION, VISION, & GOALS TO RAISE MONEY

Location: Majestic Theater Upstairs Conference Room

Speaker: Kimberly Howard, Manager, Oregon Cultural Trust

When public funding is scarce, and earned revenue is not part of your organization's goals, being able to generate contributed income in the form of individual donations is the future for many nonprofits. This workshop will work with participants to create organizational narrative, highlighting their mission, vision

and goals with the end goal of generating contributed income. Working together and in small groups, participants will discuss best practices in generating annual solicitation letters, regular communications with donors and website presence to develop, elicit and maintain relationships with individual donors.

### CONNECTING TO CLATSOP COMMUNITY COLLEGE'S HISTORIC PRESERVATION AND RESTORATION PROGRAMS

Location: Whiteside Theater

Speakers: John Goodenberger and Lucien Swerdloff, Historic Preservation and Restoration Program, Clatsop Community College

Session Sponsored By Pacific Power

The Historic Preservation and Restoration program at Clatsop Community College prepares individuals for work in the building trades with an emphasis on the preservation and restoration of historic and vintage residential and commercial buildings. The program, the only one of its kind in Oregon, offers both practical hands-on construction techniques and historic preservation theory. Students gain the necessary knowledge, skills and work habits to successfully plan and restore structures in historically accurate ways utilizing both traditional and modern materials and techniques. The program has been recognized by both Oregon and Washington states. Pacific Power recently contracted with the College to develop the publication, "Energy Efficiency Through Historic Preservation: A guide for historic commercial buildings." This guide, available later this year, will contain case studies, strategies and resources relevant to historic buildings in Main Street districts. This session will provide an overview of this project as well as other projects the Historic Preservation program has undertaken relevant to the revitalization of Main Street communities.

### WALKING TOUR: DOWNTOWN CORVALLIS' ON-GOING REVITALIZATION EFFORTS

Location: Meet in the Majestic Theater lobby. Pre-registration required.

Join the Downtown Corvallis Association on a tour of downtown with points of interest and several stops along the way. Hear about how Corvallis' revitalization got started, some new initiatives underway, as well as captivating tidbits about the history of downtown.

3:00 P.M. — 3:30 P.M.

### COFFEE BREAK

Location: Majestic Theater lobby

3:30 P.M. — 5:00 P.M.

### NUTS AND BOLTS OF SUCCESSFUL EVENTS

Location: Majestic Theater

Speaker: Jill Ingalls, Executive Director of the Oregon Festivals & Events Association

Events come in all shapes, sizes and scopes, as do all the challenges, surprises and opportunities! In this session you'll walk through some of the basics tools to tighten your bolts (like advertising, volunteers and portable restrooms)! Then tackle some of the big challenges and opportunities too (like advertising, volunteers and portable restrooms)! By the end of the session you'll be ready to start adjusting your existing events and planning for more success!

### AGRICULTURE — MAIN STREET CONNECTION

Location: Majestic Theater Upstairs Conference Room

Speakers: Sarah Hansen, Coordinator, Washington State Main Street Program; and Clare Seguin, Director, Neighborhood Economic Development Council

Main Street is about revitalizing our community centers and supporting the small businesses and jobs that are providing a sustainable use of our historic buildings. But, communities are more than just their Main Street. It's the surrounding agricultural land, the working farms and natural landscape that have helped shape community identity and is the reason for the communities' very existence. This session will explore how agriculture has and continues to provide a strong economy and has promoted the revitalization of downtown. Featured will be the innovative Sprout! Community Food Hub conceived by NEDCO. Adaptively

re-using a historic church in downtown Springfield, Sprout! houses a year - round farmers' market, a commercial business incubator kitchen, coupled with anchor tenant space for local, food - based businesses.

### CRASH COURSES IN HISTORIC PRESERVATION

Location: Whiteside Theater

New to the conference agenda this year is a series of 30-minute crash courses about on-the-ground historic preservation best practices. Organized by the Historic Preservation League of Oregon, these sessions will give attendees a sampling of what's being done around the state in three important topic areas.

- **Infill Design Standards.** In 2011, the statewide Preservation Roundtable tackled the topic of infill in historic districts. Brandon Spencer-Hartle and Peggy Moretti will provide an overview of guidelines and standards for encouraging appropriate new construction in our historic areas.
- **Seismic Upgrades.** Join Jay Raskin of Ecola Architects and Brandon Spencer-Hartle of the Historic Preservation League of Oregon to learn about Oregon's seismic risk and the strategies being implemented to stabilize masonry buildings around the state.
- **Working with Contractors.** Old buildings require special attention and strategies for being rehabilitated and modified for continued use. In this crash course, Richard DeWolf of Arcifrom LLC will discuss the basics of finding and working with the right contractor for historic preservation projects.

### WALKING TOUR: HISTORY OF DOWNTOWN CORVALLIS

Location: Meet in the Majestic Theater lobby. Pre-registration required.

Learn the fascinating stories behind the history of downtown Corvallis.

5:00 P.M. — 7:00 P.M.

### SOCIAL MIXER & FORTUITOUS NETWORKING

Location: Majestic Theater

7:00 P.M. **ENJOY DINNER ON YOUR OWN IN DOWNTOWN CORVALLIS!**

## FRIDAY, OCTOBER 5

8:30 A.M. — 10:00 A.M.

### ENGAGING IMMIGRANT BUSINESS OWNERS IN THE MAIN STREET MODEL

Location: Majestic Theater

Speaker: Andres Mantilla, City of Seattle

Immigrant-owned small businesses transform our Main Streets into vibrant, ethnically accessible corridors. Yet, at times, it is challenging to absorb immigrant business owners into our Main Street Approach. This session will provide the "Seven Strategies of Inclusive Outreach and Public Engagement," which focus on building and cultivating one-on-one relationships. You'll learn how to work side by side with immigrant business owners to improve your business corridor, as well as how to design inclusive, flexible engagement strategies that work!

### WHAT IS CLG AND HOW CAN IT WORK WITH MY MAIN STREET?

Location: Majestic Theater Upstairs Conference Room

Speaker: Ian Johnson, Heritage Programs, Oregon Parks and Recreation Department

Local commissions and Main Street are natural partners but how can they effectively work together? Learn from three Oregon State case studies how collaboration opportunities can lead to best practices for coordinating the aims and work of local Landmark Commissions and their Main Street counterparts.

10:00 A.M. — 10:30 A.M.

### COFFEE BREAK

Location: Majestic Theater lobby

10:30 A.M. — NOON

**RE-BOOT YOUR MAIN STREET EFFORT**

Location: Majestic Theater

Speakers: Tiffany Estes, Treasurer, Astoria Downtown Historic District Association; Oscar Hult, Executive Director, Albany Downtown Association; and Alana Garner, La Grande Main Street.

One of the key principles of a sustainable, long-term revitalization strategy is to be comprehensive and incremental in your approach. During this session representatives from both veteran and emerging programs will share how they are re-booting their comprehensive downtown revitalization efforts using the Main Street Approach® to sustain and enhance their traditional downtown "Main Streets" by building on their unique character, assets, and sense of place.

**MAIN STREET AT WORK IN SMALL TOWNS**

Location: Majestic Theater Upstairs Conference Room

Speakers: Kelly Haverkate, Dayton Community Development Corporation; and Harv Schuboth, Greater Bandon Association

"We're just a small town, what can we do?" Is that refrain a little too common in your community? In many cases, small towns are at the forefront of crafting creative strategies to address issues facing their communities. In this session participants will hear how the three communities in Oregon are using the Main Street Approach® to build a successful, comprehensive revitalization strategy. Examples will include everything from building improvement projects to volunteer development activities and business development to promotional strategies.

NOON

**CONFERENCE ADJOURNS — SEE YOU NEXT YEAR!**