

COOL CITIES: OLD BUILDINGS. NEW ATTITUDES.

2013 OREGON MAIN STREET CONFERENCE

OCTOBER 2-4, 2013 • ASTORIA, OREGON

About the Conference: Get ready to be inspired! Make new connections and get new tools to keep your downtown vibrant and competitive in today's market. The 2013 Oregon Main Street Conference will offer proven ideas and strategies for preservation-based revitalization that is relevant to rural, mid-sized, and urban communities. This conference is a great way to look at the "big picture" of downtown revitalization by discovering fresh ideas and learning numerous ways to turn your historic downtown or neighborhood commercial district into a bustling center of activity. Sessions cover a variety of topics for both beginners and those with experience. The format includes walking tours, lectures, and networking time. Join us for this very special, one-of-a-kind conference!

Who Should Attend: Staff and volunteers of organizations focusing on downtown historic preservation and economic development, downtown business and property owners, government leaders, chamber of commerce professionals and volunteers, and others with an interest in the future of downtown will benefit from attending this conference.



Our Host Community: Astoria exemplifies our conference theme, "Cool Cities: Old Buildings. New Attitudes." Filled with wonderful historic buildings, excellent shopping and dining opportunities, and a bevy of activities, this community of 10,000 on the Columbia River will be a place of discovery for conference attendees. Surrounded by the beauty of the forest, mountains, 3 rivers, and the sea, plan on extending your visit beyond the conference to soak up all the area has to offer!

Questions? Contact: Sheri Stuart, Coordinator
Oregon Main Street
503-986-0679

Register online at:

<http://2013mainstreetconference.eventbrite.com>

Keynote Address: Fred Kent of Project for Public Spaces will discuss Placemaking, the Power of Ten principles, and how to create cities of the future. Learn how:

- the Placemaking process is different from traditional planning.
- to effectively engage the community in the planning process and tools to use.
- to use Lighter, Quicker, Cheaper strategies to spur interest and test out new approaches.
- Placemaking can be applied to cross-cutting issues such as sustainability, health, diversity, and livability.

Case studies from around the world will exemplify both small scale interventions to large scale public destinations with insight into how they were achieved and why they are successful. Mr. Kent is a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth, and the future of the city. As founder and president of Project for Public Spaces, he is known throughout the world as a dynamic speaker and prolific ideas man.

PRELIMINARY PROGRAM

WEDNESDAY, OCTOBER 2

- 9:00 a.m.- Noon Pre-Conference Workshops:
- “Main Street Boot Camp”
 - “For Board Members Only”
- 1:30 p.m. Registration Begins— Liberty Theater
- 3-5:00 p.m. Welcome and Opening Remarks
- Keynote: “Power of Ten” Placemaking Strategy
 - Excellence in Downtown Revitalization Awards
- 5:30-6:30 p.m. Opening Reception: Sponsored by Astoria Downtown Historic District Association (ADHDA)

THURSDAY, OCTOBER 3

- 7:30 a.m. Registration—Liberty Theater
- 8:00-9:30 a.m.
- “Lighter, Quicker, Cheaper” Placemaking Strategies
 - I Hate Fundraising; Removing Board Anxiety & Boosting Board Participation
 - Historic Preservation 101
- 10:00-11:30 a.m.
- Revitalize Main Street w/Urban Renewal
 - Beyond Brand: Why Buzz Words Make Us Waste \$
 - New Life for Historic Theaters
 - Trolley Tour: Waterfront Renewal
- 11:45 a.m.-1:15 p.m. Benefit Luncheon: "Power of Main Street" Sponsored by Pacific Power and Restore Oregon
- 1:30-3 p.m.
- Weak Committees? Try Task Forces Instead
 - Stop Texting & Buy Something
 - Think Like a Developer
 - Walking Tour: Ongoing Downtown Revitalization Efforts
- 3:30-5 p.m.
- Crash Courses: Local Investing & Pop-Ups
 - How to Talk to Property Owners
 - Historic Tax Credits
 - Walking Tour: History of Downtown Astoria
- 5:30-6:30 p.m. Social Mixer: Hosted by ADHDA

FRIDAY, OCTOBER 4

- 8:00 a.m. Registration—Liberty Theater
- 8:30-10:00 a.m.
- Crash Courses: Scenic Bikeways & Grant Successes
 - Upstairs Downtown: Growing Up Not Out
 - Historic Preservation and Energy Efficiency: Clatsop Community College Historic Pres. Projects
- 10:30-noon
- Economic Development By The Pint
 - Parking Made Easy
 - Disaster Preparedness on Main Street

Opening Night Reception: Join your counterparts from around the state for an early evening social gathering sponsored by the Astoria Downtown Historic District Association before venturing out for dinner.

Excellence in Downtown Revitalization Awards: The Excellence in Downtown Revitalization Awards program celebrates and recognizes outstanding accomplishments in downtown revitalization throughout our state.

Tours: Explore Astoria’s downtown business district for ideas to bring home and implement in your own community. Sign-up for tours at the on-site registration desk.

Conference Co-Sponsor:



Conference Partners:

Astoria Downtown Historic District Association
City of Astoria
Pacific Power
Liberty Theater

Attire: Please dress comfortably. Casual or business casual attire is recommended for the entire conference.

Special Needs: Conference sites are fully accessible. Please call Oregon Main Street at 503.986.0679 at least two weeks in advance to request special accommodations.

Lodging: Preferred rates are offered by the following Hotels - you must request rooms reserved for "Oregon Main Street":

Commodore Hotel, 258 14th Street, 503.325.4747, www.commodoreastoria.com
\$65/night for "cabin" (shared bath);
\$129/night for "suite"

Astoria Holiday Inn Express, 204 W Marine Dr. 503.325.4747, www.astoriahie.com
Limited number of rooms available at \$96.
Additional room block reserved at \$149

Riverwalk Inn, 400 Industry St., 503.325.2013, www.riverwalkastoria.com
\$89.95/queen

Cannery Pier Hotel & Spa, #10 Basin Street, 503-325-4996, www.cannerypierhotel.com
\$96/double queen rooms or deluxe King
*also have 2 pet friendly double queen rooms

Hotel Elliott (across from the Liberty Theater), 503.325.2222, <http://www.hotelelliott.com/>
\$107.10/night plus tax.

Special Thanks: Special thanks to the former Oregon Downtown Development Association for support of the keynote address and for their many years of service to Oregon communities.