Pre-Conference Workshop, Oct. 2, 10am-1pm: Main Street Bootcamp

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. You will leave energized and ready to revitalize YOUR Main Street! (snacks provided and participants are welcome to bring a bag lunch).

Kathy LaPlante, Senior Program Officer/Director of Coordinating Prog. Services, National Main Street Center
Brianne Durham, State Coordinator, Washington State Main Street Program

4 Things Entrepreneurs Know About Building Great Towns

Learn how to create an engagement ecosystem on your Main Street – among volunteers, business owners, and community members – by implementing tricks and techniques that entrepreneurs use to create entrepreneurial ecosystems in their towns. Case studies showcase how other communities are forging new partnerships.

Melody Warnick, Author

Expand Your Reach and Partnerships

Everyone in a community benefits from a healthy downtown but why isn’t everyone involved? This session will cover the key partnerships that Main Street programs should be leveraging and the not-so-typical partnerships that will make our work in downtown more impactful as new volunteers and expertise is brought to the table. Attendees will learn how to identify the best partners for projects and programming for downtown.

Speaker: Kathy LaPlante, Senior Program Officer/Director of Coordinating Prog. Services, National Main Street Center

Experience Marketing - Small Investment • Big Impact

How to think about, prepare and produce an event within your business that will create an experience with very little resources. Learn the steps to organize your time plus create meaningful partnerships that will assist in promoting and producing the kind of events that leave lasting impressions. Pick up tips on how to delegate tasks and hire professionals for the best results. Build a community around your business by staging memorable experiences that provide lasting benefits for long-term success.

Speaker: Bridget Bayer, Principal, BAM

Seeing Main Street in a Whole New Light

From Christmas to street to store lighting, if you’ve ever been tasked with adding or choosing lights of any sort for your downtown, you’ll want to attend this session to make better decisions faster. Proper and effective district lighting is built in layers. Six layers to be exact. Learn what these layers are, why they’re important, and where they should go. Lighting technology and terminology—including how to choose the "right" color white—will also be demystified. Being more informed about Lighting Best Practices will help you create safer, more energy efficient, and of course, more vibrant downtowns.

Seanette Corkill, Principal, Frontdoor Back

Organization Shouldn’t be Ordinary, Be Extraordinary

How do you make your organization’s story of fundraising, volunteer management, membership, and communications extraordinary? This session will encourage and inspire Main Street organizations to add creativity and energy to the potentially more mundane elements of a Main Street program found under the
umbrella of the Organization Committee. Learn how to capitalize on talents within your organization; develop creative themes to reinforce your brand, mission, and build enthusiasm; involve your board and committees; and above all, to think outside of the box!

Mary DesMarais, Executive Director, Gig Harbor Downtown Waterfront Alliance
Mary Gorman Vice-President, Gig Harbor Downtown Waterfront Alliance

Got Space? Just Fill It!
In this session you will learn how three communities in Oregon are creating both short-term and long-term strategies for filling vacant spaces. In St. Helens and Klamath Falls, the main street organizations developed a business plan competition to encourage entrepreneurship by providing business plan training and financial assistance to open a new business on Main Street. And, faced with a large vacancy near the holidays, the Hillsboro Downtown Partnership created “Temporium” a store that brought together more than 30 small entrepreneurs in a temporary retail space, generated more foot traffic downtown, and increased trust with a property owner. You will be inspired and walk away with actionable steps to undertake similar activities in your own town!

Panelists:
EJ Payne, Executive Director, Hillsboro Downtown Partnership
Amanda Normine, Vice President, St. Helens Economic Development Corporation
Kendall Bell, Emeritus Board Member, Klamath Falls Downtown Association

Embracing Your Heritage Resources
Ever thought of historic designation? Come learn about how the National Register of Historic Places can be a tool to recognize the importance and significance of heritage resources. During this session we will review the process for listing a Main Street in the National Register as a Historic District and discuss ways to foster community support for historic designation. Representatives from Oregon towns will provide insight and observation regarding how they have leveraged community resources to promote their historic district status.

Robert Olguin, Oregon State Historic Preservation Office

Main Street Refresh Spurs Community Engagement
Oregon Main Street selected three communities to roll-out Main Street America’s new Main Street Refresh process. This update to the Main Street Approach® helps communities identify their overarching strategies based on market data and community engagement processes. You will hear from Bandon, Stayton, and Roseburg about their experience and how they are using the results of the process to refine their action plans, forge new partnerships, and engage more volunteers.

Moderator: Mary Bosch, Principal, Marketek
Panelists: Susie Johnston-Forte, Executive Director, Downtown Roseburg Association; Harv Schubothe, Executive Director, Greater Bandon Association; Steve Poisson, President, Revitalize Downtown Stayton

Managing Main Streets in the Digital Age
Main Street Directors don’t need to be tech experts but understanding how technology can benefit your community is more important than ever! Today we live in a mobile world. People are no longer sitting at home looking for information about your Main Street. They are on their way or already there! In this fast-paced and engaging session, you will learn how to:

Prepare your Main Street’s story for digital distribution.
Review the latest trends in consumer behavior, emerging technologies and their direct impact on your Main Street.
Create a mobile marketing plan with actionable strategies to reach today’s mobile audience.
Create events and activities to engage Main Street visitors as participants.

Ron Cook, Distrx
Co-working Fosters Community & Economic Success
Promoting entrepreneurialism on your Main Street requires “outside the box” thinking. One strategy popping up in small towns across Oregon are creative co-working spaces that bring together people who are self-employed or working for different employers, typically to share equipment, ideas, and knowledge. This session will explore how co-working spaces are building community while activating space on Main Street and helping turn downtowns into a true 21st century hub.
Brad Attig, Foundry Collective
Jason Aarstad, Gaucho Collective
Kate Schwarzler, Indy Commons

Main Street as the Developer
Do you have buildings that are perennially vacant or in danger of demolition with no one stepping forward? In this session you will learn how your Main Street organization can be the catalyst for development. Downtown Washington Inc. has played exactly this role and at the same time retained post office services in downtown, turned a historic cabin into a B&B to provide overnight lodging, and developed much needed workforce housing. This session will cover when the Main Street organization should step in, what factors need to be considered, and what needs to be in place to make this a successful win for the program and downtown.
Bridgette Kelch, Executive Director, Downtown Washington Inc. (MO)

Leveraging Promotions as an Attraction Tool
One of the important things that promotion can do is expose potential new businesses or developers to your community. In this session you will learn how the promotions aspect of the Main Street Four Point Approach® is an integral part of the overarching goals of your Main Street program, being aware that while you may be working a specific task like a festival, at the same time, you can be recruiting a real estate developer or new business. This training will show you how to attract residents, developers, and businesses by making the other points a part of your promotion strategy to help you achieve the overarching effect of your Main Street revitalization effort.
Bridgette Kelch, Executive Director, Downtown Washington Inc. (MO)

Parking Management Strategies that Increase Downtown Vitality
Cities are covered in parking spaces, imposing significant costs to business, the public, and the environment. Managing parking smartly can boost economic performance, cut housing costs, and improve traffic flow. This session looks at managing existing parking while building walkable, beautiful places. Learn how to review existing supply and demand, and how maximize your parking supply, including on-street, off-street, and residential parking. Most importantly, discover why parking management is directly linked to the success of your downtown.
Brian Davis, Director, Director, Lancaster Street Lab/Senior Analyst, Lancaster Engineering
Evan Manvel, DLCD

The Shifting Landscape of Main Street Economies: What can we learn from Oregon’s cheese factories?
Oregon’s varied and stories cheese factories are known for two things; delicious products and memorable experiences. This session will explore how Main Street businesses can take a chapter from cheese by shifting their business models in order to meet demand from the growing “Experience Economy.” Learn how businesses are advancing their bottom lines by promoting a diversity of experiences while orchestrating memorable events that create transformational experiences for locals and visitors alike. Learn how to effectively work with individual businesses to improve their experiential bottom-line and discover ways to strategically build upon your towns experiential assets that makes your Main Street as memorable as Tillamook or Face Rock.
Michael Held, Business Oregon
Placemaking and the Arts
Oregon’s Main Streets are rich with art and performance that entice people to participate in the life of these vibrant downtowns. Arts activities are best when grown authentically from the history of place as well as by responding to the needs of its current community. During this session you will be introduced to some of the state’s best examples of arts “placemaking”. We will hear how these projects came into being and are sustained through planning, partnership and perspiration! Attendees will also be introduced to some of the national and state-based resources available to help you develop a strong downtown arts identity that connect people and place.
Brian Wagner, Oregon Arts Commission

Closing Plenary: Rising to the Top – 5 Minute Main Street Success Stories
MC: Wyatt King, Lebanon Downtown Association
Wyatt King: Leveraging Façade Improvement to Engage Community
Sierra Lauder: facebook live when had to board up windows during construction
Lise Grato, Albany Downtown Association: When Disaster Strikes – Rallying to Help a Business Recover from Fire
Mark Driver, Milton-Freewater Downtown Association: MF Community Campaign
Kevin Teater, Beaverton Downtown Association: Community Conversation
Susie Johnston-Forte, Downtown Roseburg Association: Bringing Healthy Food Choices to Downtown Market