

Wednesday, October 8			
9:00 a.m. - Noon	Preconference Workshops: Main Street 101 (Location: The Venetian, 241 W 1st Ave) and Community Connections Through Effective Storytelling (Location: Natty Dresser, 124 Broadalbin St SW)		
1:30 - 3:30 p.m.	Registration Opens at Conference Headquarters, The Venetian, 241 W 1st Ave		
3:00 p.m.	Opening Keynote - Strength in Unity: The Collective Power of Oregon Main Streets & Excellence on Main Awards Celebration, The Venetian, 241 W 1st Ave		
5:00 p.m.	Opening Reception Hosted by Albany Downtown Association & Albany Historic Carousel, 503 W 1st Ave		
Thursday, October 9			
8:00 a.m. - 5:00 p.m.	Registration at Conference Headquarters, The Venetian, 241 W 1st Ave		
	The Venetian	The Pix Theatre	Albany Civic Theater
8:00 a.m.	Recharge & Refresh Snacks, The Venetian, 241 W 1st Ave		
8:30 - 9:15	Creative Ideas to Increase Engagement	Color Outside the Lines: Community Art for Engagement & Belonging	Rural, Regenerative, Remarkable: The New Landscape of Tourism in Oregon
9:30 - 10:30	Parking Management Strategies for Main Street	Failing Forward	Community Branding: Identify Your Unique Identity and Communicate Your Story Effectively
10:30 a.m.	Recharge & Refresh Snacks, The Venetian		
11:00 a.m. - Noon	Assets to Action: Building Place-Based Economies through the Main Street Approach	Rooted in Place: Streetscape Design for Oregon Communities	Experience is the New Downtown Anchor
Noon	Lunch on your own in Downtown Albany		
1:45 - 3:15 p.m.	Stronger Together: Unlocking Community Power Through Connection	The Long Game: Creative Solutions for Community Challenges ( <b>Location: Natty Dresser</b> )	Fundraising Fundamentals: Diversifying and Expanding Your Income Revenues
3:15 p.m.	Recharge & Refresh Snacks, The Venetian		
3:45 - 5:15 p.m.	Workshop: The How Behind the Wow!	Hanging with Heritage - Sign-up in the Lobby (Location: <b>Albany Regional Museum</b> )	Walking Tours (start at The Venetian)/Trolley Tour (board at <b>Albany Regional Museum</b> )
5:15 - 6:15 p.m.	Social Mixer Hosted by Albany Downtown Association and Sybaris (Location: 442 W 1st Ave)		
Friday, October 10			
8:00 - 10:30 a.m.	Registration at Conference Headquarters, The Venetian, 241 W 1st Ave		
	The Venetian	The Pix Theatre	Albany Civic Theater
8:00 a.m.	Recharge & Refresh Snacks, The Venetian, 241 W 1st Ave		
8:15 - 8:45 a.m.	Franchise on Main Street: Scaling Local Success Across Oregon	From Library to Libations: The Canby Beer Library	Small Business Success Through Collaboration
9:00 - 9:45 a.m.	Building Resilience Through Historic Preservation	Smart Energy Upgrades for Long-Term Business Success	Thriving in Non-Profit Management Through Nervous System Regulation
10:00 - 10:45 a.m.	Innovative Solutions for Building Thriving Downtowns	Diverse Boards, Strong Communities: Building Effective Leadership	Planning for Downtown Revitalization
10:45 a.m.	Recharge & Refresh Snacks, The Venetian		
11:15a.m. - 12:30 pm	Closing Plenary - Main Street: Changing Communities One Step at a Time!, The Venetian		
12:30 PM	Conference Concludes - Thank You & Safe Travels!		