

# Mobile Workshops 2019

## MAIN STREET *Now* CONFERENCE

**Sunday, March 24**

### [A Whale of a Tale](#)

*Sunday, 7:45 a.m. – 4:00 p.m.*

Langley, located on Whidbey Island, is visited each year by more than 50,000 people and a unique population of 10 to 12 gray whales that come back each year to feed off the waters of Saratoga Passage. Gray whales and orcas migrate through the waters of Puget Sound every spring and bring with them a trail of eager tourists. In 2014, Langley Main Street Association worked with several local partners to turn a long-abandoned downtown building into the Langley Whale Center, harnessing both local and visitor appreciation and serving as an inviting and essential education center. Whether your community boasts whales, wheat fields, or waterways, you'll benefit from learning about the partnerships and ingenuity Langley uses to capitalize on its natural resources and natural wonders. Enjoy a ride on the Victoria Clipper from Seattle to Whidbey Island, as well as lunch in downtown Langley as part of this tour. *\$75 (includes ferry and lunch). Attendees will walk between the Hotel and boat dock, a distance of just over a mile, or find their own transportation*

### [Nidoto Nai Yoni: Let It Not Happen Again](#)

*Sunday, 8:15 a.m. – 4:30 p.m.*

On March 30, 1942, 227 Bainbridge Island men, women and children were forcibly removed from their homes - the first of more than 120,000 Japanese Americans to be banished from their West Coast communities and placed in concentration camps under Executive Order 9066. Take a ferry to Bainbridge Island to learn more about this dark mark on our country's history and how it impacted this community in Washington, including the neighbors who stood by their Japanese American friends and welcomed them home after the war. Hear from museum docents who were children when their families were forced to leave and learn why their American story is one of perseverance, patriotism, and courage. Visit the Japanese American Exclusion Memorial, a national historic site located at the place where the families boarded the ferry 77 years ago. Before leaving the island you'll enjoy lunch at a downtown legacy business started, and still owned by, a Japanese American family. *\$55 (Includes ferry trip, lunch and museum fee). Bus, ferry, bus (approx. 1 hr each way)*

### [Walk the Talk: Walkability Tactics for Your Community](#)

*Sunday, 8:30 p.m. – 4:30 p.m.*

A walking renaissance is upon us! We know walk-able communities promote the physical, social, mental, and economic well-being of people and place--Main Street professionals have embraced this connection. This field session, goes one step further getting into the "how to" of walk-able Main Street design. Set in downtown Issaquah, you'll have a chance to sharpen your skills related to identifying, promoting, and funding design elements that put pedestrians first on your Main Street. In addition to hearing case studies that highlight the connection between walk-able communities and economic development, you'll learn how to organize and lead a walking audit, tactics for transforming public spaces, planning and zoning factors related to public realm decisions, and how to find and present the data that will allow you to make a strong case for walk-ability in your own community. *\$40.00 (Includes lunch). Transportation: Bus to downtown Issaquah (approx. 30 minutes each way)*

— SEATTLE, WA —  
MARCH 25-27, 2019



## **Show & Tell: A Best Practices Retail Tour**

*Sunday, 8:30 a.m. – 4:00 p.m.*

In-store experiential advantages are one way to respond to the growing influence of the internet. Using downtown Gig Harbor as a template, tour attendees will gain a greater understanding of shopper behavior, as well as design and merchandising techniques that position businesses for increased enjoyment, loyalty and sales from their shoppers. Learn about this local Main Street program's investment in their retail community, see first-hand the improvements made by many of their merchants, and have a chance to play "secret shopper" by observing and evaluating the best practices you have learned. No need to feel guilty about spending an afternoon walking and shopping through this beautiful waterfront community – you'll be learning every step of the way, from the second you get on the bus, through a lunch focused on Gig Harbor's unique heritage, and even facilitated reflection time on your way back to Seattle!

*\$50; Includes bus transportation and to downtown Gig Harbor (approx. 1 hr on the way; 1 hr 30 min on return)*



## **A Taste of Industrial Reuse in Seattle's Georgetown Neighborhood**

*Sunday, 1:00 p.m. – 5:00 p.m.*

Seattle's Georgetown neighborhood is known for its independent character, its art community, and its industrial history. Built around the establishment of the Seattle Brewing and Malting Company (the original makers of Rainier Beer), the neighborhood has remained true to its working-class roots and continues to foster artists and local business. This tour will highlight Georgetown's historic industrial buildings and local businesses that call the neighborhood home including the Georgetown Brewery (Washington's largest independent brewery), Fran's Chocolates (housed in the former brew house of the Seattle Brewing & Malting Company), The Stables (formerly stables for the Meadows Racetrack, now a popular events venue), and the iconic Georgetown Steam Plant (a National Historic Landmark). Get a taste of Georgetown (literally!) and see how industrial spaces can remain relevant and support local business.

*\$40; Includes bus transportation to Georgetown, specific stops along the way*



## **Balancing Act: Development, Preservation, and Sustainability**

*Sunday, 1:00 p.m. – 5:00 p.m.*

Home to Seattle's historic auto row, the Pike/Pine Corridor bridges the neighborhoods of First Hill and Capitol Hill. Historically featuring human-scaled architecture and a variety of unique storefront businesses, the city's building boom threatened to disrupt this cadence. In anticipation, city officials passed an ordinance to place a development 'overlay' in the area. The goal was to encourage density without impacting the historic feel of the auto row corridor. The results have been mixed. Join us for a walking tour of the Pike/Pine corridor to witness firsthand nearly a dozen projects utilizing the incentive program established through the overlay district. Participants will be urged to evaluate the relative success of each project in meeting the challenge of building up while retaining the critical sense of place commercial centers provide for communities. *\$15; Walk from hotel (approximately 45 minutes total walking with multiple stops along the way); the walking tour is approximately 2 miles round trip and includes some hills*





# Monday, March 25

## Urban Studies and Urban-Serving

Monday, 7:30 a.m. – 1:00 p.m.

When the University of Washington opened its campus in Tacoma in the 1990s, its mission included invigorating the city's long-forgotten warehouse district. Tour the campus and surrounding neighborhood to understand the educational institution's commitment to adaptive reuse, commercial opportunities, and utilizing the district and the city as a learning laboratory. You'll hear from former and current UW-Tacoma faculty and students from the Urban Studies department who have been involved in some of Tacoma's most innovative community developments, including the Prairie Line Trail, light rail access, and Washington's first high-rise building built of cross-laminated timber. More than simply embracing the idea of "town and gown," UW-Tacoma takes the university-to-neighborhood partnership to the next level.

*\$45; Includes lunch & bus transportation to downtown Tacoma, 45 min each way*



## Community Organizing in Seattle's Central District

Monday, 9:00 a.m. – 1:00 p.m.

What do "community" and "preservation" mean to a neighborhood with a history of redlining, urban renewal, and now gentrification? Learn about how communities of color, thrown together by restrictions, have organized in Seattle's Central District to save places that matter. Explore the Langston Hughes Performing Arts Institute, a former synagogue and now a vibrant space dedicated to cultivating and showcasing Black brilliance; Washington Hall, where the Danish Brotherhood met, Filipino Youth Club dances occurred, and the likes of Duke Ellington, Billie Holiday, and Jimi Hendrix performed, once again an events space for dynamic community performances; and the Liberty Bank Project, focused on preserving Washington's first Black bank and promoting African architectural design. End your tour with lunch at the Northwest African American Museum and learn about how a former school is now home to not only the museum but also 36 affordable apartments.

*\$55.00 per person (Includes Museum entry & lunch).*

*Transportation: Bus throughout Central District (multiple stops: Washington Hall, Langston Hughes Performing Arts Center, Liberty Bank (23rd & Union), and Northwest African American Museum)*



## Tuesday, March 26

### Downtown Housing & The Unhoused

*Tuesday, 7:30 a.m. – 1:00 p.m.*

Olympia is in the thick of unprecedented growth which has brought both opportunities and challenges to Washington State's capital city. On one end of the spectrum is regional job growth and renewed interest in downtown dwellings. On the other, a homelessness crisis that is requiring the city, Main Street program, and advocates to adopt bold approaches to services and safety in the district. Tour downtown Olympia and learn about the multi-layered approaches taking place there today - from the infill buildings adding high-demand residential units in the district to the Safety Team advocating on behalf of private property owners and small businesses concerned about encampments. These examples, among many other public and private initiatives related to securing stable short- and long-term units, spotlight the complexities of housing in a region of boom.

*\$55.00 per person (Includes lunch). Transportation: Bus to downtown Olympia, 1 hr 15 min each way*



### Representation, Memorialization, and Renewal

*Tuesday, 8:00 a.m. – 12:00 p.m.*

International District

*\$30.00 per person . Transportation: Bus to International District, walking tour once dropped off*

### People to People: Learning How to be Neighbors in an Urban District

*Tuesday, 1:00 p.m. – 5:00 p.m.*

In 2010, Pioneer Square received pointed and poignant advice to stop infighting, identify priorities, hire a CEO, assign responsibilities and get to work. The neighborhood listened and the Alliance for Pioneer Square is now a major player in business development, public realm improvements, marketing, and driving the district's strategy. Amidst the city's unprecedented growth, this urban neighborhood has prioritized preservation, housing, and small business vitality. What's more, they've used person-to-person relationships to do so. Walk Seattle's first neighborhood, learn its stories, and meet with the shop owners, restauranteurs, residents and building owners to see and feel the power of neighborliness and social capital in the heart of a bustling city.

*\$30.00 per person. Transportation: Bus to Pioneer Square, walking tour once dropped off*



### World's Fair Legacy - Century 21 Exhibition Tour

*Tuesday, 1:00 p.m. – 5:00 p.m.*

Jump on the world's first full-scale public transit monorail as we take you on a 95 second trip back to the World's Fair of 1962! Seattle's Century 21 Exposition was the first world's fair since 1939 to be held in the United States. With the theme "Man in the Space Age," it was a place of stimuli for new ideas and for probing the future with places of education, wonderment, excitement and amusement. Join us as we explore the grounds of the fair and learn about its history, architecture, and planned post fair redevelopment. Participants will visit sites such as the U.S. Science Pavilion designed by world renowned architect Minoru Yamasaki , the Washington State Coliseum (currently undergoing transformation into a 21st century modern sports arena), and travel 500 ft. to the top of the Seattle's iconic Space Needle with its revolving observation pavilion.

*\$40.00 per person (Includes Space Needle ticket). Transportation: Monorail from Westlake Center to Seattle Center (leave every 10 minutes)*





# Wednesday, March 27

## How Does the Market Grow?

*Wednesday, 8:00 a.m. – 12:00 p.m.*

Most visitors see Seattle's Pike Place Market as the popular tourist attraction that it is. What may not be readily apparent is that the Market is an intentional community created and managed by several major stakeholders. The Market is Seattle's Main Street in the heart of downtown with its own residents, small business owners, senior center, child care and preschool, and clinic. On this tour, you'll learn about the many hands that join together to make the Market the thriving community it is 111 years after its founding in 1907. You'll also learn about that history as well as the unique elements that make it one of the city's premier attractions.

*\$25.00 per person. Transportation: Walk from hotel (12-15 minute walk)*

## Growing With the Grain

*Wednesday, 8:00 a.m. – 3:45 p.m.*

The Skagit Valley is known for its beauty and innovation, both related directly to its thriving agriculture industries. Visit Skagit Valley Malting, learn about the Skagit Valley College's Craft Brewing Certificate Program, and breathe in the sights and smells at Washington State University's Bread Lab. Plus, visit downtown Mount Vernon, a Nationally Accredited Main Street Community, in the heart of this region that bears some of the best beer, flowers, and grains in the world. Experience all this region has to offer on a tour that is equal parts an education in economic development partnerships and a delicious tasting experience.

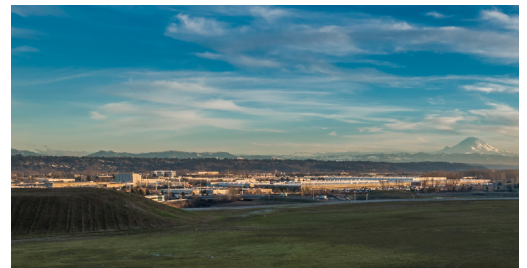
*\$55.00 per person (Includes lunch). Transportation: Bus to Mount Vernon, 1 hr 15 min each way; touring in bus to various locations*

## Bringing the World Home

*Wednesday, 10:00 a.m. – 2:00 p.m.*

Nonprofits, schools, and city government in Kent, Washington are working together to transform the lives of refugees and immigrants by providing pathways to sustainable employment through the food industries. Learn how a culinary apprenticeship program, downtown cafes, and entrepreneurship centers make up a strong network that supports Kent's large immigrant and refugee populations. As you learn about the importance of creating an ecosystem of support for entrepreneurs, especially those new to your community and our nation, you'll have a chance to experience first-hand the connection between food and community, including how the local Main Street program is taking their Cultural District strategy to heart. This tour will include stops (and plenty of delicious food!) at downtown Kent eateries.

*\$60.00 per person (Includes lunch). Transportation: Bus to downtown Kent and Pike Place Market*



## Two Wheels, One Trail – Explore Seattle Like A Local

*Wednesday, 11:30 a.m. – 3:30 p.m.*

While Elliott Bay and Pike Place Market are sights to behold, locals tend to congregate along a different waterfront. The Ballard Locks, Fremont Canal, and Lake Union are connected by the Burke Gilman Trail, a public multi-use trail that spans 27 miles and connects multiple Seattle neighborhoods. This bicycle tour will start at the Ballard Locks, which helps both ships and fish connect with the Puget Sound, and will end at the Fremont Brewing Company, which helps humans connect with beer. Along the way, you'll make several stops that highlight the impact industry has had on Seattle's public spaces and neighborhoods. The trail is flat and accessible for anyone comfortable on a bicycle and the tour fee includes bike rental package (bike, helmet, lock, etc.). Attendees should come prepared with appropriate clothing and positive attitude in the likelihood of light rain.

*\$60.00 per person (includes bike rental). Transportation: Bus to Ballard Locks (bikes will be delivered there); pick up at Fremont Brewing*



## Shell Yes! Farm (& Sea) To Table

*Wednesday, 1:00 p.m. - 4:00 p.m.*

Experience the bounty of local produce offered in the Pacific Northwest, in this walking (and tasting!) tour of the Capitol Hill neighborhood. Participants will visit several historic storefronts where local food and beverage products are processed or sold, and will have the opportunity to taste fresh oysters and other shellfish from the region, award-winning local distilled spirits, and more. Proprietors will discuss the local food economy and how the ongoing role of presenting fresh local products helps sustain the historic character of the neighborhood.

*\$55.00 per person. Transportation: Walking tour in Capitol Hill*



Mobile Workshops are ticketed events and must be purchased in advance with [your conference registration](#).