

SPECIAL DISCOUNTED RATE OF \$125 FOR CIVIC LEADERS!

MAIN STREET *Now*

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

— DALLAS, TX —

MAY 18-20, 2020

About Main Street Now

Main Street Now is the largest national conference of local leaders working to advance economic opportunity in downtowns and commercial districts. Network with peers from across the country, find solutions to common problems, and discover innovative techniques and tools to help your community thrive. Get inspired by Dallas and surrounding Main Street communities as you learn from their revitalization successes and challenges.

The National Main Street Center (NMSC) will offer a special discounted rate of just \$125 to local elected officials and senior-level local government staff. Local leaders will have access to a specialized education session track, networking events with peers from across the country, and other professional development opportunities customized just for them.

May 18-20, 2020

Opening Reception on May 17th at Historic Union Station

Hyatt Regency Dallas

300 Reunion Boulevard

Dallas, Texas

Conference Events and Highlights for Civic Leaders

- Exclusive invitation to the Civic Leaders Forum, featuring Donovan Rypkema, President of Heritage Strategies International, a leading international historic preservation and economic development consulting firm;
- Specialized education track tailored to issues impacting local government leaders;
- Over 100 education sessions focusing on commercial district management, as well as this year's conference themes: Innovation and Ingenuity, Changing Nature of Retail, Equitable Entrepreneurship, Sustainable Solutions, and Preservation and Development;
- 17 field sessions throughout Dallas and surrounding Main Street communities;
- Opening Reception in beautiful, historic Union Station;
- Closing plenary keynote from Vu Le, a writer and speaker known for his blog Nonprofit AF
- And more!

Who's Eligible for the Civic Leader Discount?

Mayors, county executives, city councilmembers, elected municipal leaders, and staff at the director level and above in Main Street-related departments, like economic development and planning, will be eligible for the discount.

**Local Main Street program staff (Executive Directors, Managers) are not eligible.*

Interested in Attending Main Street Now as a Civic Leader?

Complete the Civic Leaders Eligibility [form here](#). If your form is approved, you'll receive a registration discount code.

Learn more at mainstreet.org/now2020 | Questions? Contact mainstreet@savingplaces.org