



Agenda

2024 Community Transformation Workshop

Please note that the agenda below may be adjusted ahead of the workshop.

Pre-Workshop Assignment: Participants are required to complete a pre-workshop assignment prior to arrival on October 14. The assignment is designed to provide participants with a foundational knowledge of the art of market analysis in preparation for workshop activities. We anticipate the assignment will take 3-4 hours to complete. Full assignment details and due date are outlined on the TalentLMS course page.

ARRIVAL – Monday, October 14

Des Moines, IA

Please plan to arrive by or on **Monday, October 14**. See the [Hotel and Travel Logistics](#) document for travel and hotel information.

Suggested: Main Street Meet Up (networking and social)

6:00 p.m. – 8:00 p.m.

Location: TBD – Details Coming Soon!

Join fellow workshop participants and Main Street America staff to connect over a drink on MSA's tab!

DAY 1 – Tuesday, October 15

Nevada, IA

LEARNING OBJECTIVES

1. Understand the crucial role of strategy and data (both qualitative and quantitative) in leading commercial district revitalization through the Main Street Approach.
2. Recognize the importance of local market conditions and the value of engaging the community to help identify and define strategies to transform or sustain positive transformation in commercial districts.
3. Use Transformation Strategy identification to align the work of the organization and confirm the types of projects that can impact the economic vitality of a commercial district.

Workshop Check-in

7:30 a.m. – 7:45 a.m.

Check-in with MSA staff to receive workshop materials at Embassy Suites (101 E. Locust Street) in the lobby.

Transportation to Nevada, IA

8:00 a.m.

The bus will leave from the Embassy Suites hotel promptly at 8:00 a.m. for a 40-minute ride to Nevada.

Welcome from Iowa Main Street and Introductions

9:00 a.m. – 9:30 a.m.

The Main Street Approach and Community Analysis

9:30 a.m. – 12:30 p.m.

Lunch (provided in district by MSA)

12:30 p.m. – 2:00 p.m.

Special travel accommodation between workshop sites is available and can be arranged for individuals who require mobility assistance. Please email msai@mainstreet.org ahead of the workshop to arrange.

Field Exercise in Groups 3:30 p.m.	2:00 p.m. –
Community Analysis Discussion	3:30 p.m. – 4:45 p.m.
Transportation back to Des Moines, IA	4:45 p.m. – 5:30 p.m.
Dinner in Des Moines, IA <i>Participants will be divided into optional groups for dinner-on-your-own. Restaurant suggestions will be provided in advance.</i>	after 6:00 p.m.

DAY 2 – Wednesday, October 16

Des Moines, IA

LEARNING OBJECTIVES

1. Understand trends in real estate, consumer foot traffic, and economic development impacting Main Streets.
2. Learn about the importance of dedicated implementation strategies on the success of a Transformation Strategy.
3. Apply what you've learned over the course of the workshop to your own community as you consider your role on a holistic basis to lead a community transformation.

Meet in Embassy Suites Meeting Room	8:45 a.m.
Welcome and Introductions	9:00 a.m. – 9:30 a.m.
Trends on Main Street	9:30 a.m. – 11:00 a.m.
Understanding and Integrating MSA's BOOMS Tracker	11:00 a.m. - 12:15 p.m.
Lunch (provided in district by MSA)	12:15 p.m. – 1:30 p.m.
Understanding and Integrating Placer.ai data 3:00 p.m.	1:30 p.m. –
Community Data Analysis and Application	3:00 p.m. - 4:00 p.m.
Defining a Community-Driven Organizational Structure	4:00 p.m. – 5:00 p.m.
2024 Community Transformation Workshop Concludes	

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