

# MAIN STREET Now

A CONFERENCE  
— OF THE —  
NATIONAL MAIN  
STREET CENTER

SEATTLE, WA  
MARCH 25-27  
2019

BROUGHT TO YOU BY:



**National Main Street  
Center**  
a subsidiary of the  
National Trust for Historic Preservation



DEPT OF ARCHAEOLOGY  
HISTORIC PRESERVATION



Washington State  
**MAIN STREET**  
PROGRAM



**WASHINGTON TRUST  
FOR HISTORIC  
PRESERVATION**

Have you been considering the Main Street America Institute? Let us help you grow and succeed in your career with the best professional development offerings available for downtown and commercial district professionals.

*Get started today!*

Main Street Now Conference attendees can receive 10% off one online course\* with code NOW10. \*expires 6/30/2019



### Why Main Street America Institute?

Here are three (of the many) reasons:

- 1 The Approach:** Go beyond the basics. Dive into curriculum specifically designed for downtown and commercial district professionals and based on the refreshed Main Street Approach.
- 2 The Network:** Grow your skills and your professional network. Attend one of MSAI's in-person workshops to learn in the company of peers and take away best practices and ideas from across the country—and some new friends.
- 3 The Instructors:** Engage with industry-leading experts. In each MSAI online course and workshop, instructors spark your curiosity with their subject-specific knowledge and broad vision of the field.

But don't take our word for it! Main Street America Institute (MSAI) participants walk away with tools to use on the job every day:

.....

**"I absolutely LOVED my MSAI experience and reference it so often, more than I ever expected to. I'm so grateful to have been a part of it."**

**— MSAI graduate Liz Brodek,  
Executive Director of The East  
Side BID in Milwaukee**

.....

Want to learn more about the Main Street America Institute?

Visit [mainstreet.org/msai](http://mainstreet.org/msai) or contact us at [msai@savingplaces.org](mailto:msai@savingplaces.org)

# WELCOME TO THE 2019 MAIN STREET NOW CONFERENCE

**I'm thrilled to have the honor to welcome all of you to the 2019 Main Street Now Conference! Seattle is a dynamic city filled with thriving neighborhoods, natural beauty, and rich local culture (not to mention, it's my hometown) and I know you'll enjoy your time here.**

Today, the city has gained a global reputation as a center of innovation, human talent, and technology. At the same time, it is experiencing immense pressures resulting from this growth that poses a challenge to those working to preserve local history and support the city's neighborhood commercial corridors. While this dynamic is particularly pronounced in Seattle, I know it'll be familiar to so many of you across the country as you work to encourage growth and development while celebrating local history and supporting an equitable local economy.

These kinds of issues will be at the forefront of the 100+ education sessions, plenaries, and mobile workshops we have lined up for you this week. I invite you to take full advantage—explore the sites of Seattle and its surrounding Main Street communities, get inspired by the wide-ranging programming, and connect with your peers from across the country.

Finally, I want to offer a heartfelt thanks to our fantastic partners at Washington Main Street and the Washington Trust for Historic Preservation. Putting Main Street Now together is truly a team effort and we are grateful for their time and dedication over the past year to bring you the best possible conference experience.

Enjoy the conference!

Best Regards,



**Patrice Frey**

President and CEO, *National Main Street Center*



## BOARD OF DIRECTORS

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## DONORS AND PARTNERS

**Thank you to our generous donors and partners for their support of the Main Street Now Conference:**

Daniels Real Estate || OneMain Financial || The 1772 Foundation, Inc. || American Express || U.S. Bank || AARP || Ewing Marion Kauffman Foundation || Stockbridge Capital || King County || Coughlin Porter Lundeen || John S. and James L. Knight Foundation || Urban Visions || Google || Slalom || National Trust Community Investment Corporation || National Park Service || New Mexico Department of Cultural Affairs || 4Culture || ZGF Architects || Washington Trust Bank || Benjamin Moore || Washington State Department of Archaeology & Historic Preservation || Kent Downtown Partnership || City of Kent, WA || Lydig Construction || Ennis Texas || Heritage Bank || Hillis Clark Martin & Peterson P.S. || Johnson and Shute, P.S. || Ryan, Swanson & Cleveland, PLLC || Turner Construction || Weyerhaeuser || Hotel Sorrento || VolunteerLocal || Downton Graphics Network || Map Dynamics || Martin Smith, Inc. || Nitze-Stagen || LMN Architects || Columbia Hospitality || The McGregor Company || National Association of Realtors || J.M. Kaplan Fund || City of Tacoma, WA





## **MADE ON MAIN STREET**

Connecting communities. Celebrating each other.

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# **MAKING A DIFFERENCE, ONE MAIN STREET AT A TIME**

At OneMain Financial, we believe people can do amazing things.  
And when they come together as a community, anything's possible.

That's why we created Made on Main Street, a collaboration  
with Main Street America, to help transform the communities we  
work and live in.

In 2018, seven Main Street America communities across the country were  
each awarded a \$25,000 grant – to build vibrant neighborhoods, support  
thriving local economies and bring their passion to life. We can't wait to  
see what 2019 will bring.

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To learn more, visit

**MadeOnMainStreet.com**

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# WELCOME TO WASHINGTON

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**We are delighted to welcome the National Main Street Center and the community leaders and entrepreneurs gathering for the 2019 Main Street Now Conference to the Evergreen State.**

Washington has a tremendous legacy of nurturing businesses that start small with a vision of grand things to come. We understand the origin of success is deeply connected to community and our local Main Street programs epitomize this ethic. In 2018 alone, our 33 Washington Main Street Communities realized 512 business starts, leading to the creation of 1,652 jobs. Over \$66 million in private investment catalyzed 218 building rehabilitation projects. Main Street plays a crucial role in our state's economy and sense of identity.

The Washington Trust for Historic Preservation is thrilled to work with the Department of Archaeology & Historic Preservation and our network of Main Street communities in managing the Washington State Main Street Program. On behalf of all of us, welcome to the 2019 Main Street Now Conference. We look forward to getting to know you and, most importantly, are excited for all of you to experience Washington!



**Chris Moore**  
Executive Director  
*Washington Trust for  
Historic Preservation*



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# IMPORTANT CONFERENCE INFORMATION

## REGISTRATION HOURS

Sunday, March 24 9:00 AM–6:00 PM  
 Monday, March 25 7:00 AM–4:30 PM  
 Tuesday, March 26 7:00 AM–4:00 PM  
 Wednesday, March 27 7:30 AM–12:30 PM

Registration is located in the 7th floor pre-function area of the Hyatt Regency.

### || CONFERENCE BADGES

With your conference badge, you will also receive a tote bag containing the conference program, Seattle maps and downtown guides, and other important conference information. Please review all the materials to be fully informed of conference details.

### || CONFERENCE BOOKSTORE





The conference bookstore is provided by Third Place Books and will be located on the 7th floor just outside the Exhibit Hall. Third Place Books was founded in 1998, and we think the story behind their name will resonate with conference attendees. According to Third Place Books, “Sociologist Ray Oldenberg suggests that each of us needs three places: first is the home; second is the workplace or school; and beyond lies the place where people from all walks of life interact, experiencing and celebrating their commonality as well as their diversity. It is a third place.”

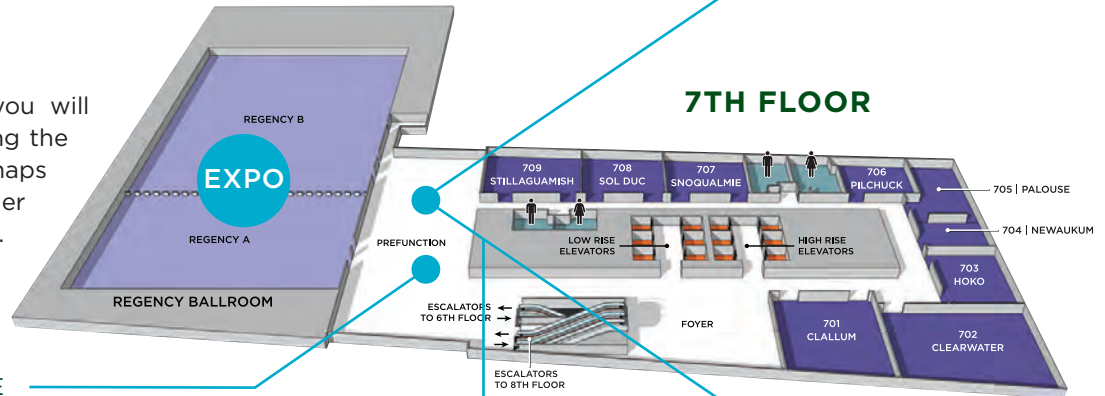
### BOOKSTORE HOURS

Monday, March 25 8:00 AM–3:00 PM  
 Tuesday, March 26 7:30 AM–5:00 PM  
 Wednesday, March 27 7:30 AM–11:30 AM

### || GET SOCIAL

Use the conference hashtag #NOW19 to share your conference experiences, start a discussion about conference content, or recommend restaurants or activities you’ve discovered.

-  **Main Street Now Conference**
-  **MainStreetsConf for conference information**
-  **NatlMainStreet for all other news**
-  **natlmainstreet**



## 7TH FLOOR

### || TICKETS

Check with the registration desk for any questions on availability of tickets for mobile workshops and the Big Bash.

### || LOST AND FOUND

Please check the conference registration desk for items lost during the conference. Any unclaimed items will be turned over to Hyatt Regency security after the conference.

### || PERSONAL SAFETY AND EMERGENCY PROCEDURES

Please remove your conference badge when outside the conference hotel. Be aware of your surroundings and keep to well-lit streets and neighborhoods. In the case of life or death emergency at the Hyatt Regency, dial extension 55 (Emergency Extension) to alert the Hotel Security Department. A security officer will be dispatched and respond immediately. Please also alert the conference registration desk of any incident.

### || MOBILE WORKSHOPS AND TRANSPORTATION

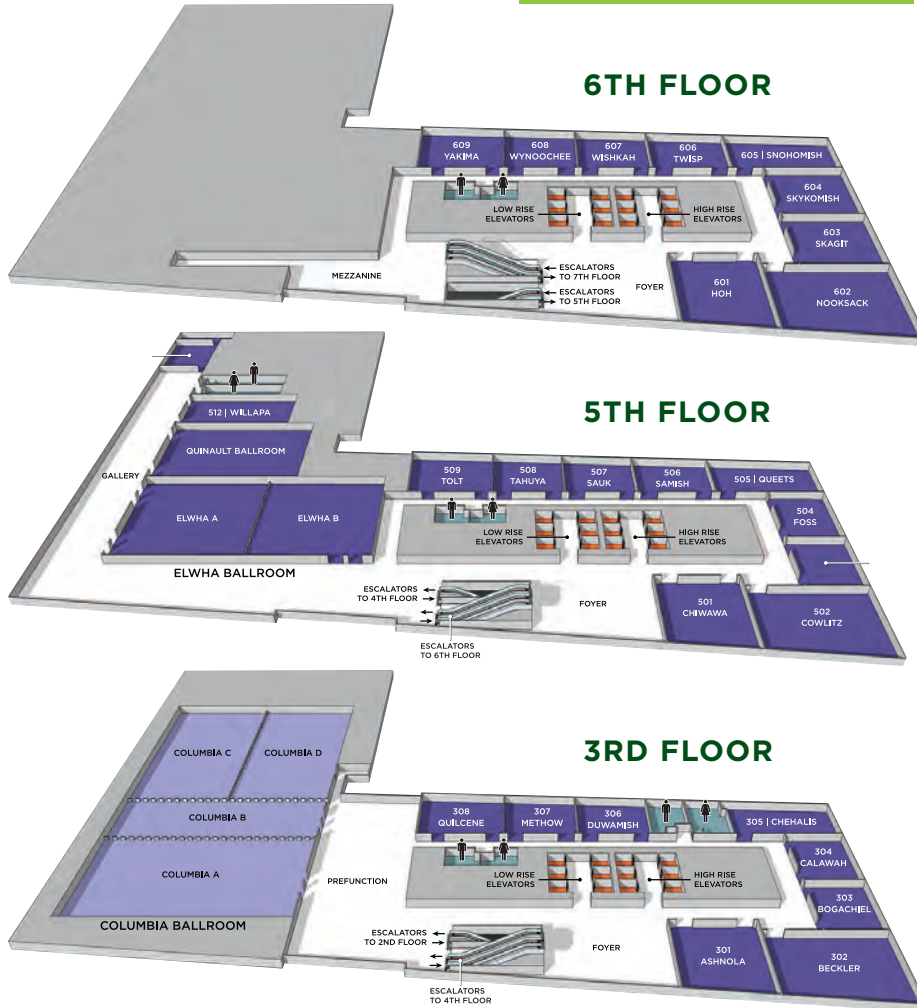
Mobile workshops and events utilizing bus transportation will leave from the Hyatt Regency’s 8th Street entrance.

- Please be at the departure area 10 minutes before the listed departure time.
- Tickets cannot be purchased at bus or tour location.

Look for your Seattle hosts in green t-shirts. They will assist you with directions, education sessions and general information about Seattle.

*Fun Run*  
7:00 AM SHARP!

Join us for a three-mile sightseeing run on Monday and Wednesday morning! We'll depart the Hyatt Regency's 8th Street entrance at 7 AM sharp!



## GAME STREET NOW

Compete with other attendees in our conference-wide scavenger hunt to win a FREE registration to the 2020 Main Street Now Conference.

Complete challenges around the conference to unlock secret passcodes. Then, enter your codes in the Mobile Event Guide to receive points. At the end of the conference, the top point getter will be recognized at the Closing Plenary and receive a FREE 2020 Main Street Now Conference Registration! Stop by the National Main Street Center booth if you have questions, and don't forget to check for new challenges each day!

Download the MSN 2019 app or visit [eventmobi.com/mainstreetnow19](http://eventmobi.com/mainstreetnow19) to get started.



DOWNLOAD THE MSN 2019 APP >

## MAIN STREET NOW CONFERENCE MOBILE EVENT GUIDE

Use our digital guide to find the most up-to-date conference information and detailed session descriptions. Plus, you can create a personal schedule, download session materials, and network with other attendees. Access the guide online from any device with a web browser at [eventmobi.com/mainstreetnow19](http://eventmobi.com/mainstreetnow19) or search "MSN 2019" in the Apple App Store or on Google Play to download the app.

Sponsored by Heritage Bank



## WE VALUE YOUR FEEDBACK!

Please take a moment to review the sessions you attend and help us make the Main Street Now Conference even better.

- Open the Mobile Event Guide (see above)
- Locate the session you'd like to review and scroll down to "Session Feedback"
- Complete your review

Need help?

See a volunteer or visit the NMSC booth for assistance.



# SCHEDULE AT A GLANCE



**MOBILE WORKSHOP** Off-site, ticketed excursion to a Seattle Main Street community or a downtown development/ historic preservation project, program, or area. All Mobile Workshops utilizing bus transportation will leave from the Hyatt Regency's 8th Street entrance.\*

**CRASH COURSE** A topic-specific, 45-minute course that provides quick information or skill-building.

**DEEP DIVE** A 1.5 to three-hour session on a topic that requires detailed instruction or discussion.

**CLASSROOM SESSION** Traditional, 75-minute session.

\*Note: A Whale of a Tale and Balancing Act: Development, Preservation, and Sustainability have alternate meeting instructions. See program for more details.

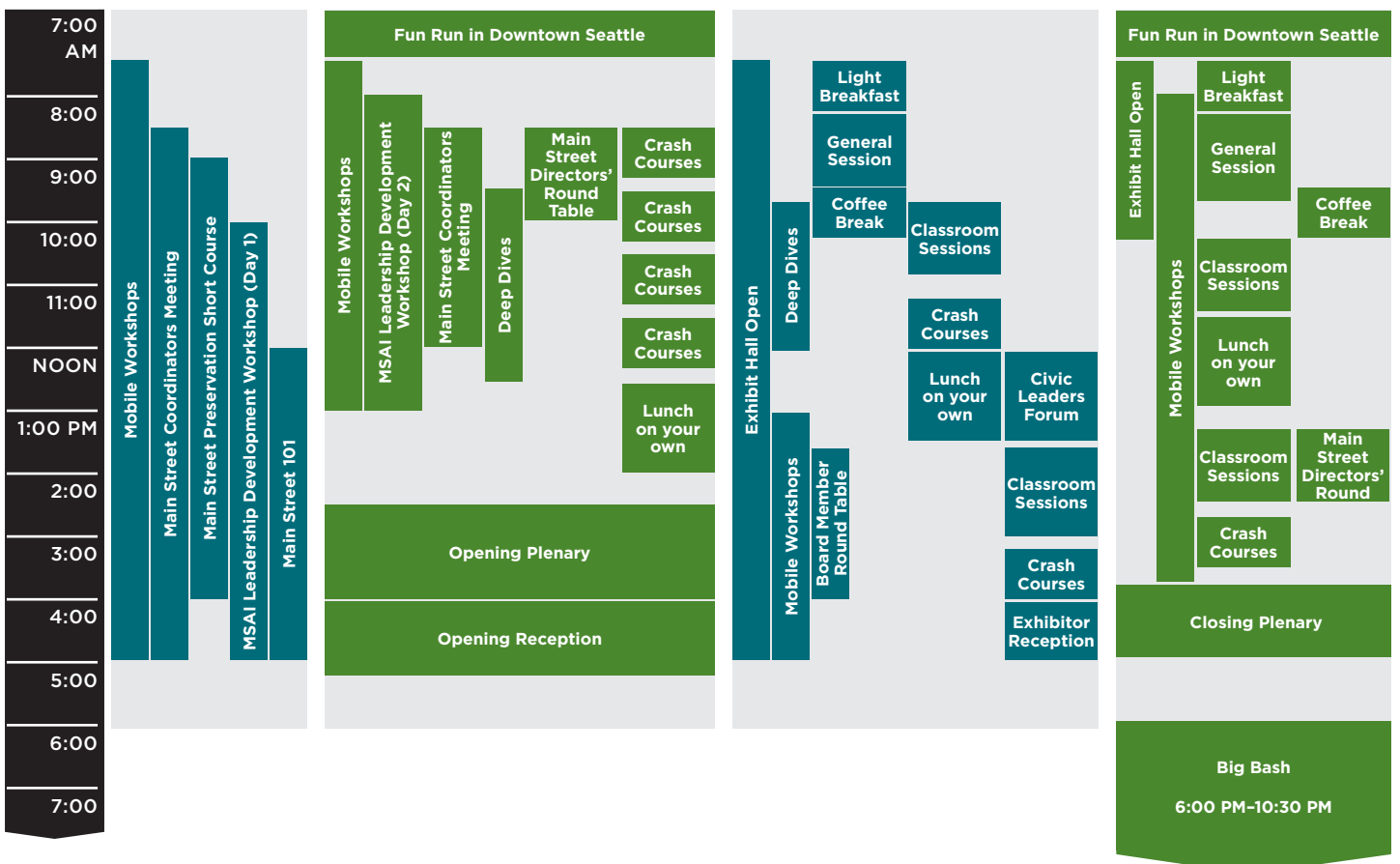
*Get updates on our app!*

## SUNDAY MARCH 24

## MONDAY MARCH 25

## TUESDAY MARCH 26

## WEDNESDAY MARCH 27





## TRACKS

This year's conference offers three tracks:



Historic Preservation



UrbanMain



Civic Leader

The Historic Preservation Track is generously sponsored by The 1772 Foundation.



## CONTINUING EDUCATION CREDITS

Main Street Now is pleased to offer continuing education units (CEUs) to members of the American Planning Association's American Institute of Certified Planners (AICP) and the American Institute of Architects (AIA). To find educational sessions offering CEUs, look for sessions with notations for AIA or AICP throughout the program, or you can utilize the mobile app to search the schedule by the CEU track.

AIA  
Continuing  
Education  
Provider



## SUNDAY MARCH 24

9:00 AM-6:00 PM  
Conference Registration

Main Street 101  
12:00 PM-5:00 PM  
Elwha A, 5th Floor



ECONOMIC VITALITY  
DESIGN  
PROMOTION  
ORGANIZATION

### MOBILE WORKSHOPS

*Prior registration and payment are required for all Mobile Workshops.*

**A Whale of a Tale**  
7:45 AM-4:00 PM  
*Meet in the hotel lobby at 7:45am to walk to the pier.*

**Nidoto Nai Yoni: Let It Not Happen Again**  
8:15 AM-4:30 PM

**Walk the Talk: Walkability Tactics for Your Community**  
8:30 AM-4:30 PM

**Show & Tell: A Best Practices Retail Tour Sunday**  
8:30 AM-4:00 PM

**A Taste of Industrial Reuse in Seattle's Georgetown Neighborhood**  
1:00 PM-5:00 PM

**Balancing Act: Development, Preservation, and Sustainability**  
1:00 PM-5:00 PM  
*Tour will meet in 501 Chiwawa.*

**SPECIAL TRAININGS**  
**Main Street Preservation Short Course**  
9:00 AM-4:00 PM  
502 Cowlitz  
*Additional registration required*

**MSAI Leadership Development Workshop, Day 1**  
10:30 AM-5:00 PM  
602 Nooksack  
*Additional registration and advanced payment required*

The Main Street America Field Services team will provide an overview of the Main Street Approach, highlighting the importance of engaging the community in revitalization planning, developing a set of district-specific strategies, implemented through work across the Four Points, and tracking and communicating meaningful impact measures.

12:00-1:15 PM || **Intro to Main Street and Organization**  
1:30-2:30 PM || **Design**  
2:45-3:45 PM || **Economic Vitality**  
4:00-5:00 PM || **Promotion**

*Each presentation will be followed by a 15-minute break.*

### SCHOLARSHIP SPONSORS

**Knight Foundation, 4Culture, National Park Service, and New Mexico Department of Cultural Affairs**

### IN-KIND SPONSORS

**Hotel Sorrento, VolunteerLocal, Digital Graphics Network, Map Dynamics**



*Flashback:*  
**2018 MSNOW CONFERENCE**

**MONDAY**  
MARCH 25

**7:00 AM-4:30 PM**  
Conference Registration

**7:00 AM-7:30 AM** Fun Run in Downtown Seattle

**SPECIAL TRAINING**

**MSAI Leadership Development Workshop, Day 2**  
8:00 AM-1:00 PM  
602 Nooksack  
*Additional registration required*

**ROUND TABLE**

**Main Street Directors' Round Table, Part 1**  
8:30 AM-10:00 AM  
502 Cowlitz

**MOBILE WORKSHOPS**

*Prior registration and payment are required for all Mobile Workshops.*

**Urban Studies and Urban-Serving**

7:30 AM-1:00 PM  
*Generously supported by the City of Tacoma.*

**Community Organizing in Seattle's Central District**

9:00 AM-1:00 PM

**CRASH COURSES:**  
8:30 AM-9:15 AM

**The Collaboration of FabLab ICC and Independence Main Street**  
707 Snoqualmie

**Saving Our Cities: Is Communication the Key to What's Missing?**  
701 Clallum



**Growing Green: Nature, Spending, and Main Streets**  
605 Snohomish



**Seeing Main Street in a Whole New Light**  
601 Hoh

**The Upper Story: Creating a Great Downtown Tour**  
702 Clearwater

**CRASH COURSES:**  
9:30AM-10:15AM

**Leveraging the Experience Economy to Strengthen Your Downtown**  
707 Snoqualmie

**Third Place Coffee Shops: Can All 3 Make It?**  
702 Clearwater

**Parking [Public] Spaces**  
701 Clallum



**Using Social Media to Tell Your Downtown's Story**  
605 Snohomish

**The "Reality" of Retail: Creating Dynamic Customer Experiences**  
601 Hoh

**DEEP DIVES:**  
9:30AM-12:30PM

**Enabling Better Places: Zoning Reform for a Stronger Main Street**  
604 Skykomish



**Harnessing the Third Place: Placemaking for Learning, Creativity, and Economic Development**  
603 Skagit



**CRASH COURSES:**  
10:30AM-11:15AM

**The Power of Play: Sparking Joy and Local Prosperity**  
707 Snoqualmie

**Brand Score: Measuring the Effectiveness of Your Messaging**  
702 Clearwater



**The Magic Happens When the Property Owner Has Vision**  
701 Clallum



**Modernizing Main Street: The Story of Mid-Century Design**  
601 Hoh

**It's Hard But We Can Handle It: Tools for Building Community, Consensus, and Collaboration in a Difficult World**  
605 Snohomish

**DEEP DIVE:**  
10:30 AM-12:00 PM

**Anchor Institutions and Neighborhood Districts**  
512 Willapa



**CRASH COURSES:**  
11:30 AM-12:15 PM

**8 Secrets from a Secret Shopper**  
707 Snoqualmie

**Dogs Downtown: Best Practices for Main Street Pets**  
702 Clearwater

**Cultivating Community to Save a Theatre**  
701 Clallum



**Diverse Revenue Streams: Going Beyond Traditional Sponsorship**  
605 Snohomish

**Makin' Green by Goin' Green!**  
601 Hoh

**12:30-2:00 PM**

*Lunch on your own*

*Mobile Event Guide*

You can find the full detailed conference schedule, including session descriptions, speaker details, and more on the MSN Conference Mobile Event Guide. Access the guide online at [eventmobi.com/mainstreetnow19](http://eventmobi.com/mainstreetnow19) or search "MSN 2019" in your favorite app store to download the app.

Sponsored by Heritage Bank



**Heritage**  
BANK



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# OPENING

2:30 PM-5:15 PM

# PLENARY

& OPENING RECEPTION

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Join your fellow conference attendees for the official kick-off of the 2019 Main Street Now Conference in beautiful Benaroya Hall. This lively welcome event will introduce you to the sights and stories of our host city and inspire you as you prepare for the two action-packed days to follow of sessions, tours, and events.

Event highlights include a welcome from Knute Berger, a Seattle-based journalist, writer, and neighborhood history enthusiast; remarks from Patrice Frey, President and CEO of the National Main Street Center; and the presentation of the 2019 Great American Main Street Awards.

*Opening Reception generously sponsored by Stockbridge.*

## STOCKBRIDGE

**Opening Plenary: 2:30 PM-4 PM**

**Opening Reception: 4 PM-5:15 PM**

**Doors open at 2:00 PM  
Benaroya Hall | 200 University St.**

Benaroya Hall is located within walking distance, 1/2-mile from the Hyatt Regency at 200 University Street. There will not be bus transportation to the event.



**THE 2019 GREAT AMERICAN MAIN STREET AWARDS  
WILL BE PRESENTED AT THE OPENING PLENARY.**

Each year, the National Main Street Center recognizes exceptional Main Street communities whose successes serve as a model for comprehensive, preservation-based commercial district revitalization.

*Congratulations to this year's winners!*



**TUESDAY**  
MARCH 26

**7:00 AM-4:00 PM**  
Conference Registration

**LIGHT BREAKFAST:**  
7:30AM-8:15 AM

Exhibit Hall

**MOBILE WORKSHOPS:**  
7:30 AM-5:00 PM

*Prior registration and payment are required for all Mobile Workshops.*

**Downtown Housing & The Unhoused**

7:30 AM-1:00 PM

**Representation, Memorialization, and Renewal**

8:00 AM-12:00 PM

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

1:00 PM-5:00 PM

**World's Fair Legacy—Century 21 Exhibition Tour**

1:00 PM-5:00 PM

**CLASSROOM SESSIONS:**  
9:45 AM-11:00 AM

**Keys to Retail Success in a Digital World**

502 Cowlitz

**slalom**

**Aligning Your Plan of Work with Your Community's Vision for Downtown**

707 Snoqualmie

**How to Generate Revenue through Marketing Partnerships (AKA Sponsorship)**

702 Clearwater

**Catalyst Projects Yield Extraordinary Results for Downtowns**

Elwha A, 5th Floor



**Beers, Brains, and Ballrooms: Programming Matters**

Elwha B, 5th Floor



**Economic Development on Main Street**

701 Clallum



**Positioning Main Street Programs for 21st Century Volunteers**

501 Chiwawa



**Brownfields Resources: Now is the Time!**

512 Willapa



**Urban Main Streets Advocacy: The 5th Point of the Main Street Four Point Approach**

605 Snohomish



**Building Beyond the Façade: Layering Downtown Spillover Investment**

604 Skykomish

**GAMSA: Taking Your Community to the Next Level**

603 Skagit

**Housing Matters for Your Community, Downtown, and Historic Preservation**

602 Nooksack



**DEEP DIVE:**  
9:45 AM-12:00 PM

**Civility on Main Street: What Does This Mean for Engagement, Democracy, and Downtown?**

601 Hoh

**CRASH COURSES:**  
11:15 AM-12:00 PM

**Downtown Pedlets: Walking through an Outdoor Dining Transformation**

707 Snoqualmie

**Crowdfunding for Placemaking: The Successes and Challenges**

702 Clearwater

**The Age of Amazon: Keeping Main Street Competitive**

701 Clallum



**Holiday Decor: Types, Tips, and Timing**

Elwha A, 5th Floor

**How \$5 Can Change a Community**

Elwha B, 5th Floor

**Placemaking: Unlocking the Potential of Public Space**

502 Cowlitz



**Optimizing Main Street with Pedestrian and Vehicle Data**

501 Chiwawa

TUESDAY, MARCH 26

*Breaks in the Expo!*

**Light Breakfast** 7:30 AM-8:15 AM

**Coffee Break** 9:30 AM-10:15 AM

**GENERAL SESSION: 8:15 AM-9:30 AM**

**From *Our Towns* to Your Towns: Lessons Learned Across America**  
**Deborah and James Fallows in conversation with Patrice Frey**

Columbia Ballroom C, 3rd Floor

For more than four years, Deborah and James Fallows zig-zagged the country in a single-engine airplane, spending weeks at a time in locations from Eastport, Maine to Ajo, Arizona. As witnesses to the impressive ways in which communities—from downtowns to schools, governments, and entrepreneurs—are rewriting the rules to success, the Fallows' documented their journey in *Our Towns: A 100,000-Mile Journey into the Heart of America*. Join the authors for a discussion moderated by Patrice Frey, relating their experiences and lessons learned, and highlighting examples of strong leadership, partnerships, and engagement that are a testament to the promising future of Main Street. Discussion to be followed by Q&A.

Meet the Fallows for a book signing! Join us immediately following this session or during the Tuesday afternoon Exhibitor Reception at the conference bookstore. *Our Towns: A 100,000-Mile Journey into the Heart of America* is available for purchase.

*Generously supported by AARP.*



DON'T FORGET TO TAG YOUR SOCIAL MEDIA POSTS WITH THE CONFERENCE HASHTAG #NOW19!

**Pocket Parks—New Third Places in Challenged Neighborhoods**  
605 Snohomish



**Surviving and Thriving Through Major Streetscape Projects**  
604 Skykomish



**What Will You Do If Disaster Strikes?**  
603 Skagit

**Utilizing Energy Efficiency Finance for Main Street Revitalization**  
602 Nooksack

**Grow with Google Train-the-Trainer Session: Get Found on Google Search and Maps**  
512 Willapa  
Grow with Google

**CLASSROOM SESSIONS:**  
1:45 PM-3:00 PM

**Creating Treasured Places—Re-imagining Port Townsend’s “Main” Street**  
707 Snoqualmie

**12:00-1:30 PM**

*Lunch on your own*

**CIVIC LEADER FORUM:**  
12:00 PM-1:30 PM

**How to Build a Strong Local Economy**

Quinault, 5th Floor

The Civic Leader Forum, generously sponsored by King County and 4Culture, is an opportunity for civic leaders attending the Main Street Now conference to come together over lunch to explore the key components of a successful downtown. The event will feature a keynote from Ed McMahon, Board Chair of the National Main Street Center and Senior Fellow at the Urban Land Institute, making the case for why local, place-based economic development is the key to long-term economic and social prosperity. The program will also feature a welcome from Dow Constantine, King County Executive and close with a facilitated Q&A with Dow, Ed, and the audience. Jess Zimbabwe, Director of Urban Development and Leadership at the National League of Cities, will facilitate this session.



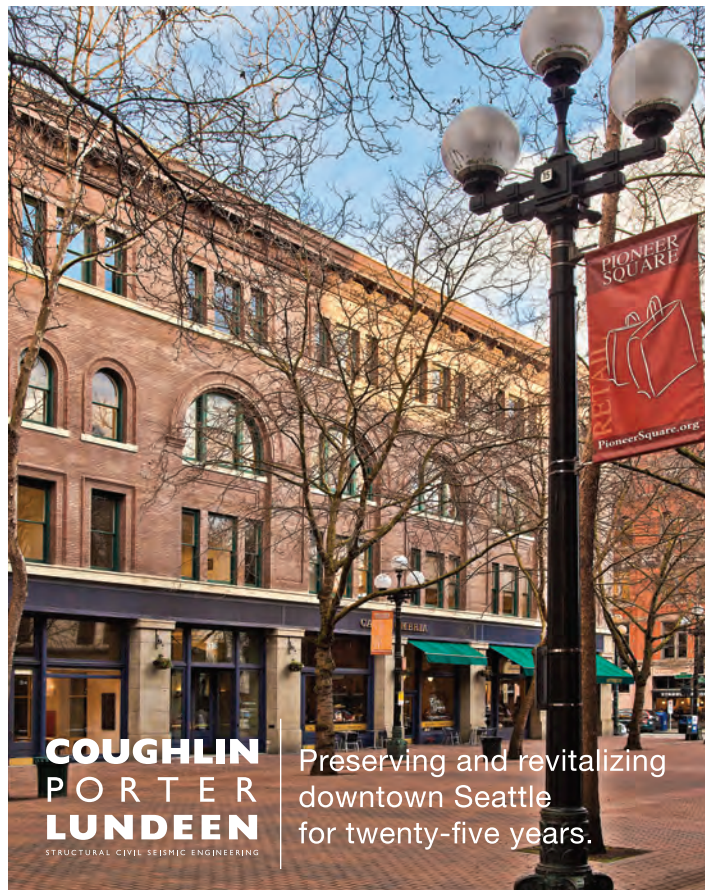
***“In simple terms, if you don’t have a healthy downtown, you don’t have a healthy city or town.”***

— Ed McMahon

*Please note that this is an invitation-only event and lunch will be provided.*



**King County**



**COUGHLIN PORTER LUNDEEN**  
STRUCTURAL CIVIL SEISMIC ENGINEERING

Preserving and revitalizing downtown Seattle for twenty-five years.



**Activating Community:  
The Roslyn Yard Proposal**  
702 Clearwater



**Artists on Main Street: A  
Model for Creative Commu-  
nity Development**  
701 Clallum

**Golden Nuggets: Sharing  
Success through Storytelling**  
Elwha A, 5th Floor



**You Want Me to Do What?...  
Tips for Building Consensus  
and Increasing Property  
Owner Support**  
Elwha B, 5th Floor



**Funding a Local Main  
Street Program**  
502 Cowlitz



**Main Streets Assemble! Find-  
ing Your Downtown Heroes!**  
501 Chiwawa

**How to Prevent Development...  
On Purpose or By Mistake**  
512 Willapa



**Activating Youth Voice to  
Revitalize a Community**  
605 Snohomish



**Collaborative Cultural  
Tourism: Drawing Visitors  
Who Love Main Streets**  
604 Skykomish

**GAMSA: Now and Then and  
In Between**  
603 Skagit

**Tax Credit Financing:  
Show Me the Money!**  
602 Nooksack



**ROUND TABLE:  
1:45 PM-4:00 PM**

**Board Member Round Table**  
601 Hoh

**CRASH COURSES:  
3:15 PM-4:00 PM**

**Rallying Multiple Districts  
around One Downtown Vision**  
707 Snoqualmie

**The Smithsonian Comes to  
Town!**  
701 Clallum

**Before, During, and After:  
Make the Conference Count**  
Elwha A, 5th Floor

**Combating the Brain Drain:  
Retaining Students in Your  
Community**  
Elwha B, 5th Floor

**A Sense of Place: The  
Intersection of Mayors  
and Main Street**  
502 Cowlitz



**Lighter, Quicker, Cheaper:  
Demonstration Project Best  
Practices**  
501 Chiwawa

**Pop Up Shops: Transform  
Your District with This  
Affordable Economic  
Development Initiative**  
512 Willapa

**Pintando La Villita: Studies  
in Immigrant Innovation**  
605 Snohomish



**Organization Shouldn't Be  
Ordinary, Be Extraordinary!**  
603 Skagit

**Stimulating Economic  
Development through  
Preservation: A Case Study**  
602 Nooksack



**AARP's Livable Communities  
Initiative**  
702 Clearwater



**From Ignored Spaces to  
Third Places**  
604 Skynomish



## Building a community of possible.

At U.S. Bank, we strive to make a positive impact in our community. That's why we support community events that bring us together for the greater good. We know that anything is possible when we work together. [usbank.com/communitypossible](https://usbank.com/communitypossible)

U.S. Bank is proud to support the Main Street NOW Conference.

Visit one of our local branch locations or find us online at [usbank.com](https://usbank.com).



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# Grow Your Entrepreneurial Community

The Kauffman Foundation equips entrepreneurs with the knowledge, skills, tools, and networks they need to break down barriers that stand in the way of starting and growing their businesses.

From our home in Kansas City, we reach across the country offering programs to support entrepreneurs and grow entrepreneurial communities. **Kauffman FastTrac®** is a free, online course that provides a solid framework to support aspiring entrepreneurs in their journey to business success. **1 Million Cups** is a free program designed to educate, engage, and connect entrepreneurs with their communities.

Get started with  
**Kauffman FastTrac®**



[FastTrac.org](http://FastTrac.org)

Connect with  
**1 Million Cups**



[1millioncups.com](http://1millioncups.com)



# WEDNESDAY MARCH 27

**7:30 AM-12:30 PM**  
Conference Registration

**7:00 AM-7:30 AM** Fun Run in Downtown Seattle

**LIGHT BREAKFAST:**  
7:30AM-8:15AM  
Exhibit Hall

**MOBILE WORKSHOPS:**  
8:00 AM-5:00 PM

*Prior registration and payment are required for all Mobile Workshops.*

**How Does the Market Grow?**  
8:00 AM-12:00 PM

**Growing With the Grain**  
8:00 AM-3:45 PM

**Bringing the World Home**  
10:00 AM-2:00 PM

**Two Wheels, One Trail-  
Explore Seattle Like A Local**  
11:30 AM-3:30 PM

**Shell Yes! Farm (& Sea)  
To Table**  
1:00 PM - 4:00 PM

**CLASSROOM SESSIONS:**  
10:15 AM-11:30 AM

**Strengthen Engagement to  
Strengthen Effectiveness**  
707 Snoqualmie

**Yes, And! Tactics to Tackle  
Roadblocks**  
702 Clearwater



**Breaking the "Black Box" of  
Economic Impact: A Tutorial  
on IMPLAN**  
505 Queets



**Inside Out: Creating and  
Maintaining Authenticity**  
502 Cowlitz



**Becoming #IdeaFriendly:  
Crowdsourcing the Future of  
Your Town**  
Elwha B, 5th Floor



**What It Takes to Be Awarded  
the Hope VI Main  
Street Grant**  
701 Clallum



**Pitching Entrepreneurship:  
Building Partnerships to  
Jumpstart Your Downtown  
Economy**  
501 Chiwawa

**Pro Tips for Main Street  
Tax Credit Projects**  
512 Willapa



**Main Street Success:  
Business Attraction and  
Retention Strategies**  
605 Snohomish



**Pasco: Revitalizing a  
Latino Main Street without  
Displacement**  
604 Skykomish

**Rock Your Downtown:  
Executing a Badass Concert  
Series**  
603 Skagit

**pARTnerships**  
602 Nooksack



**The How Behind the Wow:  
Creating Stellar Stores**  
601 Hoh

**Main Street Advocacy: Share  
Your Story and Shape the  
Agenda**  
608 Wynoochee

WEDNESDAY, MARCH 27

## Breaks in the Expo!

**Light Breakfast** 7:30 AM-8:15 AM

**Coffee Break** 9:30 AM-10:15 AM

**GENERAL SESSION: 8:15 AM-9:30 AM**

**Entrepreneurship on Main Street: Making the Case for Place**

Columbia Ballroom C, 3rd Floor

**Enoch Elwell, CO.STARTERS || Matt Wagner, Ph.D, National Main Street Center || Alex Weld, Wheeling Heritage || Maiko Winkler-Chin, Seattle Chinatown International District Preservation and Development Authority**

At Main Street Now 2018 in Kansas City, we introduced a conversation on fostering entrepreneurship on Main Street through a "grow your own" strategy. Building on last year's session, join this panel discussion to consider the role a Main Street program can play in setting the table for a healthy entrepreneurial ecosystem. Speakers will highlight the role of place, homing in on the ways to leverage your community's physical and environmental assets to attract, support, and retain entrepreneurs.



• SMALL BUSINESS SATURDAY\* •

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**SPECIAL SESSION: 10:15 AM-11:30AM**

**American Express Neighborhood Champion Pitch-Off for  
Small Business Saturday**

Elwha A, 5th floor

Come be a part of the first-ever Neighborhood Champion pitch-off, sponsored by American Express. Cheer on 3 of your fellow Main Streeters as they showcase their Small Business Saturday 10-Year Anniversary event ideas for the opportunity to win up to \$1000! They will have 5 minutes to wow a panel of judges and respond to questions. Light refreshments will be provided.

*Space is limited, and first-come, first-served.*

**The winner will be announced at Wednesday's Closing Plenary. Come get inspired and enjoy some Shop Small swag!**

11:30 AM-1:00 PM

*Lunch  
on your own*

LUNCH SESSION: 11:45 AM-1:00 PM

**The Land of OZ: Pulling Back the Curtain on Opportunity Zones**

Quinault Ballroom, 5th Floor

**Merrill Hoopengardner, NTCIC || Alexander Flachsbart, Opportunity Alabama || George Koutelieris, Johnson and Shute, P.S. || Elissa Schauman, U.S. Bank**

Created by Congress in 2017, the Opportunity Zones (OZ) program encourages investment in low-income communities, both urban and rural, through tax incentives for investors. With 46% of Main Street programs overlapping an Opportunity Zone, this economic development tool has the potential to create huge impacts for downtown development. Join this lunch-time panel of experts to answer some of your key questions about the program: What's in it for investors? What projects are eligible? How can my community use this program? Generously supported by U.S. Bank and National Trust Community Investment Corporation.

*Please note: space is limited and first-come, first-served. Lunch will be served. If you cannot attend this program, we recommend The "Opportunity" in Opportunity Zones, immediately following.*



**CLASSROOM SESSIONS:  
1:15PM-2:30PM**

**The "Opportunity" in Opportunity Zones**  
602 Nooksack

**Downtown Collaborations:  
Using Transformation Strategies to Unite Stakeholders**  
707 Snoqualmie

**Airbnb Housing Downtown:  
The Galena, Illinois Experience**  
702 Clearwater



**Advocacy Superheroes:  
Creating Change for Your Main Street**  
701 Clallum

**Exit Stage Right: Helping Your Businesses Develop a Succession Strategy**  
Elwha A, 5th Floor

**Any Size Downtown—  
Anywhere—Can Become a Destination Downtown**  
Elwha B, 5th Floor

**Keep, Combine, or Kill:  
Evaluating Your Downtown Event to Determine Its Future**  
502 Cowlitz

**How to Help Your Businesses Win at Marketing**  
501 Chiwawa

**Addressing Seismic Threats to Our Most Vulnerable Neighborhoods**  
512 Willapa



**Chicago UrbanMain: Lessons Learned in Implementation**  
605 Snohomish



**Social Media Planning:  
Build a Content Calendar for Next Week**  
604 Skykomish

**Partnering Libraries with Main Streets to Make Great Third Spaces**  
603 Skagit

**Follow the National Main Street Center for the latest news on the conference**



**Main Street Now Conference**



**MainStreetsConf for conference information**



**NatlMainStreet for all other news**



**natlmainstreet**



# WEDNESDAY MARCH 27

7:30 AM-12:30 PM  
Conference Registration

**Fill the Hole! Lessons Learned in Partnership and Infill Development**  
601 Hoh

**The Future of Historic Preservation: Ideas from Main Street**  
608 Wynoochee



**ROUND TABLE:**  
1:15 PM-2:30 PM  
**Main Street Directors' Round Table, Part 2**  
505 Queets

**CRASH COURSES:**  
2:45 PM-3:30 PM  
**Main Street Stories: Fostering Engagement Through Video Stories**  
707 Snoqualmie

**Go Live! Volunteer Recruitment & Coordination for Today's Main Street Organization**  
702 Clearwater

**Host a Retail Challenge and Fill Your Vacant Storefronts**  
Elwha A, 5th Floor

**Avoiding Stress, Burnout, and Other Job Hazards (with Humor!)**  
Elwha B, 5th Floor

**Building Resiliency on Main Street: Trends in Consumer Preference, Technology, and the Economy**  
502 Cowlitz



**StreetPlan.Net: Free Online Complete Street Design Tool**  
501 Chiwawa



**Eyesore or Asset? Downtown Revitalization and Mid-Century Buildings**  
512 Willapa



**Promoting and Preserving Legacy Businesses**  
605 Snohomish



**Rural Revitalization through Local Food**  
604 Skykomish

**Make It Rain at Your Events**  
603 Skagit

**Insurance and Risk Management Concepts for Main Streets**  
601 Hoh

**Build Positive Proximity with a Main Street Book Club**  
602 Nooksack

Use the conference mobile event guide to get the latest updates on the conference schedule, session descriptions, and speaker details. Search "MSN 2019" in your favorite app store or access from any device with an internet browser at [eventmobi.com/mainstreetnow19](http://eventmobi.com/mainstreetnow19)

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# CLOSING

3:45 PM-5:00 PM

# PLENARY

Columbia Ballroom C, 3rd Floor

Join us for the final session of Main Street Now 2019 and help us bid a fond farewell to Seattle. The Closing Plenary, generously sponsored by American Express, will help you get in the Shop Small spirit as we get ready to celebrate Small Business Saturday's 10th anniversary on November 30, 2019. We'll honor three Main Street winners from the American Express Small Business Saturday Pitch Competition with a special cash prize to host a Neighborhood Champion event in their community on the big day! We'll also be recognizing this year's cohort of Main Street America Revitalization Professional credential recipients and, you won't want to miss the grand announcement of the 2020 Main Street Now host city!



★ SMALL BUSINESS SATURDAY ★

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This year's Big Bash, generously sponsored by OneMain Financial and Daniels Real Estate, will be an experience you won't want to miss. Join us for a party at The Sanctuary and take in the sights of this beautiful setting, the country's oldest beaux-arts style building and the oldest church in downtown Seattle. You'll also have the opportunity to savor delicious food and drink from the Pacific Northwest, document memories with friends in a Main Street photobooth, participate in an interactive art experience, and dance to the grooves of local band, Copastetic.

Getting there: Buses will depart from the Hyatt Regency 8th Street Entrance starting at 5:45 PM and will shuttle until 10:45 PM

Cost: \$55 (advance registration required)

# BIG

6:00 PM-10:30 PM

# BASH

The Sanctuary

OneMain Financial.  
LENDING DONE HUMAN



**A**s our cityscape has changed over the past decade, one company has been preserving our community places. Combining preservation, sustainability, and great architectural design, Daniels Real Estate has maintained our past while inspiring our future.

From repositioning the former Sears building into Starbuck's Center to the preservation and reuse of Union Station, King Street Station, Merrill Place, Cadillac Hotel, First United Methodist Church, Gridiron Condominiums and now restoring a former seminary building into a quintessential northwest lodge at St. Edward State Park.

For over three decades, the Daniels team has taken on the most difficult projects, which has earned the firm and its employees three National Preservation Awards as well as many local and state awards for historic preservation.

For more information on  
Daniels Real Estate  
visit: [danielsre.com](http://danielsre.com)



THE LODGE AT ST. EDWARD

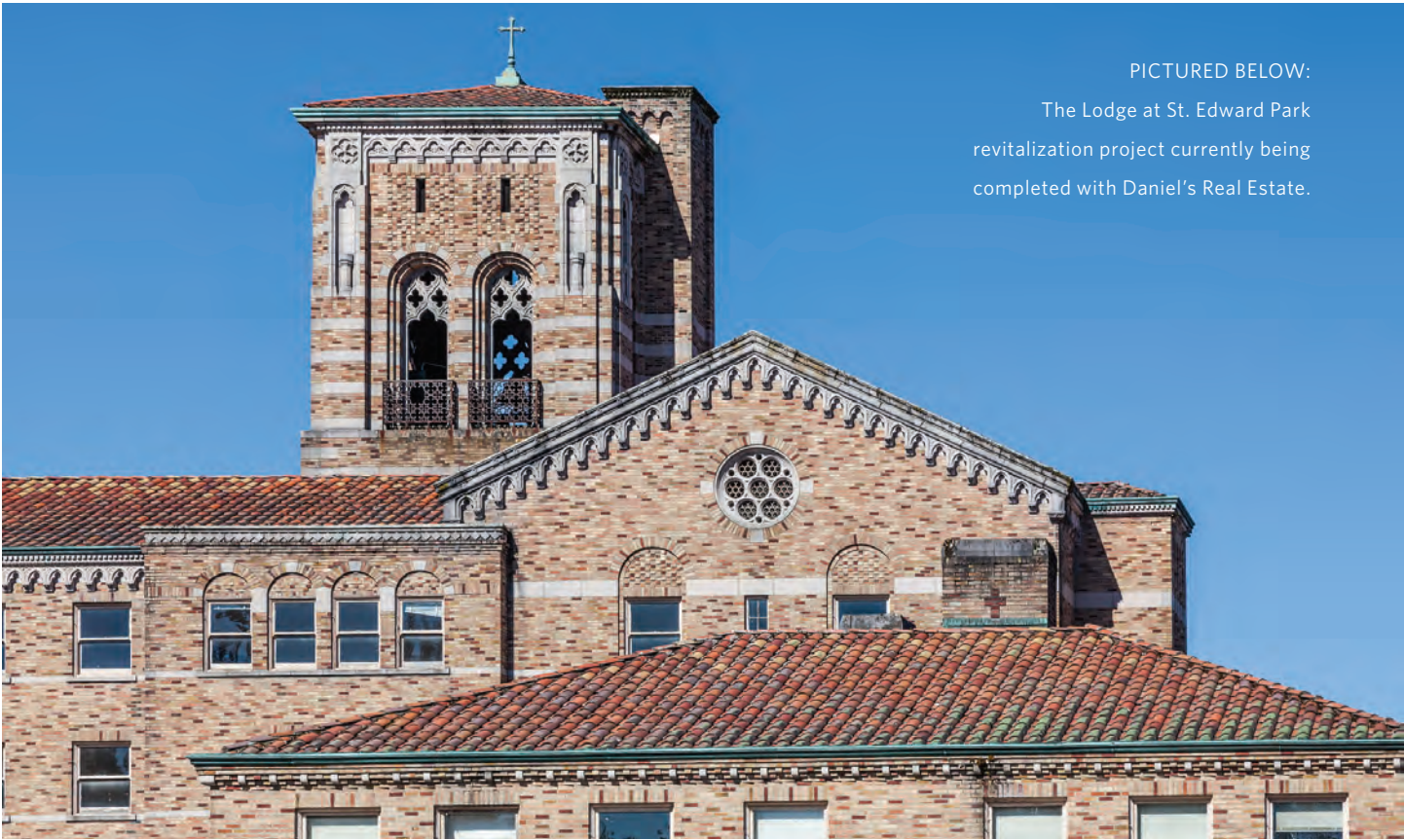


STARBUCKS CENTER



THE SANCTUARY





PICTURED BELOW:  
The Lodge at St. Edward Park  
revitalization project currently being  
completed with Daniel's Real Estate.



**BUILT WITH INTEGRITY**

Lydig is proud to partner with Main Street America to raise awareness of, and advocate for, the preservation of America's historic places.

> Learn more about Lydig's historical renovation projects at [www.lydig.com](http://www.lydig.com).



# MAIN STREET EXPO

Regency Ballroom—7th floor

Tuesday, March 26 7:30 AM–5:00 PM

Wednesday, March 27 7:30 AM–10:15 AM

The Main Street Expo is the place to find information, products, and services that can take your local revitalization efforts to the next level. Featuring a variety of exhibiting companies, the Expo offers a wide range of exceptional resources.

## EXHIBITOR RECEPTION: TUESDAY, 4PM–5PM

Meet up with colleagues and friends to enjoy light refreshments and explore the Expo! You will find great services, products, and information you need to help build your program. Plus, you won't want to miss the Exhibitor Raffle for the chance to win some fabulous prizes.

## EXHIBITOR RAFFLE—HOW TO PLAY!

- 1 Look in your conference bag for your raffle passport and visit participating booths around the Main Street Expo to collect signatures.
- 2 Bring your completed passport to the National Main Street Center booth in the center of the Hall by 4:30 PM on Tuesday.
- 3 Drawings for prizes will be held at 4:35 PM during the Exhibitor Reception. You must be present to win.

*Be sure to plan your refreshment breaks in the Expo!*

### TUESDAY, MARCH 26

**Light Breakfast** 7:30 AM–8:15 AM

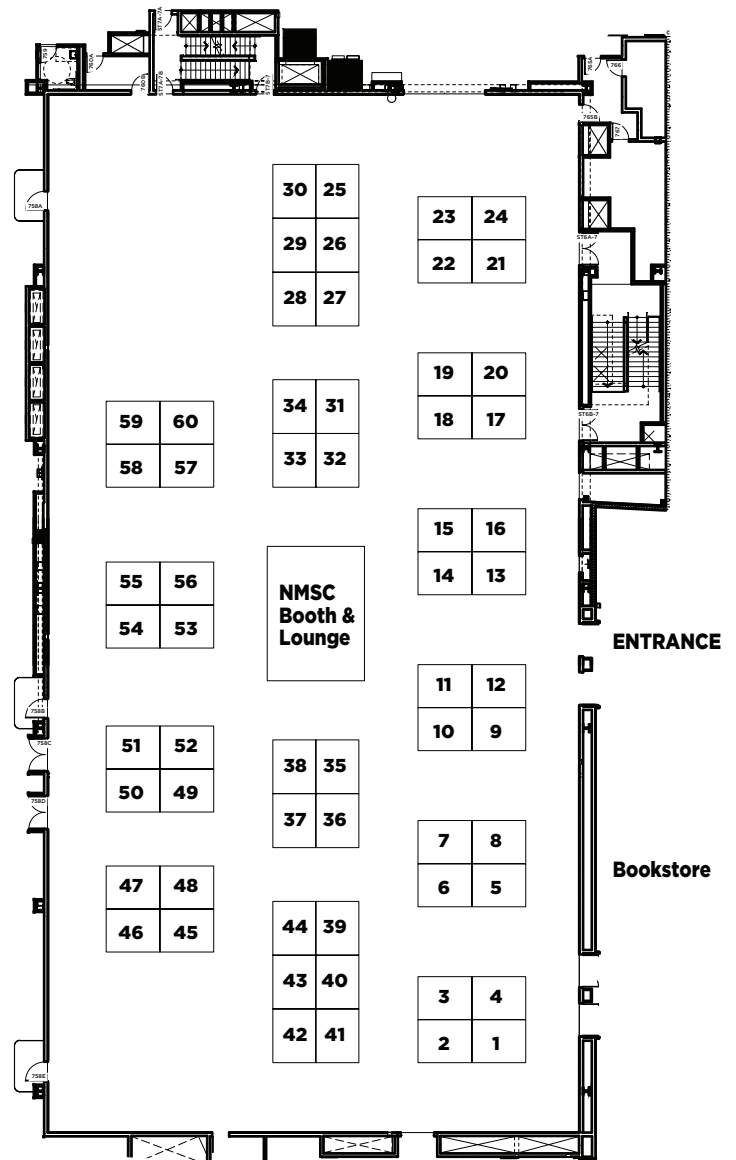
**Coffee Break** 9:30 AM–10:15 AM

**Exhibitor Reception** 4:00 PM–5:00 PM

### WEDNESDAY, MARCH 27

**Light Breakfast** 7:30 AM–8:15 AM

**Coffee Break** 9:30 AM–10:15 AM







**TUESDAY, 7:30 AM-5 PM AND  
WEDNESDAY, 7:30 AM-10:15AM**

Exhibit Hall || Booth #29

Main Street professionals from the Main Street America Coordinating Program Network and the National Main Street Center staff will be available to answer your questions—no appointment needed.

**#35 || 2020 Main Street Now  
Conference Host**

**#15 || AARP**  
Washington, DC

**#46 || ACSM, Inc**  
Charlotte, NC  
[acsminc.com](http://acsminc.com)

**#18 || AirNetix, LLC**  
Smyrna, GA  
[streetsoundswireless.com](http://streetsoundswireless.com)

**#11**  
**#12 || American Express**  
New York, NY  
[shopsmall.com](http://shopsmall.com)

**#17 || Artificial Ice Events**  
Peabody, MA  
[artificialiceevents.com](http://artificialiceevents.com)

**#36 || Ayres Associates**  
Eau Claire, WI

**#41 || BDS Planning & Urban  
Design**  
Seattle, WA  
[bdsplanning.com](http://bdsplanning.com)

**#31 || Benjamin Moore**  
Montvale, NJ  
[benjaminmoore.com](http://benjaminmoore.com)

**#39 || Cobalt Community Research**  
Charlotte, NC  
[CobaltCommunityResearch.org](http://CobaltCommunityResearch.org)

**#30 || CO.STARTERS**  
Chattanooga, TN  
[costarters.co](http://costarters.co)

**#5 || Downtown Decorations, Inc.**  
East Syracuse, NY  
[downtowndecorations.com](http://downtowndecorations.com)

**#54 || Downtown Diva**  
Waltham, MA  
[downtown-diva.com](http://downtown-diva.com)

**#10 || Downtown Graphics  
Network, Inc.**  
Salisbury, NC  
[dgninc.com](http://dgninc.com)

**#60 || EarthPlanter**  
Auburn, NY  
[earthplanter.com](http://earthplanter.com)

**#37 || Eckert's Greenhouse**  
Sterling Heights, MI

**#56 || Eco-Counter**  
Montreal, QC  
[eco-counter.com](http://eco-counter.com)

**#58 || Encurate**  
Chicago, IL  
[encurate.com](http://encurate.com)

**#49 || Erie Landmark Company**  
Columbia, PA  
[erielandmark.com](http://erielandmark.com)

**#7 || Fund Raisers, Ltd.**  
Boise, ID  
[fundraisersltd.com](http://fundraisersltd.com)

**#22 || Gama Sonic Solar Lighting**  
Norcross, GA  
[gamasonic.com](http://gamasonic.com)

**#14 || Google**  
New York, NY  
<https://grow.google>

**#55 || Goucher College**  
Towson, MD  
[goucher.edu/learn/  
graduate-programs](http://goucher.edu/learn/graduate-programs)

**#45 || Hestia Creations, Inc.**  
Marblehead, MA  
[hestiacreations.com](http://hestiacreations.com)







# MAIN STREET EXPO

Access the conference mobile event guide to get the latest updates on the conference schedule, session descriptions, and speaker details. Search “MSN 2019” in your favorite app store or access from any device with an internet browser at [eventmobi.com/mainstreetnow19](http://eventmobi.com/mainstreetnow19)

**#42 || International Downtown Association**  
Washington, DC  
[downtown.org](http://downtown.org)

**#34 || Kansas State University Technical Assistance to Brownfields**  
Manhattan, KS  
[ksutab.org](http://ksutab.org)

**#57 || Keystone Ridge Designs, Inc.**  
Butler, PA  
[keystoneridgedesigns.com](http://keystoneridgedesigns.com)

**#44 || Koloni, LLC**  
Pocahontas, IA  
[koloni.me](http://koloni.me)

**43 || Locable**  
Folsom, CA  
[locable.com](http://locable.com)

**#50 || Marvin Windows and Doors**  
Warroad, MN  
[marvin.com](http://marvin.com)

**#40 || Metro Analytics**  
Bountiful, UT  
[MetroAnalytics.com](http://MetroAnalytics.com)

**#51 || Mon-Ray, Inc.**  
Hopkins, MN  
[monray.com](http://monray.com)

**#21 || Mosca Design, Inc.**  
Raleigh, NC  
[moscadesign.com](http://moscadesign.com)

**Lounge || National Main Street Center**  
Chicago, IL  
[mainstreet.org](http://mainstreet.org)

**#59 || National Park Service**  
Washington, DC

**#32 || National Trust for Historic Preservation**  
Washington, DC  
[savingplaces.org](http://savingplaces.org)

**#26 || National Trust for Historic Preservation—Preservation Leadership Forum**  
Washington, DC  
[forum.savingplaces.org](http://forum.savingplaces.org)



## THE 1772 FOUNDATION

The 1772 Foundation works to ensure the safe passage of our historic buildings and farmland to future generations.

[www.1772foundation.org](http://www.1772foundation.org)

## Main Street Lunch Meet-Ups!

Are you a first-time Main Street Now attendee, looking to meet new Main Street friends, or just hungry for some good local food? Each day at lunch, head to the Main Street Expo entrance and meet-up with fellow attendees for a casual lunch outing. A Main Street Now volunteer will be on hand to help match you up with a group, and give you restaurant recommendations.



**#38 || National Trust Insurance Services**  
Baltimore, MD  
[nationaltrust-insurance.org](http://nationaltrust-insurance.org)

**#47 || Northwest Playground Equipment**  
Issaquah, WA  
[nwplayground.com](http://nwplayground.com)

**#19 || PROSOCO**  
Lawrence, KS

**#52 || ProsperWalk**  
Provo, UT  
[prosperwalk.com](http://prosperwalk.com)

**#48 || Rokusek**  
Quincy, IL  
[maestrocm.com](http://maestrocm.com)

**#6 || SideWalk Buttler**  
Scarborough, ME  
[sidewalkbuttler.com](http://sidewalkbuttler.com)

**#16 || Slalom**  
Seattle, WA  
[slalom.com](http://slalom.com)

**#3 || Spring City Electrical**  
Spring City, PA  
[springcity.com](http://springcity.com)

**#20 || Springboard Research**  
Boston, MA

**#53 || The Alexander Company**  
Madison, WI  
[alexandercompany.com](http://alexandercompany.com)

**#28 || The Retail Coach**  
Tupelo, MS

**#8 || Tom Pollard Designs**  
Pittsburgh, PA  
[tompollarddesigns.com](http://tompollarddesigns.com)

**#13 || U.S. Bank**  
Minneapolis, MN

**#9 || Washington Trust for Historic Preservation**  
Seattle, WA  
[preservewa.org/mainstreet](http://preservewa.org/mainstreet)

**#4 || Western Design, LLC**  
Ridgway, CO  
[westerndesignllc.net](http://westerndesignllc.net)





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**Historic Tax Credits**  
**Opportunity Zones**

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to learn more about how NTCIC can support your historic preservation efforts



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\* Source: Deloitte, Connected Small Businesses US, 2017, compared to non-digital SMBs

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The AARP Community Challenge provides grants for community-based "quick-action" projects related to housing, transportation, smart cities, and public spaces.

The goal is to spark change and build momentum to improve livability for people of all ages.

### APPLICATION DEADLINE

April 17, 2019, 11:59 pm (ET)

Learn More:

[AARP.org/CommunityChallenge](https://AARP.org/CommunityChallenge)

Subscribe to our E-Newsletter:

[AARP.org/Livable-Subscribe](https://AARP.org/Livable-Subscribe)

[AARP.org/Livable](https://AARP.org/Livable)

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