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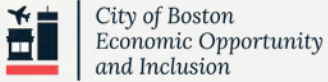
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MAIN STREET
2023
Now

BROUGHT TO YOU BY:



W E L

C O M E

TO
MAIN STREET
NOW 2023!

Are you ready to connect, explore, and celebrate? With more than 200 economic development and place management experts leading 100+ dynamic learning and community-building opportunities—and one extraordinarily vibrant host city home to 20 unique Main Street neighborhoods—you are in the right place!

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Emeritus Committee Member:

Laura Krizov, Michigan Main Street



Welcome to the 2023 Main Street Now Conference!

I'm thrilled to be with all of you in the great City of Boston.

We have a full three days of learning ahead, with a wide range of opportunities to network with peers, celebrate accomplishments, and explore all that the city has to offer. Thank you to the Main Street America staff, our co-hosts — the City of Boston Office of Economic Opportunity and Inclusion and the Boston Main Streets Foundation — as well as our sponsors, partners, and speakers for all they have done to help make this conference an enriching experience for everyone.

We are proud to have a longstanding history and partnership with Boston Main Streets. One of the first urban Main Street Programs in the nation, Roslindale Village Main Street, was established here nearly 40 years ago. The program was a hit from the start with over \$5 million in new investments, 43 building rehabs, 29 net new businesses, and 132 net job gains in the first three years of being established. The success of the Main Street Approach in Roslindale inspired a city-wide movement over the following decades. Today, Boston has 20 thriving districts, and they are living proof of what can happen when people come together and rally around the common goal of creating vibrant, resilient local economies. I hope you have the opportunity over the week to see first-hand the wide diversity of spaces and places across the city and meet the people that are shaping them.

I also hope you'll take full advantage of the dynamic learning and community-building opportunities we have scheduled. From the always-energizing Opening Plenary where we'll celebrate this year's Great American Main Street Award winners to the can't-miss Big Bash on Wednesday evening at the New England Aquarium, I'm confident that this will be a conference to remember.

In closing, let's remember one of the most important opportunities we have over the next few days: to learn from each other and celebrate our incredible movement. Without a doubt, the reason why Main Street continues to be one of the most successful economic development programs in the nation is because of the incredible people that are driving this important work forward.

Hannah White

Interim President and CEO, Main Street America



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WP Print Solutions is the perfect print partner for America's Main Street communities!

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Please visit our booth (#28) on the exhibition floor to enter our daily \$100 Amazon Gift Card raffle.

Please scan the QR code to visit our Main Street Communities page and register to get free shipping on your first order.



twpprintsolutions.com



Photo by Keiko Hiromi

It is with great pleasure that I welcome you all to the City of Boston to celebrate the 2023 Main Street Now Conference!

This conference serves as an exciting opportunity to showcase all that our City has to offer, from our downtown district to our 20 Main Streets Neighborhoods.

Boston Main Streets strives to help each of our neighborhoods by improving economic growth, adding to the quality of life in the community, and creating better experiences for locals and tourists alike. From Chinatown to Three Squares, each Main Streets district offers their own unique dining, shops, sounds, and experiences for you all to enjoy. Each of our neighborhoods are rich with history and cultural vibrancy, and I encourage you all to visit as many as you can and give yourself the opportunity to truly live like a local.

Throughout this conference, you will have the opportunity to join fellow commercial district revitalization leaders for three days of educational sessions, special events, mobile workshops, and opportunities to explore Boston.

The themes of this conference align with our City's goal to build a more robust, inclusive economy as we emerge from the pandemic: Community Wealth Building & Shared Prosperity, Resilient and Future-Focused Main Streets, and Building Community Connections.

Community wealth building has been at the forefront of our administration, spearheaded through the work of Boston Main Streets and the Office of Economic Opportunity and Inclusion. It is important that we reimagine strategies to enhance local wealth generation to support our small business owners and residents alike.

Looking inward, we can strategize and reimagine what the future of the Main Streets program looks like — one that continues to build on the mission to serve as an effective support system for our neighborhoods, emphasizing the importance of maintaining strong community connections. As we build community connections, we must ensure that all of our residents have a seat at the table.

Once again, I am so excited for you all to join us for Main Street Now 2023 and show you everything that this great City has to offer!

Michelle Wu
City of Boston, Mayor



Important Information

Conference Bookstore

The conference bookstore will be managed by Frugal Bookstore, an independent community bookstore located in Roxbury with a passion for promoting literacy within our children, teens and adults. Meet the staff, browse titles that can help you professionally, and find good reads for the times you want to relax. The store is located in the Exhibit Hall.

HOURS:

TUESDAY

8:00am - 5:45pm

WEDNESDAY

8:00am - 11:00am

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 case of life-or-death emergency at the Marriott Copley Place, dial 911 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.

The health and safety of Main Street Now Conference attendees is our top priority. We are closely monitoring recommendations from the CDC, state, and local health authorities around maintaining the safest environment possible for conference attendees. To that end, all Main Street Now Conference attendees are required to provide proof of a negative test administered no more than 24 hours before check-in.

Learn more at eventmobi.com/msn2023.

You must wear your badge to all conference educational and social events.



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 at the Marriott Copley Place for items lost during the conference. Any unclaimed items will be turned over to hotel security after the conference.

Mobile Workshops and Transportation

All workshops will depart from the Marriott Copley Place. Take the 2nd Floor escalators (located behind the Yard House restaurant) down to the hotel's ground level exit, towards Copley Place. Please plan to arrive at least 15 minutes before the scheduled departure time. Tickets cannot be purchased at the bus or tour location.

Get Social

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



Facebook: Main Street Now Conference, NatlMainStreet for all other news



Twitter: MainStreetsConf for conference information, NatlMainStreet for all other news



Instagram: NatlMainStreet

Scavenger Hunt

Join the BOSTON MAIN STREETS SCAVENGER HUNT for chances to visit notable places and experience unique spaces in each district. Answer the challenge questions to rack up points for a chance to win fabulous prizes. Winners will be announced at the Closing Plenary.

Check the conference app for details.



Mobile App

Use the official Main Street Now 2023 app to get the most out of your conference experience! You'll find the full schedule and helpful logistical info. Plus:

- Build a personal agenda and add sessions to your calendar
- Create a profile and connect with other attendees
- Check out speaker, sponsor, and exhibitor pages
- Explore local dining, shopping, and experience guides
- Evaluate sessions

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.

- Visit eventmobi.com/msn2023 or open the Main Street Now 2023 app.
- Locate the session you'd like to review and scroll down to "Session Feedback".
- Click "Session Review" and submit your evaluation.



Use the app online at eventmobi.com/msn2023 or search "Main Street Now 2023" in your favorite app store to download.

Conference Maps

BUS DEPARTURES

To access the pick-up/drop-off area for mobile workshops and the Big Bash, take the 2nd Floor escalators * (located behind the Yard House restaurant) down to the hotel's ground level exit, towards Copley Place.

Mobile Workshops:

Please arrive at least 15 minutes before the scheduled departure time.

Big Bash:

Buses will depart from 6:30pm - 7:30pm.

Return trips will run from 8:00pm - 10:00pm.

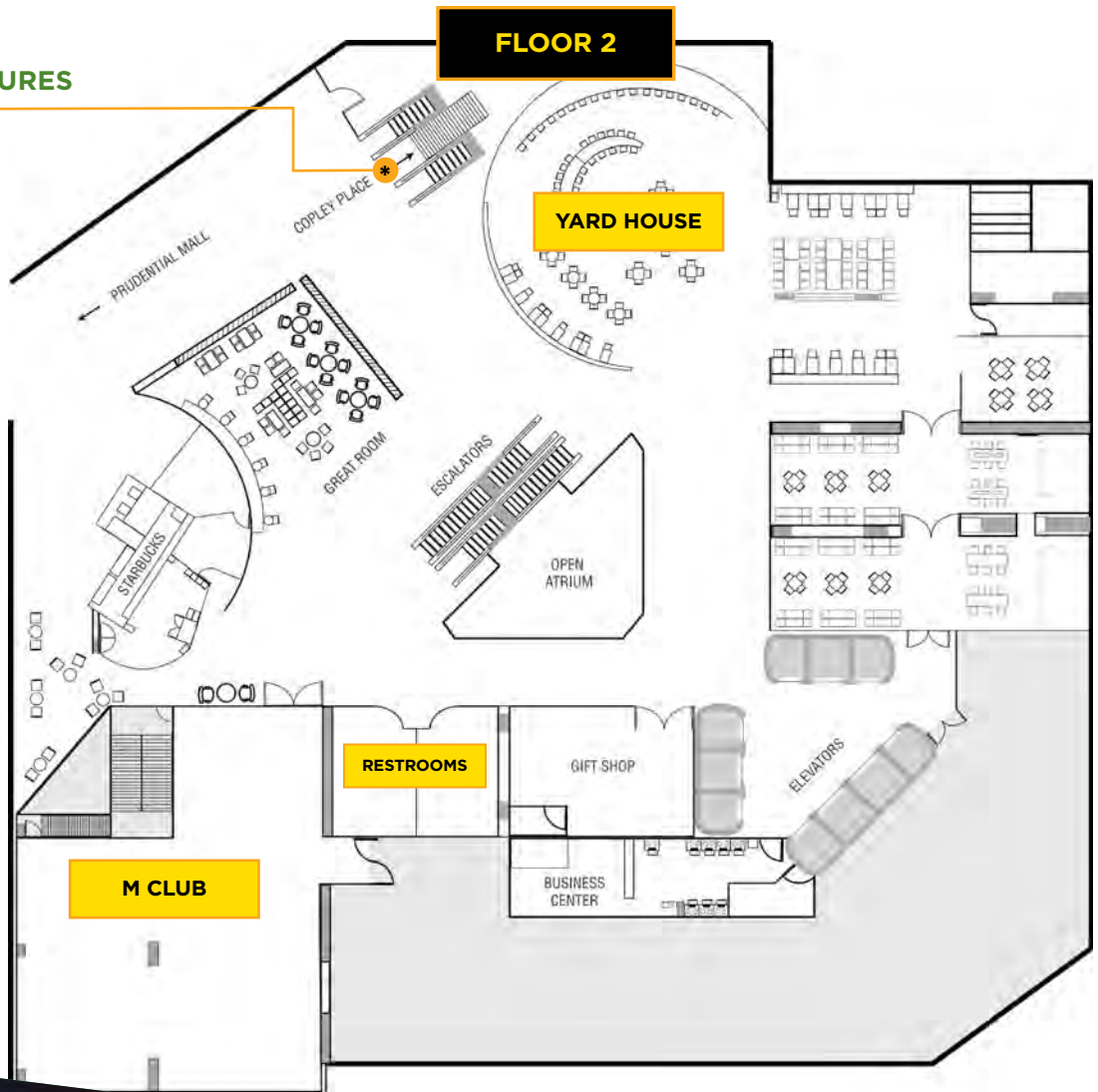


Photo by Hyde Park Main Streets

EXPO HALL

TUESDAY
7:45AM - 5:45PM

WELCOME RECEPTION

SUNDAY
5:00PM - 6:30PM

WEDNESDAY
7:45AM - 11:00AM



OPENING PLENARY

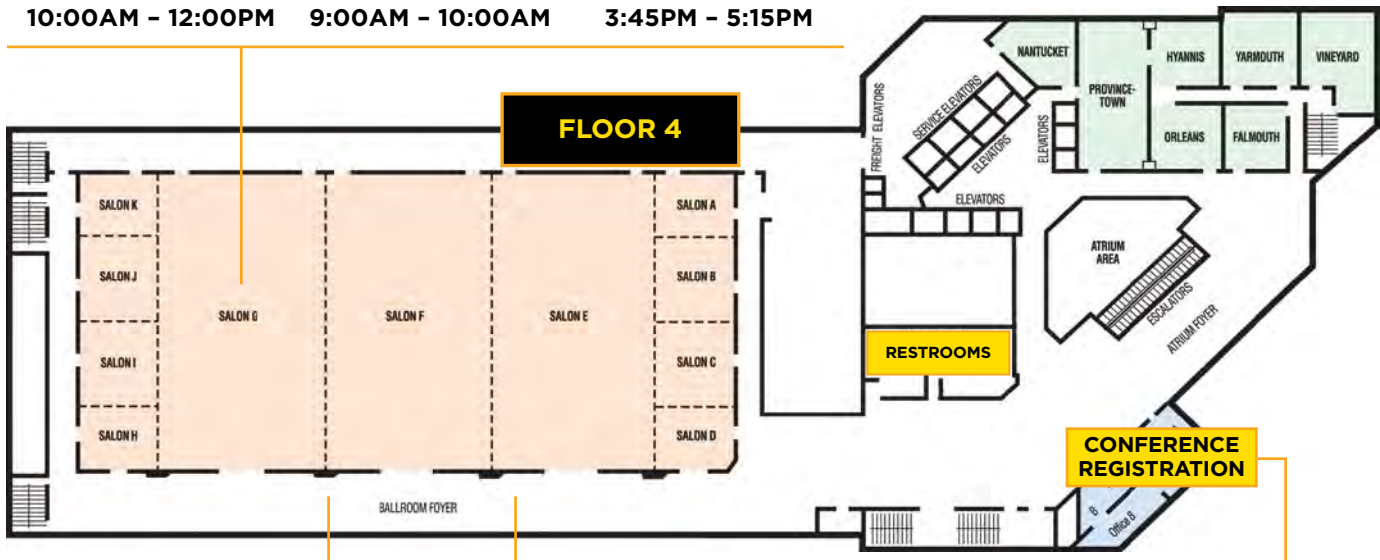
MONDAY
10:00AM - 12:00PM

MAIN IDEA

TUESDAY
9:00AM - 10:00AM

CLOSING PLENARY

WEDNESDAY
3:45PM - 5:15PM



EXPO HALL

BOOTHS 60-63
TUESDAY
7:45AM - 5:45PM

WEDNESDAY
7:45AM - 11:00AM

DR. DOWNTOWN

TUESDAY
7:45AM - 5:45PM

WEDNESDAY
7:45AM - 11:00AM

LOST AND FOUND

Schedule at a Glance

Sunday

MARCH 26

7:15am - 6:00pm
Registration & Check-in

Monday

MARCH 27

7:30am - 5:00pm
Registration & Check-in



Session Types

Mobile Workshop Off-site, ticketed excursion to a Boston Main Street community or a downtown development/historic preservation project, program, or area. All Mobile Workshops will depart from Marriott Copley Place. Take the 2nd Floor escalators (located behind the Yard House restaurant) down to the hotel's ground level exit, towards Copley Place. Please plan to arrive at least 15 minutes before the scheduled departure time. Sponsored by National Park Service.



Tuesday

MARCH 28

7:30am - 4:00pm
Registration & Check-in

7:45am - 5:45pm
Exhibit Hall Open

Main Idea
9:00am - 10:00am

Mobile Workshops

Tactical Solutions

Break

Deep Dives

Check the app for times and details

Crash Courses

Classroom Sessions

(additional registration required)

Lunch Break

Classroom Sessions

Deep Dives

Crash Courses

Exhibitor Reception

4:30pm - 6:00pm

Wednesday

MARCH 29

7:30am - 12:00pm
Registration & Check-in

7:45am - 11:00am
Exhibit Hall Open

Crash Courses

Tactical Solutions

Break

Deep Dives

Mobile Workshops

Check the app for times and details

(additional registration required)

Classroom Sessions

Lunch Break

Classroom Sessions

Deep Dives

Closing Plenary

3:45pm - 5:15pm

Big Bash

7:00pm - 10:00pm

New England Aquarium

7:00

8:00

9:00

10:00

11:00

NOON

1:00

2:00

3:00

4:00

5:00

6:00

7:00

Tactical Solution Session Informative and succinct, these 30-minute sessions will focus on key examples from Main Street communities or partner content through sponsors.

Crash Course A topic-specific, 45-minute course that provides quick information or skill-building.

Deep Dive A 1.5 to 3-hour session on a topic that requires detailed instruction or discussion.

Classroom Sessions A 75-minute session that gives a greater breadth of information on topics, trends, or a specific case study with large-reaching relevance and broader perspectives.

Session Topics and Types

Main Street Now 2023 programming is focused around a number of major themes. Check out the conference app to search for sessions by topic!

Community Wealth Building & Shared Prosperity

Main Street programs and other place-based revitalization organizations have a vital role to play in building community wealth and shared prosperity for every resident. This approach to economic development focuses on strategies to enhance local wealth generation and confers direct benefits for residents and local businesses. By harnessing tools like entrepreneurial ecosystems, community land trusts, cultural expression initiatives, and cooperative business models, Main Streets can create inclusive, sustainable, and equitable economic success in their communities and help ensure future prosperity for populations that have been historically marginalized.

Resilient & Future-focused Main Streets

As designers, planners, and local leaders, Main Street professionals are in a unique position to help communities adapt to meet the difficult realities they're facing now and in the years to come. From promoting environmental sustainability and green infrastructure to advancing community health initiatives and cross-sector partnerships, building resiliency goes beyond responding to a crisis — it's about building a strong baseline for resilience that will pay dividends in the years to come. Holistic planning practices and strong community connections help prepare us for change, whether planned or unexpected. Sessions will explore the importance of meeting these challenges head-on and the positive economic and organizational impacts created as a result.

Building Community Connections

The success of Main Streets across the country can often be tied to a common thread: they are driven by people. Thriving communities are built from the power of many, with the strongest among them practicing meaningful collaboration, creating shared goals with stakeholders, and valuing inclusive leadership that provides a seat for everyone at the table. To strengthen the connection to place, Main Streets must embrace the variety of lived experiences of people in their community and empower them to make change. Sessions will highlight the power of coalition building and leveraging your greatest asset: people.



Accreditation The new Main Street America Evaluation Framework outlines what it means to be a high performing Main Street program and sets a path for growth for newer programs. These sessions highlight opportunities to learn more about the new standards and discover how to align with them successfully.

Core Concepts Grounded in the Main Street Approach, these sessions will help your program build a stable base for revitalization through best practices and case studies.

Civic Leader Sessions will give Civic Leaders — whether elected officials or public administrators — tools and insights to support downtown revitalization through a Main Street program.

Climate Resiliency These sessions lay groundwork for Main Street programs to adapt programs and tools to anticipate climate change impacts.

Design for All Learn about design best practices and dialogue about how small design changes can make a big impact in making downtown inviting to all stakeholders.

Digital Promotion Get new ideas on how to utilize digital tools to make economic and social impact downtown.

Equity & Inclusion The unequal impacts of the pandemic — and the continued reckoning with long-standing racial injustices — emphasize the need for commercial districts to prioritize equity in rebuilding local economies. Sessions will help us understand how Main Street programs can center diversity and inclusion.



Historic Preservation These sessions address strategies and replicable ideas for Main Streets to better address the preservation and rehabilitation of historic buildings. Sponsored by:



Leadership Through these sessions, get the opportunity to reflect, regroup, and build on our knowledge of how to lead our organizations effectively.

Making the Case Sessions focus on communicating the value of your Main Street program with data, research, and tools to help illustrate the need for and impact of commercial district revitalization.

Rural Focus These sessions will shed light on case studies and practices employed by place management organizations in rural communities.

Supporting Entrepreneurs Main Street research demonstrates that 70% of Main Street businesses grow from within the community. Learn how to create an environment that fosters entrepreneurship.

Big City Focus Sessions will address specific challenges in neighborhood commercial corridors in larger cities employing the Main Street Approach, including bureaucracy, infrastructure, and long-term disinvestment.



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). To find educational sessions offering CEUs, look for sessions with notations for AICP throughout the program, or you can utilize the mobile app to search the schedule by the CEU track.

Sunday

MARCH 26

7:15am - 6:00pm
Registration & Check-in

Welcome Reception

Kick off the conference and start building connections with attendees at a lively reception at the Boston Marriott Copley Place, Gloucester Exhibits. Enjoy light bites, refreshing libations, and local entertainment while mingling with Main Street leaders from across the nation. This will be a great start to your evening before heading out to explore our host city and its world-renowned restaurant scene. Make sure to check the conference app for local dining guides in downtown and the Boston Main Streets districts.

DON'T MISS!

5:00pm - 6:30pm

**Boston Marriott
Copley Place,
Gloucester Hall**

Special Trainings

Main Street Preservation Short Course

9:00am - 4:00pm | Vineyard

Additional registration and advanced payment required.

Getting Your Downtown Ready: Tools for Disaster Planning and Resilience

1:00pm - 4:00pm | Grand Ballroom Salon H & I

Main Street 101

1:00pm - 4:00pm | Grand Ballroom Salon A - D

Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from Marriott Copley Place. See page 4 for departure location and meet-up details.

Art is the Handmaid of Human Good: A Tour of Lowell's Historic, Cultural, and Innovation Assets

8:00am - 3:00pm

Seaport and Mills: New Hampshire Historical Coastal Loop

8:00am - 5:30pm

Concord, NH - State Capitol Arts and Entertainment District

8:30am - 5:00pm

Boston Chinatown Now

10:00am - 2:00pm

The Heart of the Commonwealth: Exploring Worcester

10:00am - 3:00pm

Mission Hill Arts and Gastronomy, with a Dash of COVID Survival

10:30am - 2:30pm



Photo Courtesy Chinatown Main Street

Monday

MARCH 27

7:30am - 5:00pm
Registration & Check-in



CHECK THE CONFERENCE APP FOR THE MOST UP TO DATE SCHEDULE DETAILS.

Opening Plenary

Join your fellow conference attendees for the official kick-off of the 2023 Main Street Now Conference! The Opening Plenary is always a highlight of the conference and will get you inspired and energized as you prepare for the three action-packed days to follow of sessions, tours, and events. Event highlights include a performance from Porsha Olayiwola, Boston's Poet Laureate; a welcome from the City of Boston Mayor's Office; remarks from Hannah White, Interim President and CEO of Main Street America; and the presentation of the 2023 Great American Main Street Awards.

DON'T MISS!

10:00am - 11:30am
Boston Marriott
Copley Place,
Grand Ballroom
Salon E, F & G



SPONSORED BY:



Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from Marriott Copley Place. See page 4 for departure location and meet-up details.

Dorchester Main Streets Tour
12:30pm - 3:30pm

**Development without Displacement:
Upham's Corner Arts & Innovation District**
2:00pm - 4:30pm

Tactical Solutions 2:00pm - 2:30pm

**Surviving and Thriving
through Construction**
Grand Ballroom Salon H & I

**CM | Measuring the Economics
of Downtown Revitalization:
Putting Some "Oomph" Behind
the Numbers**
Grand Ballroom Salon F

Corner of Hollywood & Main
Grand Ballroom Salon A & B

**Grant Funding Supports Main
Street Projects**
Provincetown

The Power of Local Currency
Wellesley

Funding for the Future
Grand Ballroom Salon G

**Tips for Executive Director
Retention**
Dartmouth/Exeter

**Leading the Way with
Transformation Strategies**
Suffolk

Open Containers in a Small Town
Grand Ballroom Salon E

**Using Events to Highlight
Community Development**
Grand Ballroom Salon J & K

Deep Dives 2:00pm - 5:00pm

Upstairs Downtown v2
Fairfield

Big City Reception

5:00pm - 8:00pm

Please join us as we learn and connect with leaders from our signature initiatives, including **Breaking Barriers to Business**, the **Chicago Invest Southwest** program, and our newest pilot communities in **Fort Worth, Texas**. You will also have an opportunity to connect with **Main Street managers** and other economic development practitioners working in neighborhood commercial corridors in big cities across the country.

*This event is invite only and attendance is limited.
See your confirmation email for location details.*

SPONSORED BY:



Crash Courses 2:45pm - 3:30pm

Is Your Main Street Ready for Electric Vehicle Charging?
Wellesley

Get Hyped: Turn District Cheerleaders into Social Influencers
Provincetown

Main Street's Role in a Strategic Community Plan
Grand Ballroom Salon C & D

Pride on Main Street
Grand Ballroom Salon H & I

Partnering with Elected Officials for Vibrant Downtowns
Suffolk

CM | The Michigan Street African American Heritage Corridor Commission
Grand Ballroom Salon J & K

Your Guide to Aligning with Economic Development Partners
Grand Ballroom Salon G

Downtown Redevelopment Finance
Grand Ballroom Salon E

NxGen Main Street: Recommendations for Mature & Fast Growing Main Streets
Grand Ballroom Salon F

Scaling Up Small-Scale Development: Main Street America's Small Deal Initiative
Dartmouth/Exeter

Main Street Resilience through Manufacturing: Exploring the Role of Local Branding Initiatives
Berkley & Clarendon

Disaster Ready: Trends & Stories in Building a Resilient Downtown
Grand Ballroom Salon A & B

Classroom Sessions 3:45pm - 5:00pm

How to Operationalize DEI into Your Main Street
Wellesley

CM | Navigating a World Not Built for All
Berkley & Clarendon

CM | Main Street Makeover: A Case Study on Revitalizing an Urban Main Street
Grand Ballroom Salon C & D

The Future is Now: Main Street Development Strategies
Dartmouth/Exeter

Oh Dear, We Need a Volunteer!
Provincetown

Serving Up Food Entrepreneurship in Small Towns
Grand Ballroom Salon G

Who Cares About Bylaws?
Grand Ballroom Salon H & I

CM | Recruiting the Next Generation of Downtown Preservationists
Suffolk

New Executive Director Roundtable
Grand Ballroom Salon E

Making the Pitch for Main Street Advocacy
Grand Ballroom Salon J & K

Breaking Barriers to Business: Leveraging Partnerships to Grow BIPOC Businesses
Grand Ballroom Salon A & B

Whatever You Are Doing on Housing, Double It
Grand Ballroom Salon F
Sponsored by The 1772 Foundation

Tuesday

MARCH 28

7:30am - 4:00pm
Registration & Check-in

Main Idea

More than Main: Prioritizing Community Wealth for Every Resident

The wealth Main Streets bring to their communities shouldn't be confined to only their commercial districts — all residents should benefit from the shared prosperity a vibrant and sustainable economic development plan brings to town. Join us for a discussion between Fay Horwitt of Forward Cities and Whitney Kimball Coe of the Center for Rural Strategies moderated by Segun Idowu of the Mayor's Office of Economic Opportunity and Inclusion on how Main Streets of all population sizes and geographic makeups can harness wealth building opportunities to ensure future prosperity for their communities.

DON'T MISS!

9:00am - 10:00am
Boston Marriott
Copley Place,
Grand Ballroom
Salon F & G

SPONSORED BY:



CHECK THE CONFERENCE APP FOR THE MOST UP TO DATE SCHEDULE DETAILS.

Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from Marriott Copley Place. See page 4 for departure location and meet-up details.

Salem, MA

8:00am - 12:30pm

Egleston Square: Food, Drink, Conversation, Community

9:00am - 3:00pm

Main Streets Affordable Housing & A Taste of Hyde Park

9:30am - 4:30pm

Tactical Solutions 10:30am - 11:00am

Flip the Script: From Ineffective to Essential

Dartmouth/Exeter

CM | H2BE Dearborn Juneteenth Mobility Stroll and Roll Parade

Wellesley

CM | Creating the Downtown Your Community Deserves through Inclusive Entrepreneurship

Berkley & Clarendon

Who's Next in Line for the Throne?

Grand Ballroom Salon J & K

Connecting Community and Commerce with Digital Marketplaces

Grand Ballroom Salon A & B

Seed Funds for Economic Development

Provincetown

Main Street Foundations Video Showing

10:30am - 12:00pm
Grand Ballroom Salon F & G

Join us for a screening of the new Main Street Foundations Series! Whether you are just beginning your journey as a Main Street leader or are looking to refresh your skillset, this is a great opportunity to receive an overview of the Main Street Approach. Main Street America staff will be available to answer your questions.

Civic Leader Lunch

12:15pm - 1:30pm | Doors open at 12:00pm
Grand Ballroom Salon E

Civic infrastructure — parks, trails, Main Streets, town squares, play spaces, libraries, recreation centers and other public spaces — offer much-needed opportunities for people of different incomes, backgrounds, and identities to share space and interact in a time of great division. Recent research also reveals that investing in community assets creates quality of life and is an effective economic development strategy. In this Civic Leaders Lunch, join researchers, advocates, and representatives from local and federal agencies to learn about the value of civic infrastructure as a community and economic development tool, and steps that local civic leaders can take to promote, implement, and advocate for civic infrastructure.

This session is an invite-only event for civic leaders.

No RSVP required. Present your conference badge for admission.

Seating will be allocated on a first come, first reserved basis.

SPONSORED BY: 

Sheltered Markets and Special Procurement Programs
Suffolk

Funding Quick Action Projects through the AARP Community Challenge
Grand Ballroom Salon H & I
Sponsored by AARP

Investing in the Past: Financial Tools for Historic Preservation
Grand Ballroom Salon C & D
Sponsored by NTCIC

Deep Dives
10:30am - 12:00pm

CM | Data, Design, Delivery, Decisions: Equity in Calgary's Main Streets
Fairfield

Long-Term Executive Director Roundtable
Grand Ballroom Salon E

Crash Courses
11:15am - 12:00pm

Businesses that Stay: Bringing Stability Back to Main Street
Grand Ballroom Salon J & K

Collaborative Successes: Main Streets and Municipalities
Grand Ballroom Salon C & D

An "Overnight Success" Nine Years in the Making
Wellesley

Partnering for Progress
Suffolk

So the Garden Club Won a Grant to Adopt a Green Space Downtown. Now what?
Provincetown

CM | Activating Empty Lots as Community-focused Business Spaces
Grand Ballroom Salon H & I

Volunteering for Empathy
Dartmouth/Exeter

What the Heck is a CLG and How Can it Benefit Your Main Street?
Grand Ballroom Salon A & B

Getting Started: Developing a Successful Main Street Program
Berkley & Clarendon

Classroom Sessions
2:00pm - 3:15pm

CM | 15 Minute Neighborhoods: A More Sustainable, Connected, Resilient Main Street
Dartmouth/Exeter

CM | Creating a Destination Downtown, One Business at a Time
Grand Ballroom Salon F

CM | Equitable Access to Small Business Support in Lowell
Provincetown

CM | Embracing the New Economy on Main Street
Grand Ballroom Salon C & D

CM | Building Success with a Master Plan
Berkley & Clarendon

CM | Get Ready Now for the Great American Eclipse
Grand Ballroom Salon H & I
Sponsored by Simons Foundation

CM | Meshing New Industrial Development into Authentic Places
Grand Ballroom Salon A & B

CM | Disaster Planning for Business Continuity
Suffolk

Equitable and Inclusive Entrepreneurial Ecosystems
Grand Ballroom Salon G
Sponsored by AARP

Impactful Community Building through Public Art Engagements
Grand Ballroom Salon J & K

GAMSA 2023 Winners
Wellesley
Sponsored by The Hartford

Deep Dives
2:00pm - 4:15pm

CM | Crunchin' the Numbers: A Look at Downtown Development Finance
Fairfield

What are Transformation Strategies?
Grand Ballroom Salon E

Crash Courses
3:30pm - 4:15pm

Remote Worker Attraction & Retention Strategies
Berkley & Clarendon

Building WITH Not FOR Our Communities
Grand Ballroom Salon F

Welcome to the Playground: Childcare Solutions on Main
Wellesley

#StrongerTogether: Connecting Neighbor Communities
Suffolk

CM | Finding Preservation-minded Buyers for Threatened Downtown Buildings
Grand Ballroom Salon J & K

CM | Mural, Mural on the Wall
Provincetown

CM | Community Economic Revitalization Strategies to Minimize Resident Displacement
Grand Ballroom Salon A & B

CM | Main Street and Monopolies
Grand Ballroom Salon G

Incentivizing Doing Good Business WITH Communities
Grand Ballroom Salon C & D

Digital Skills for Everyday Tasks
Dartmouth/Exeter
Sponsored by Grow with Google

From Vacant to Vibrant: How to Create a Pop-Up Community Space
Grand Ballroom Salon H & I

Affinity Events

PRE-ECLIPSE PARTY HAPPY HOUR: GETTING READY FOR THE GREAT AMERICAN ECLIPSE

Tuesday, 5:30pm - 7:30pm | Solas Irish Pub (upstairs)

710 Boylston St (a short walk from hotel)

Get ready to party...especially if your town is in the path of totality for next year's Great American Eclipse! Many millions of visitors are already making their plans. Are you? Drop by this informal happy hour sponsored by the Simons Foundation and Science Festival Alliance to learn about financial awards, gain inspiration, and meet new friends. Hors d'oeuvres provided, cash bar available. RSVPs appreciated, but not necessary. To RSVP, please email your name and total number of guests attending to: connect@sciencefestivals.org.

SPONSORED BY:

SIMONS FOUNDATION

LGBTQ+ MAIN STREET MIXER

Tuesday, 6:00pm | Club Cafe

209 Columbus Avenue (.5 mile from hotel)

An opportunity for members and allies of the LGBTQ+ community to network during a social, no-host meetup. This is an attendee-organized event. *Please reach out to Chad Banks at chad_banks@rswy.net with any questions!*

YOUNG PROFESSIONALS HAPPY HOUR

Tuesday, 6:00pm - 8:00pm | Dillon's

955 Boylston Street (.5 mile from hotel)

Join fellow Main Street Young Professionals for a Happy Hour to network, socialize, and talk shop at Dillon's downstairs at the Back Bar. This attendee-organized event is sponsored by Jon Stover & Associates. Have any questions? *Please reach out to Aaron King at AKing@stoverandassociates.com. Cheers!*

Wednesday

MARCH 29

7:30am – 12:00pm
Registration & Check-in

Closing Plenary

We will conclude the 2023 Main Street Now Conference with a celebration of leadership, community, and the power of place. Our closing plenary, sponsored by Dominion Energy, will include remarks by Main Street America staff and Board of Directors; a graduation ceremony for Main Street America Revitalization Professional Credential recipients; the presentation of the 2023 Mary Means Leadership Award; and an inspiring keynote presented by designer, urbanist, and spatial justice activist, Liz Ogbu.

DON'T MISS!

3:45pm – 5:15pm

**Boston Marriott
Copley Place,
Grand Ballroom
Salon F & G**

SPONSORED BY:



KEYNOTE: LIZ OGBU, STUDIO O

Spatial Justice: The Legacy and Intersection of Race and Space

Space is intimately intertwined with the history of racism and exclusion. That history, which is still very much present, is etched into the maps of our cities — determining which neighborhoods get power plants and which get parks. And because space has been an integral tool in perpetuating racialized harm, it cannot be divorced from the conversation of how we heal. As we think about what healing could look like, it's important that we hold ourselves accountable to moving beyond simple transactions of “doing good” and instead hold critical and intentional space for place-based repair. This talk and conversation will explore what it means to wrestle with this imperative and discuss what it could mean to negotiate issues of race and space in service of repair and healing.



CHECK THE CONFERENCE APP FOR THE MOST UP TO DATE SCHEDULE DETAILS.

Mobile Workshops

Prior registration and payment are required for all Mobile Workshops. All Mobile Workshops will depart from Marriott Copley Place. See page 4 for departure location and meet-up details.

Roslindale Village: Revitalization of Community Spaces in Boston's First Main Street District
10:00am - 2:00pm

Discover B.RIGHT.ON Scavenger Hunt Tour
10:00am - 2:00pm

Mission Hill Architectural and Historic Walking Tour
11:00am - 1:00pm

Crash Courses
9:00am – 9:45am

Pull Your Town Together: Overcoming Divisiveness
Suffolk

Community Concern: How Perceptions Impact Barriers to Business
Grand Ballroom Salon H & I

Baking Inclusivity into Your Programmatic Scope of Work
Berkley & Clarendon

All Great Changes are Preceded by Chaos
Wellesley



Get started today!

Registration now open
for live online Advanced
Principles Courses and
on-demand Topics Courses.

Visit mainstreet.org/msai or
contact us at msai@savingplaces.org

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.

CM | Master Planning on a Budget
Dartmouth/Exeter

**Grow Your Farmers Market to
Balance Your Budget**
Grand Ballroom Salon F

CM | The Dollar Store Deluge
Grand Ballroom Salon C & D

**When Your Neighborhood Grows,
so Should Your Black Businesses**
Provincetown

**From Planting Seeds to Nurturing
Growth: A Case Study of Entrepre-
neurial Programming in Danville, VA**
Grand Ballroom Salon J & K

**Using Market Data to Tell Your
Main Street Story**
Grand Ballroom Salon A & B

**Developing a Leadership Pipeline
with Volunteers**
Grand Ballroom Salon G

Deep Dives
9:00am – 12:00pm

**Navigating Conflict in Your
Community**
Fairfield

Board Member Roundtable
Grand Ballroom Salon E

Tactical Solutions
10:00am – 10:30am

**CM | Building Strategic
Partnerships on the Federal, State,
and Local Level**
Grand Ballroom C & D

**CM | Parklets: Shared Spaces
and Shared Experiences**
Wellesley

**CM | Rising from the Ashes:
Revitalizing Communities Post-Fire**
Suffolk

**Propelling Transformative Growth
with ARPA**
Provincetown

**Energizing Rural Towns through
Community-Driven Engagement**
Grand Ballroom Salon F

**Explore the Core: Connecting a
City through Bike Socials**
Grand Ballroom Salon G

**CM | Rules of Thumb for
Retail Viability**
Dartmouth/Exeter

**Engaging Communities through
Visual Communication**
Grand Ballroom Salon A & B

**Show Me the Money: How the
Historic Preservation Fund
Benefits your Main Street**
Grand Ballroom Salon J & K

**The FOCUS Lab: An Urban Room
& Exhibit Space in Troy, NY**
Berkley & Clarendon

Main Street Business Insights:

Main Street America's New Podcast Featuring the Stories of America's Downtown and Neighborhood Entrepreneurs

2:00pm - 3:15pm | Berkley & Clarendon

Later this spring, Main Street America will be debuting a new podcast dedicated to featuring the stories of small business owners across Main Street. Hosted by MSA's Chief Program Officer Matt Wagner, Ph.D., the podcast will be a deep dive into the personal journeys of entrepreneurs and offer insights and wisdom on what it takes to operate and succeed at small business ownership. We are thrilled to be recording one of these podcasts live at the conference where Matt will be talking with Amber Lambke, Founder and CEO of Maine Grains. Listen in to hear how Amber has navigated the ever-changing competitive small business environment and her advice on how other entrepreneurs can keep their businesses on track.

**This session will be recorded and released for distribution on podcast platforms.*



Classroom Sessions 11:00am - 12:15pm

CM | The Challenge of Changing Houses of Worship

Grand Ballroom Salon J & K

Memphis Heritage Trail: Community Engagement and Placemaking in Historic Communities

Grand Ballroom Salon C & D

CM | Affordability on Main Street

Provincetown

Racial Equity and the Dignity Activity

Wellesley

CM | Façade Improvement & Place-Based Economic Development

Grand Ballroom Salon H & I

Attracting LGBTQIA+ Businesses and Customers

Dartmouth/Exeter

CM | What in Tarnation?... We Created a Destination!

Suffolk

Addressing the Wealth Gap One Storefront at a Time: Why Small-Scale Manufacturing Businesses are an Essential Ingredient

Grand Ballroom Salon F

Starting the DEIA Conversation

Grand Ballroom Salon A & B

The Modern Library: A Hub for Equitable Entrepreneurship

Berkley & Clarendon

Have It Your Way: Keys to Getting Chain Stores and Franchises that Respect Community Character

Grand Ballroom Salon G

Classroom Sessions 2:00pm - 3:15pm

Boards on the Rise: Advancing a Strategic, Forward-Facing Board

Grand Ballroom Salon A & B

Commercial Real Estate Masterclass

Grand Ballroom Salon J & K

Effective Incremental Food Business Ecosystem Support

Grand Ballroom Salon H & I

Advancing Equity While Building Thriving Main Streets

Dartmouth/Exeter

CM | Cleaning Streets and Changing Lives, Philly Style!

Wellesley

Winning with the Media!

Provincetown

From Main Street Start-up to Community Driver

Grand Ballroom Salon C & D

Leveraging the New MSA Community Standards

Suffolk

Deep Dives 2:00pm - 3:45pm

Startup Your Main Street: Innovate like an Entrepreneur

Fairfield

Networking Activity


Grand Ballroom Salon E

Big Bash

7:00pm - 10:00pm

New England Aquarium,
1 Central Wharf

WEDNESDAY, MARCH 29



Celebrate the closing of Main Street Now 2023 at one of Boston's premiere destinations: the New England Aquarium! Party among the penguins, sea turtles, and many other awe-inspiring aquatic animals. Enjoy food, drinks, and entertainment while you take in views of Boston's historic harbor and skyline. This is one spectacular Big Bash you will not want to miss!*

SPONSORED BY:



**New England
Aquarium**

Buses will depart from Marriott Copley Place from 6:30pm - 7:30pm. Take the 2nd Floor escalators (located behind the Yard House restaurant) down to the hotel's ground level exit, towards Copley Place. Return trips will run from 8:00pm - 10:00pm.

**Requires additional registration. Guests are asked to please refrain from using flash photography.*



Main Street Expo

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

OPENING HOURS:

TUESDAY

7:45am - 5:45pm

WEDNESDAY

7:45am - 11:00am

Refreshments

Be sure to plan your refreshment breaks in the Expo!

TUESDAY

Light Breakfast 7:45am - 9:15am

Coffee Break 10:00am - 10:30am

WEDNESDAY

Light Breakfast 7:45am - 9:15am

Coffee Break 10:30am - 11:00am

Exhibitor Reception

TUESDAY 4:30PM - 5:45PM

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!

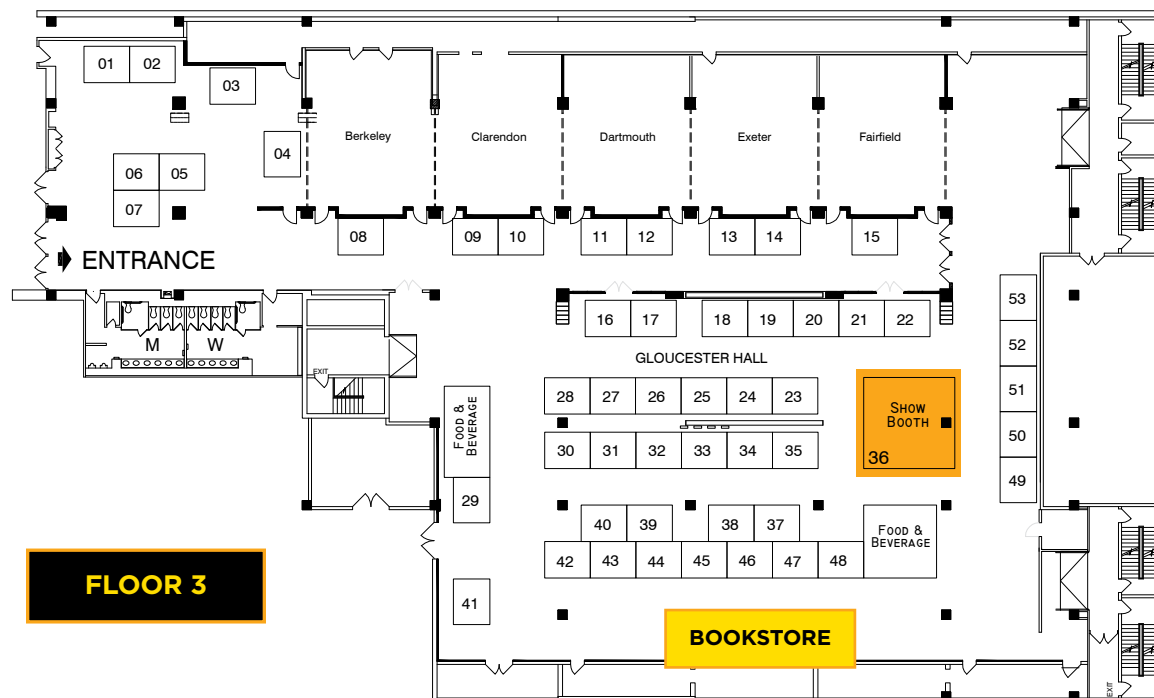
1. Look in your conference bag for your raffle passport and visit participating booths around the Main Street Expo to collect signatures.
2. Bring your completed passport to the Main Street America booth in the center of the Hall by 5:25pm on Tuesday.
3. Drawings for prizes will be held at 5:30pm during the Exhibitor Reception. **You must be present to win.**

Shop MAIN STREET

Wear Your Love for Main Street on Your Sleeve

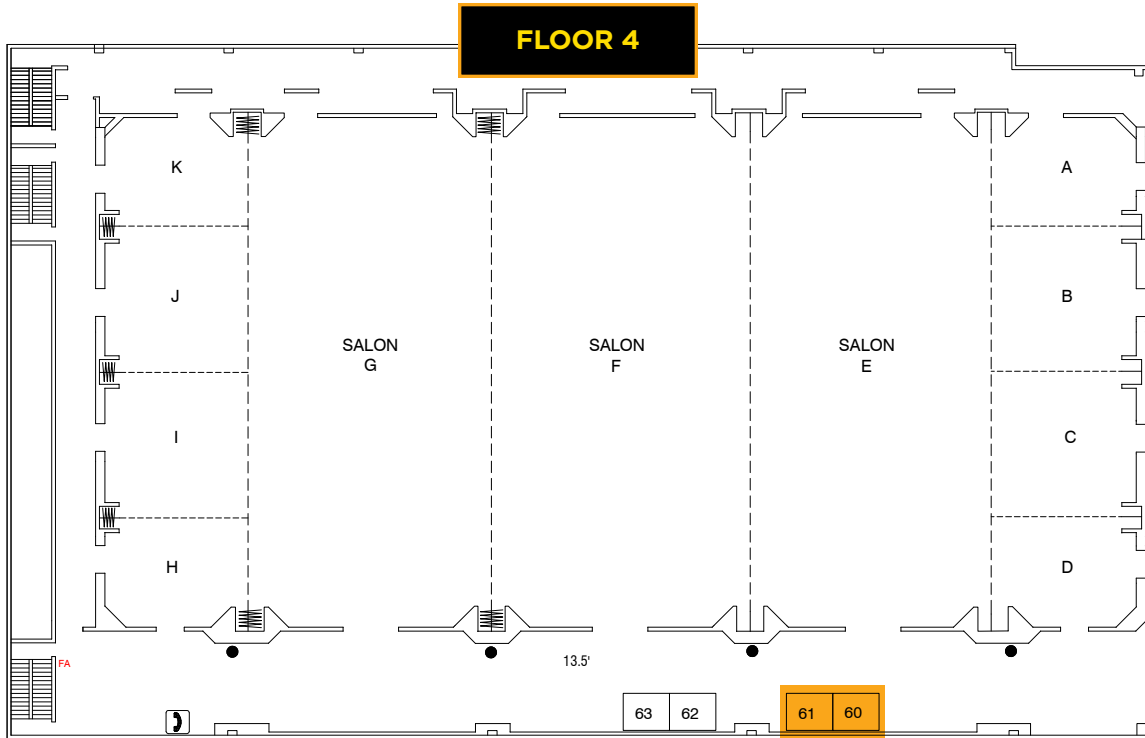
Be sure to check out the debut of our Shop Main Street Pop-Up Store! Located at the MSA booth, the pop-up features products ranging from t-shirts to water bottles that you can purchase to show your support for Main Street. Not able to swing by or can't find your size? Head over to ShopMainStreet.org for our full-range of Main Street merchandise.





FLOOR 3

- | | | |
|--|---|---|
| 1 University of Connecticut | 20 Discovery Map International | 35 EcoMap Technologies |
| 2 National Trust for Historic Preservation | 21 Downtown Redevelopment Services | 36 Main Street America |
| 3 Farmers Market Pros/Farmers market Coalition | 22 Spring City Electrical Mfg. Co., Inc. | 37 Winterland Inc. |
| 4 Institute for Justice | 23 Oriana Solutions LLC | 38 Winterland Inc. |
| 5 District Bridges | 24 MuniBit | 39 Main Street Nation/ShopLoyal |
| 6 Johnson Atelier | 25 Cobblestone Hotels | 40 Erie Landmark Company |
| 7 PNC Bank | 26 CGI Digital | 41 PROJECT GRAPHICS |
| 8 AARP | 27 National Trust Community Investment Corporation (NTCIC) | 42 CO.STARTERS |
| 9 Alabama Tourism Department | 28 WP Print Solutions/ The Washington Post | 43 Cambridge Retail Advisors – Economic Development |
| 10 Main Street Alabama | 29 Mon-Ray, Inc. | 44 Christmas Designers LLC |
| 11 National Park Service | 30 Maestro Community Manager | 45 MarketWurks.com |
| 12 U. S. Bank | 31 Display Sales | 46 Eventeny |
| 13 Artificial Ice Events / Fall Fest Events | 32 City of Boston, Office of Economic Opportunity and Inclusion | 47 Ayres |
| 14 Beacon Design | 33 Breez Automated Banner Systems | 48 Downtown Decorations, Inc. |
| 15 EarthPlanter | 34 Breez Automated Banner Systems | 49 Holiday Outdoor Décor |
| 16 New England Aquarium | | 50 Placer Labs, Inc. |
| 17 Mosca Design | | 51 Member Marketplace Inc. |
| 18 RC Murals | | 52 Rivaltime.net |
| 19 Yiftee Community Gift Cards | | 53 StateBook International |



- 60 Dr. Downtown
- 61 Dr. Downtown
- 62 Your-Type 3D Letters / Shapes
- 63 Beyond Main

Doctor Downtown

Experts from across the Main Street America network will be available to answer any questions about the Main Street Approach and organizational best practices.

Advice is free, and no appointments are needed.

TUESDAY
7:45am - 5:45pm

WEDNESDAY
7:45am - 11:00am



MAIN STREET 2024 Now

MAY 5-8

**BIRMINGHAM
ALABAMA**



Sweet Home
Alabama

PLEASE JOIN US AND VISIT
MAINSTREET.ORG FOR MORE INFORMATION.

VULCAN STATUE

Photo by Art Meripol

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