

MAIN STREET *Now* Philadelphia

APRIL 7-9 2025

PENNSYLVANIA



BROUGHT TO YOU BY:



Pennsylvania
Department of Community
& Economic Development



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MAIN STREET **2025** *Now*

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Welcome to Philly!

I can hardly believe that it was just last year that I met you all at my first Main Street Now Conference. I learned so much about the limitless potential of this magical event, the many elements of our movement, and the immense power we hold in our collective wisdom, strength, and expertise.

As we gather here in Philadelphia for Main Street Now 2025, I am excited to share this experience with you and soak up all the knowledge that fills this space.

We take your feedback seriously, so by popular demand, we're bringing back the First Time Attendee Meet & Greet and El Cafecito meetups. We heard that you want more hands-on learning experiences, so we are debuting a couple special activities like Tuesday afternoon's special peer-to-peer learning sessions. I know I will see you all at the Opening Plenary along with Mayor Cherelle Parker and Governor Josh Shapiro. We have incredible Main Idea speakers this year that I know you won't want to miss! The Aspen Institute's Weave: The Social Fabric Project will join us on Tuesday for a discussion with three local leaders about fostering connection through trust. James Rojas and

John Kamp will explore how to unlock shared visions through play on Wednesday.

This is Main Street, so I know you all won't miss the opportunity to explore the great city of Philadelphia, and all its historic significance. Venture beyond City Center to experience the community spirit of each Philly neighborhood district, from the rhythms of the African diaspora in Africatown and delicious dining on East Passyunk Avenue to Underground Railroad cultural sites in Germantown and verdant riverfront vibes in East Falls.

I want to share my immense gratitude to the fantastic team at Pennsylvania Downtown Center. Thank you for creating this space for our network's connection and renewal, so that we can be leaders of connection and renewal in all the Main Streets of America.



Erin Barnes

President and CEO, Main Street America

Welcome to Philadelphia—the perfect city to host the 2025 Main Street Now Conference. You likely already know about the Philadelphia’s storied history as the birthplace of America, as the longtime home of Benjamin Franklin, and as the purveyor of the finest cheesesteaks in the world. But what you may not know is that Philadelphia is a prime example of what happens when community leaders, the private sector, and government officials come together with a shared vision of how to strengthen neighborhoods and revitalize main streets.

From the bustling streets of Old City and Rittenhouse Square, to the hip bars and restaurants of Fishtown, to the supremely walkable East Passyunk, to the college feel of University City, Philadelphia has a thrilling mix of neighborhoods—each with their own unique charm. And that’s no accident. Supporting the vibrancy of these neighborhoods takes coordination, leadership, and a commitment to what Governor Josh Shapiro calls a GSD (get “stuff” done) attitude. I encourage all of you to utilize Main Street Now as a chance to get out and explore the city and see for yourself what makes Philadelphia such a great place to live, work, and visit.

The vibrancy you feel here in Philadelphia is something the Shapiro Administration is working to replicate across the Commonwealth of Pennsylvania. Working with the bipartisan state legislature, we’ve made investing in our main streets a top priority—securing \$20 million dollars annually for a new Main Street Matters program that funds revitalization projects and supports small businesses and commercial corridors. And through the Pennsylvania Department of Community and Economic Development and our strong partnership with groups like the Pennsylvania Downtown Center, we’re focused on providing the support our main streets need to thrive.

I know this conference will provide you with many different learning experiences and new connections, and I thank you for traveling here to be part of it. On behalf of Governor Josh Shapiro and the 13 million residents of Pennsylvania: Welcome to Philadelphia!



Rick Siger

*Secretary, Pennsylvania Department of Community
& Economic Development*



Photo by J. Fusco for Visit Philadelphia

The Pennsylvania Downtown Center is thrilled to co-host the 2025 Main Street Now Conference! As the Pennsylvania Main Street Coordinating Program and partner with the Pennsylvania Department of Community & Economic Development for Main Street Matters, we're excited to bring the conference back to sunny Philadelphia.

If you haven't noticed yet, Pennsylvanians take great pride in where we come from and where we are going. We're proud of our places and our people, and we're excited to share them with you.

The entire PDC team and board of directors encourage you to meet new friends, connect with old ones, and learn from one another so that you have lots of knowledge and inspiration to bring back to your own communities, as we will have lots to learn from all of you, too. We hope that you'll love your time in Philadelphia, and come back soon with your family and friends.

Thank you for spending time with us.

Julie Fitzpatrick

*Executive Director,
Pennsylvania Downtown Center*



EXPERIENCE PHILADELPHIA

Check out the Main Street Now 2025 digital map to make the most of your visit! Locate conference venues and hotels, find Philly's historic neighborhoods and commercial corridors, and browse tons of local dining and retail establishments, public art, landmarks, and more.

Things to Know

CONFERENCE BOOKSTORE

Stop by the conference bookstore managed by Harriett's Bookshop—an independent Black- and woman-owned business celebrating women authors, artists, and activists under the guiding light of Harriett Tubman. Curated by Shopkeeper Jeannine A. Cook, you'll find titles that can help you professionally, good reads for leisure time, and souvenirs to take home. The store is located in the Main Street Expo.

Tuesday: 8:00am – 5:45pm

Wednesday: 8:00am – 10:30am

**Hours subject to change*

LOST & FOUND

Please visit the registration desk to turn in any found items or check for items lost during the conference. Any unclaimed items will be turned over to Philadelphia Marriott Downtown after the conference.

TICKETS

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

MOBILE WORKSHOPS & TRANSPORTATION

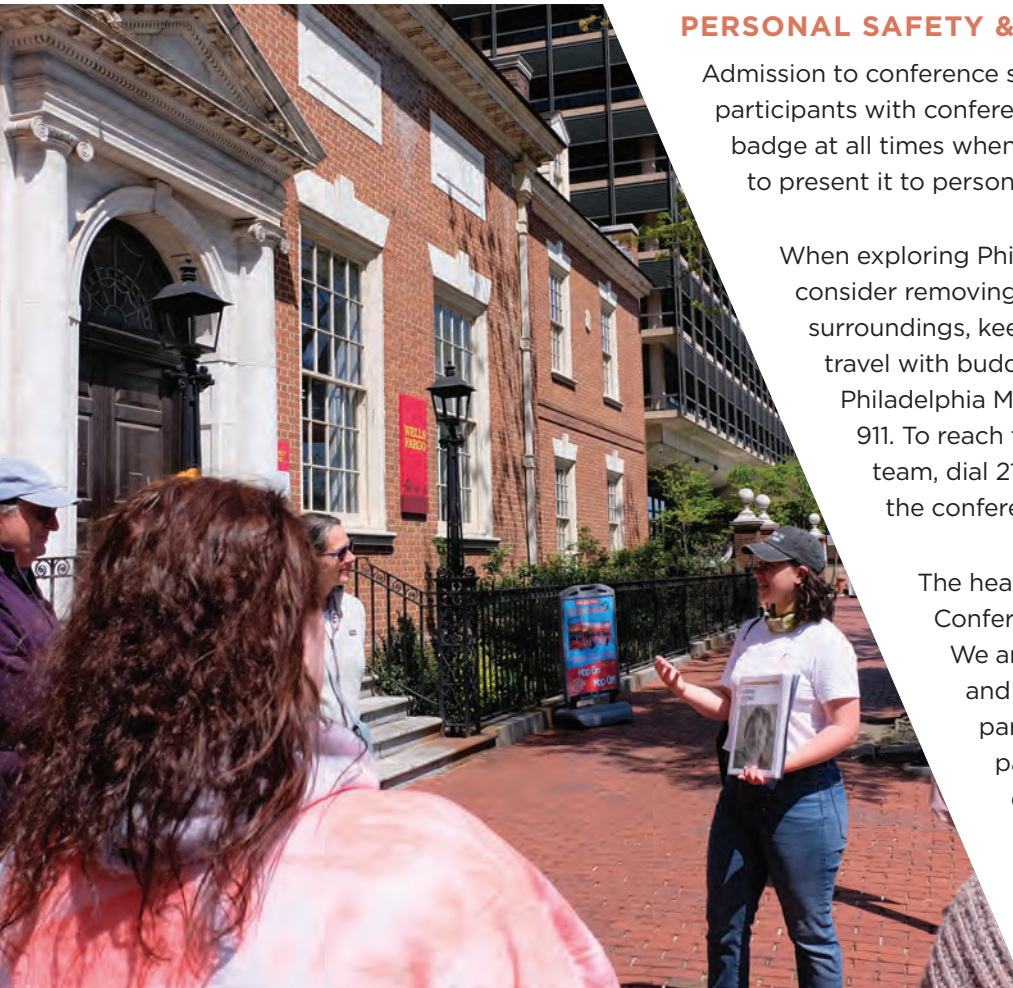
All mobile workshops will depart from the Philadelphia Marriott Downtown; see the registration desk for details. Please arrive 15 minutes prior to the listed departure time. Tickets cannot be purchased at the bus or tour location.

PERSONAL SAFETY & EMERGENCY PROCEDURES

Admission to conference spaces and activities is granted only to participants with conference badges. Please wear your conference badge at all times when inside conference venues and be prepared to present it to personnel when asked.

When exploring Philadelphia outside of conference activities, consider removing your conference badge. Be aware of your surroundings, keep to well-lit streets and neighborhoods, and travel with buddies. In case of life-or-death emergency at the Philadelphia Marriott Downtown or conference hotels, dial 911. To reach the Philadelphia Marriott Downtown security team, dial 215.625.6077 or extension 51. 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 committed to providing a safe, welcoming, and accepting environment for all conference participants, volunteers, and staff. All participants, including attendees, speakers, sponsors, exhibitors, volunteers, MSA Board and staff, service providers, and all others are expected to abide by conference policies.



Learn more at mainstreetnow.org/en/2025-policies.

REGISTRATION & CHECK-IN

Sunday:	7:15am – 6:00pm
Monday:	7:15am – 5:00pm
Tuesday:	7:30am – 5:00pm
Wednesday:	7:30am – 12:30pm



Photo by Tosha Gaines Photography

Ways to Connect

MOBILE APP

Use the official Main Street Now 2025 mobile app to get the most out of your conference experience! You'll find the full schedule and helpful logistical info. Plus:

- + Build your personal schedule and add sessions to your calendar app
- + Manage your profile and connect with other attendees
- + Check out speaker, sponsor, and exhibitor profiles
- + Explore local dining, shopping, and experience guides

Sponsored by:



To download, search for "Main Street Now 2025" in your favorite app store.



GET SOCIAL

Use the conference hashtag #MainStreetNow to share your conference experiences, start a discussion about conference content, or recommend restaurants or activities to fellow attendees.



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



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



Instagram: NatlMainStreet

WE WANT TO HEAR FROM YOU!

Help us make the Main Street Now Conference even better by sharing feedback on your conference experience. Here's how:

After Each Session: Use the mobile app to review individual sessions and speakers.

After the Conference: Complete the conference survey to tell us about your favorite experiences, what you found most valuable, and what you'd like to see next year. Check your inbox on Thursday morning for the survey link, or find it at mainstreetnow.org.

FREE WIFI

Check the mobile app and daily emails for network and password information.

Please note:

This network is available in the main conference areas and may be impacted by total active users.

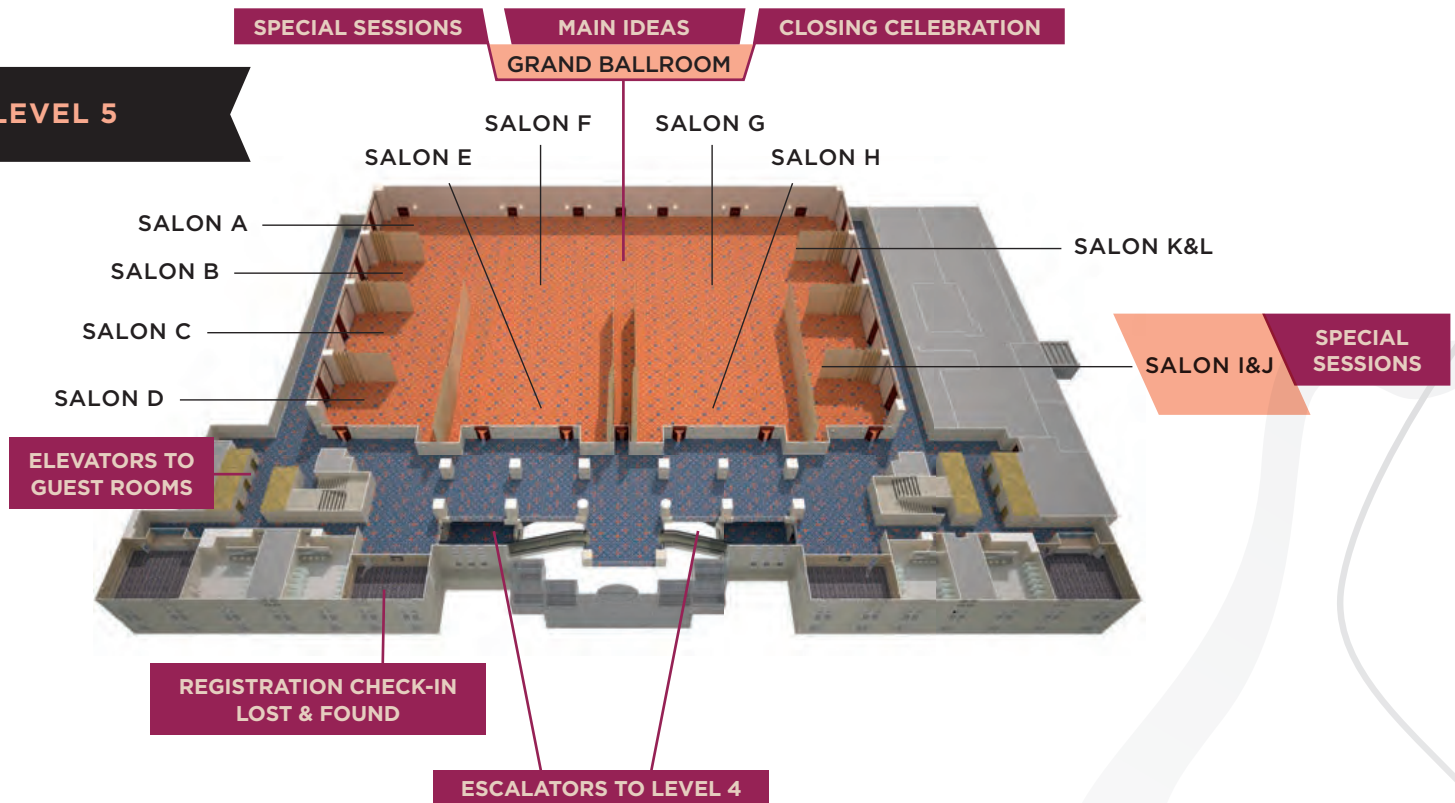
Sponsored by:



Conference Maps

Main Street Now 2025 sessions and activities will be held on Level 4 and Level 5.

LEVEL 5



LEVEL 4

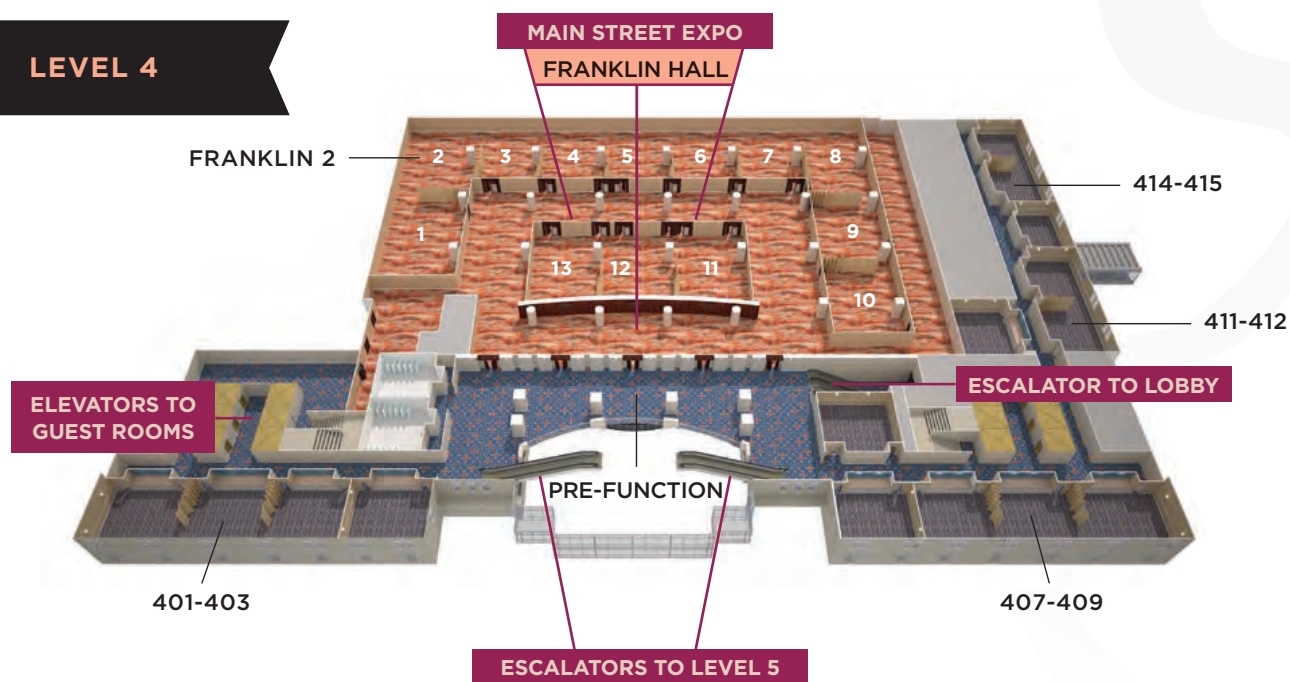




Photo by Paul Loftland

Opening Plenary
Monday, April 7
10:30am - 12:00pm
Doors open at 10:00am
 Kimmel Center for the Performing Arts, Marian Anderson Hall

Conveniently located in the heart of City Center, the Philadelphia Marriott Downtown offers incredible on-site experiences at their restaurant, bowling alley, arcade, and art gallery, and makes the entire conference and city easily accessible.

Within walking distance of the Philadelphia Marriott Downtown, find incredible landmarks, attractions, and places including, City Hall, Reading Terminal Market, Independence Hall, and Benjamin Franklin Parkway. Plus, historic districts teeming with heritage, local shops, and great eateries.

BUS DEPARTURES

Bus departures for mobile workshops and Big Bash will depart from the Philadelphia Marriott Downtown; see the registration desk for details and directions.

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

BIG BASH: Buses will depart from 6:15pm - 7:30pm. Return trips will run from 8:00pm - 10:30pm.

**Additional registration required*

S BROAD ST.

Off-site activities include the Opening Plenary (Kimmel Center for the Performing Arts), Big Bash (FDR Park*), and mobile workshops (various destinations*).

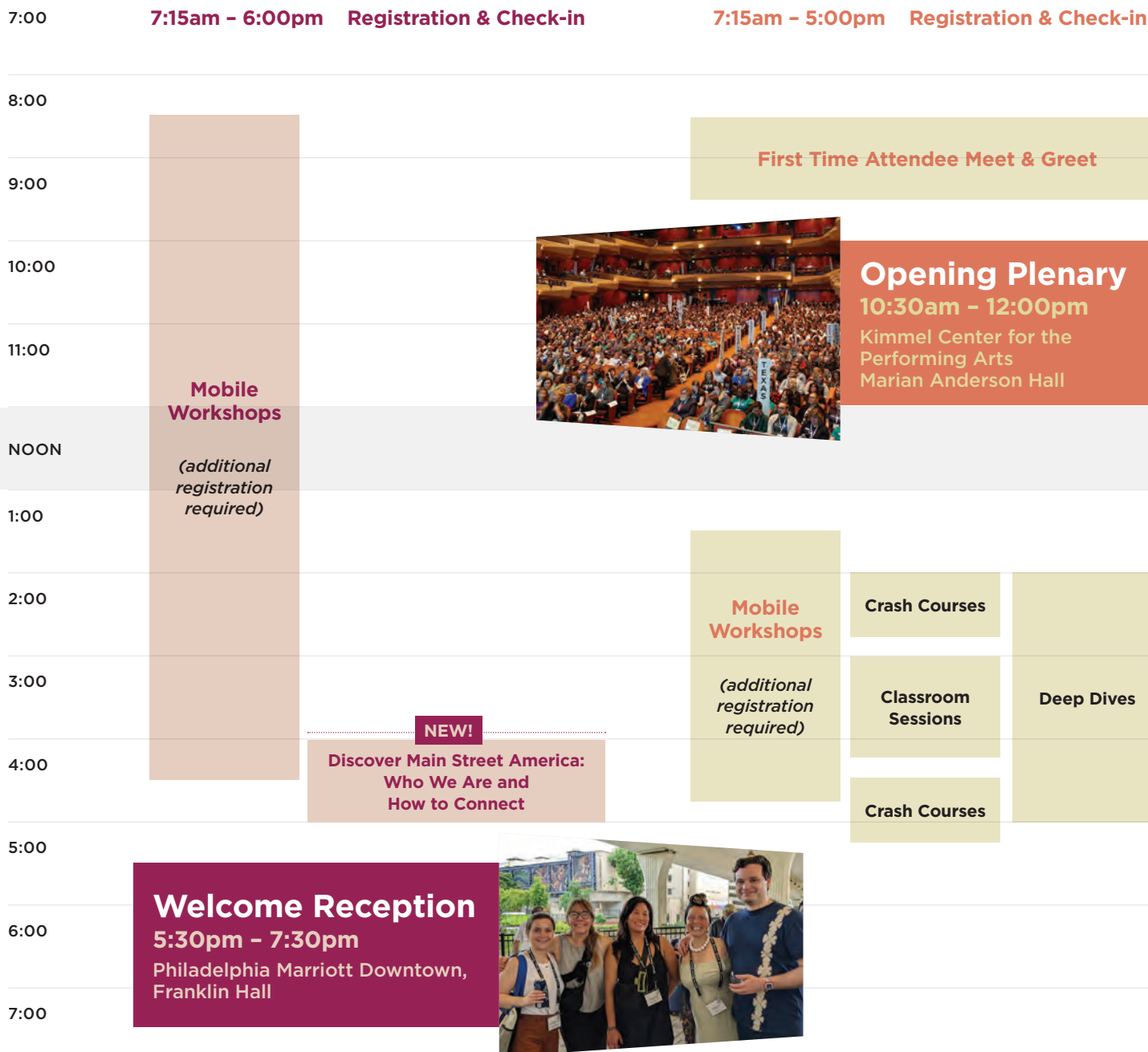


Big Bash
Wednesday, April 9
6:30pm - 10:30pm
 FDR Park
(additional registration required)

Schedule at a Glance

SUNDAY | APRIL 6

MONDAY | APRIL 7



Top Photo by Otto Greule. Bottom Photo by Alicia Gallo

SESSION TYPES

MOBILE WORKSHOPS Off-site, ticketed immersive learning excursion to a Philadelphia neighborhood or surrounding community. All mobile workshops will depart from the Philadelphia Marriott Downtown; see the registration desk for details and directions. Please arrive 15 minutes prior to the listed departure time. Tickets cannot be purchased at the bus or tour location.

30-MINUTE TACTICAL SOLUTION SESSIONS Succinct sessions focused on key examples from Main Street communities and partner content through sponsors.

TUESDAY | APRIL 8

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

7:45am – 5:45pm
Main Street Expo

WEDNESDAY | APRIL 9

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

7:45am – 10:30am
Main Street Expo

					7:00
					8:00
		Main Idea Session 9:00am – 10:00am			9:00
		Break			10:00
		Tactical Solutions			
		Crash Courses	Deep Dives		11:00
					NOON
					1:00
					2:00
					3:00
					4:00
					5:00

Exhibitor Reception
4:30pm – 5:45pm

Closing Celebration
4:00pm – 5:30pm

Big Bash
6:30pm – 10:30pm
FDR Park
(additional registration required)



Photo by Tosha Gaines Photography

45-MINUTE CRASH COURSES Topic-specific courses that provide quick information or skill-building.

75-MINUTE CLASSROOM SESSIONS Panel discussions or conversations on a topic with opportunities for audience engagement.

DEEP DIVE SESSIONS Highly interactive 1.5 to three-hour workshops on topics that require detailed instruction or discussion.

Conference Themes & Tracks

In addition to perennial Main Street Approach content, Main Street Now 2025 programming highlights one core theme and three related sub-themes. Check the conference mobile app for session details.

A HEALTHY MAIN STREET MOVEMENT Main Streets are the hearts of our communities. They are hubs of innovation and creativity, where the dreams of entrepreneurs become local institutions serving vital community needs. They are gathering places, bringing together people from across the street and across town. They are places of shared memory and cultural expression that carry the stories of generations through permanent public art installations and temporal events. In these ways, and so many more, Main Streets both reflect and shape individual and community health. And just like people, Main Streets require care, nurturing, and attention to reach their full potential. To foster healthy Main Streets, we must bring people together to encourage deeper connection, drive future-focused solutions by exploring innovative approaches, and create a sustainable Movement where everyone can fully participate and thrive.

CONNECT Connection is a powerful tool that can help us name and achieve shared goals for our Main Streets. Philadelphia's focus on active transportation and unparalleled public art program provides a rich backdrop for exploring the importance of designing people-centered districts. Accessible infrastructure, welcoming public spaces, and arts programming are examples of proven ways to help create vibrant, inclusive communities. Cultivating these ways to connect not only nurtures social bonds, but also promotes healthy, cohesive Main Streets where everyone feels supported, represented, and valued.

INNOVATE We need fresh, creative ideas to meet the new and long-standing challenges impacting our communities. Innovation can take many forms, from using new technologies to thinking outside of the box. Whether creating accessible spaces and getting people involved or supporting grow-from-within economies and building resilient communities, innovation champions healthier Main Streets—ensuring that our communities thrive physically, socially, and economically for generations to come.

SUSTAIN Sustainability weaves together many threads of Main Street work. It means taking care of our local leaders by providing them with the support, resources, and work/life balance they need to be happy and successful. It means protecting our environmental health by investing in green technology and preparing for the impacts of climate change. It means supporting entrepreneurs and small business leaders to promote resiliency, equitable growth, and strong local economies. From our people to the planet, a holistic approach to sustainability secures a healthy present and future for our Main Streets.

Our tracks are tailored learning paths designed to help you dive deep into sessions most relevant to your role within your organization and the Main Street Movement. Check the mobile app for a full list of sessions in each track and plan your personalized conference experience.

EXPERIENCED DIRECTOR

Find sessions focused on advanced strategies, leadership insights, and innovative approaches to take your Main Street program to the next level.

NEW DIRECTOR Designed for early-career professionals, this track offers foundational knowledge, practical tools, and key resources to confidently begin your Main Street leadership journey.

BOARD MEMBER Learn how to maximize your impact as a board member with sessions dedicated to governance, strategic planning, and collaboration with program staff.

CIVIC LEADER This track empowers civic leaders to champion Main Street initiatives in their communities through sessions on partnerships, advocacy, and local policy alignment.

COORDINATING PROGRAM

Explore strategies for managing statewide or regional Main Street programs, fostering collaboration among your local communities, and scaling the impact of the Main Street Approach.

Schedule: Mobile Workshops

Prior registration and payment are required for all mobile workshops. Visit the registration desk to inquire about available and get directions to the departure location. Please arrive 15 minutes prior to the listed departure time.

SUNDAY

Delaware Downtown Development Districts 8:30am – 4:30pm

Where Placemaking Meets Commerce 9:00am – 1:00pm

Visit “Everybody’s Hometown”—Media, Pennsylvania 10:00am – 3:00pm

El Tourism Cultura of the Golden Block 10:30am – 2:45pm

Badass Women’s History Walking Tour 10:45am – 1:15pm

MONDAY

Old City Philadelphia 1:30pm – 4:00pm

Main Street: A Revitalization Tool for Neglected Communities in Philly 1:30pm – 4:30pm

South Philly’s Iconic Commercial Corridors 1:30pm – 4:30pm

Mural Arts Philadelphia Mural Mile Center City Walking Tour 1:45pm – 3:15pm

Philly Gayborhood & LGBTQ History Walking Tour 2:45pm – 4:45pm

TUESDAY

Guided Bike Tour on Schuylkill River Trail 2:00pm – 5:30pm

Tour Historic Downtown Wilmington, Delaware 8:45am – 1:45pm

One More Block: Introducing Tourists & Neighborhood Business Districts 9:00am – 11:30am

History of Philadelphia Public Transportation 9:00am – 12:00pm

Second Story Collective: Arts, Affordable Housing, and Aging-in-Community 10:00am – 1:00pm

52nd Street Commercial Corridor Tour 10:00am – 4:00pm

Welcome to Mt. Airy! 10:15am – 4:15pm

Tacony: Past, Present, and Future 11:00am – 4:00pm

WEDNESDAY

Building Community Connections: Exploring Civic Infrastructure Through Shared Spaces 9:00am – 12:00pm

Discover Philadelphia Africatown 9:00am – 12:00pm

Exploring the Cultural Heritage & Evolving History of Philadelphia’s Chinatown 9:30am – 12:30pm

The Bella Vista Neighborhood 9:30am – 12:30pm

The Main Line: Tracing 200 Years in Philadelphia’s Suburbs 10:00am – 1:00pm

Main Line Neighborhoods and Their Downtowns via Rail, Trail and Bike 10:00am – 2:00pm

Historic preservation content
sponsored by

THE 1772 FOUNDATION

Supporting entrepreneurs content
sponsored by



Sunday, April 6

7:15AM – 6:00PM REGISTRATION & CHECK-IN

WELCOME RECEPTION

5:30PM – 7:30PM

Join us for a party before the official kick-off of Main Street Now 2025! Meet up with old friends and make new ones while enjoying delicious bites and refreshing beverages. Whether you are a first-time conference guest or frequent attendee, the Welcome Reception is an ideal way to start your Main Street Now 2025 experience. Come to mix, mingle, and get energized for a fun night out experiencing Philadelphia's dynamic dining scene with colleagues.

Included with registration. All are welcome!

PHILADELPHIA MARRIOTT
DOWNTOWN | FRANKLIN HALL



DISCOVER MAIN STREET AMERICA: WHO WE ARE AND HOW TO CONNECT

4:00pm – 5:00pm
Salon C



CONTINUING EDUCATION CREDITS CM



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.

Monday, April 7

7:15AM – 5:00PM REGISTRATION & CHECK-IN

OPENING PLENARY

10:30AM – 12:00PM *Doors open at 10:00am*

Meet up at the stunning Marian Anderson Hall at the Kimmel Center for the Performing Arts for the official start of the 2025 Main Street Now Conference! Hear inspiring welcome remarks from City of Philadelphia officials, Pennsylvania Downtown Center representatives, and Main Street America President & CEO Erin Barnes that will energize you for three action-packed days of education sessions, mobile workshops, and special events. Plus, celebrate the 2025 Great American Main Street Award winners, sponsored by The Hartford. Make sure to arrive a few minutes early to locate and secure a seat with peers from your state, region, or coordinating program delegation.

KIMMEL CENTER FOR THE PERFORMING ARTS, MARIAN ANDERSON HALL | 300 S. BROAD STREET

Getting there: The Kimmel Center for the Performing Arts is located 4 blocks (approximately .5 miles) from the Philadelphia Marriott Downtown. Transportation will not be provided; budgeting extra time to walk (about 15 minutes) or catch a ride is strongly recommended. Volunteers will be available to guide attendees who opt to walk.



Sponsored by:



FIRST TIME ATTENDEE MEET & GREET

8:30am – 9:30am
Salon F

First time at Main Street Now? Welcome! We invite you to join us for coffee and light refreshments as we kick off Main Street Now 2025. Mingle with other new attendees and meet some of your hosts. Take this opportunity to ask questions, make new connections, learn more about our host city, and make the most out of your conference experience.

CRASH COURSES 2:00 – 2:45PM


 **Collaborative Organizational Models for Main Streets**
401-403

 **So, You're the New Main Street Director: Now What?**
407-409

Outside In: Integrating Brand Identity into Interior and Exterior Renovations
411-412

A Model to Root Businesses in Commercial Districts
414-415

Move Beyond the Façade: Partnerships to Reduce Vacancy
Franklin 2

 **Boosting Net Income at Fundraising Events**
Salon A

Fresh Finds: How Farmers Markets Spark Growth
Salon B

The Power of Neighboring: How to Build Vibrant, Connected Communities
Salon C

Main Street 101: Economic Vitality
Salon D

 **Data's Not a Dirty Word — Solutions for Stewardship, Stories, and Succession Planning**
Salon F

Turning impact to insight: A Data Workshop for Beginners Part 1
Salon I&J

DEEP DIVES 2:00 – 5:00 PM

 **Board Member Roundtable: Let's Play Family Feud**
Salon G

 **How to Create a WOW Downtown in Less Time with More Ease**
Salon K&L

CLASSROOM SESSIONS 3:00 - 4:15PM

Active Transportation Offers Benefits For All — Even Skeptics
401-403

Will You be the Next Great American Main Street? Hear From the 2025 Winners!
407-409

Using Conservatorship to Address Vacant and Blighted Buildings on Main Street
411-412

100% MBE Participation on West Philly's Main Street
414-415

DIY Main Street: Reconciling Tactical Urbanism with the Main Street Approach
Franklin 2

CM We See Value Here: Community-led Investing in Adaptive Reuse Projects
Salon A

Invest in Yourself: A Community Guide to Locally Owned Redevelopment
Salon B

Making the Case for Your Program's Budget
Salon C

Crowdfunding: Leverage Local Capital to Build Resilient Economies
Salon D

Keeping Small Businesses in Place: Anti-Displacement Through Community Ownership
Salon F

Turning Impact to Insight: A Data Workshop for Beginners Part 2
Salon I&J

CRASH COURSES 4:30 - 5:15PM

Empowering Communities Through a Targeted Block Program
401-403

Building Bridges: Revitalizing Urban Communities with Main Street's Pillars
407-409

CM Clear as Mud: Accessing Disaster Assistance for Main Streets
411-412

How to Connect with Latino Business Owners and Residents
414-415

Create a Movement and the Can-Do Spirit Will Follow
Franklin 2

Stories on Main: Bridging Humanities and Preservation Through Community Storytelling
Salon A

Transforming Nonprofit Sustainability Through Creative Finance
Salon B

360 Digital Accessibility: The On-ramp to More Customers
Salon C

Main Street 101: Design
Salon D

Impacts of the BOOMS Tracker: Looking Back and Ahead
Salon F
Sponsored by The 1772 Foundation

ENTREPRENEURIAL ECOSYSTEMS MEETUP 5:30pm - 7:30pm

Join us to connect with MSA's Program Services team, fellow Main Street managers, and other economic and community development practitioners from across the country. Discuss building supportive networks for our small businesses over light refreshments with communities participating in our Breaking Barriers to Business (B3) and Equitable Entrepreneurial Ecosystems (E3) in Rural Communities initiatives. Don't miss this opportunity to network and collaborate!

BIG CITY RECEPTION 5:30pm - 8:00pm

Join us for an opportunity to connect and share experiences with MSA's Program Services team as well as fellow Main Street managers and other economic and community development practitioners that are working in neighborhood commercial districts located in big cities across the country. Light refreshments will be served. Don't miss this opportunity to connect and collaborate!

Sponsored by:



National Trust Community Investment Corporation
a subsidiary of the National Trust for Historic Preservation

MAIN IDEA

9:00AM – 10:00AM | SALON E-H

Why Trust Matters on Main Street

If you want to see the true health of a Main Street, you must look beyond the businesses, the public art, and civic spaces. You have to look at the people. Are they coming from every part of the community? Are they mixing, talking, laughing, and lingering, or going about their business? Are they kind to each other and those in need? A healthy Main Street is built on a connected community, where people feel belonging. We'll explore how to weave trust and connection in our towns and cities, even when it feels like America's social fabric has unraveled. Frederick Riley of the Aspen Institute's Weave: The Social Fabric Project will talk with three local leaders who are connecting their communities in innovative ways that build trust — from organizing neighbors to turn vacant lots into gardens and gathering spaces, to creating comic book corners for kids, to holding weekly walking tours with town leaders.



Dawn Arrington



Asiaha Butler



Jackie Wolven



Frederick Riley,
Moderator

EL CAFECITO

10:00am – 10:30am

Franklin Hall

iTe invito a El Cafecito!
Conéctate mientras
hablas en español con
otros colegas. ¡Saludos!
Para más información:
Comuníquese con
Wendy Otero,
wotero@mainstreet.org.

Join us at El Cafecito!
Connect and speak
Spanish with colleagues.
See you there! For more
information: Please reach
out to Wendy Otero at
wotero@mainstreet.org.

TACTICAL SOLUTION SESSIONS

10:30 – 11:00AM

Six Steps to Escaping the Time Warp

401-403

Downtown Revitalization Grants from the Appalachian Regional Commission

407-409

How to Start Adding Science to Your Main Street

411-412

Funding Quick Action Projects Through the AARP Community Challenge

Franklin 2

Sponsored by AARP

Active Transportation as a Catalyst for Small Town Revitalization

414-415

CM The Future of Retail: Integrating Emerging Technologies to Revitalize Main Street Commerce

Salon A

J The Work is Never Done — Planning Forward for Sustainable Long-Term Success

Salon B

The Power of Peers: Preview Main Street America's new Small Business Learning Network

Salon C

Sponsored by U.S. Bank

Using Art to "Repair" Your Downtown

Salon D

CIVIC LEADER LUNCH

12:30PM – 2:00PM | SALON F

Doors open at 12:30pm

Program runs from 12:45pm – 2:00pm

This session is an invite-only event for attendees registered at the Civic Leader rate.

No RSVP required. Present your conference badge for admission.

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

Sponsored by:



TAPPING FEDERAL PARTNERSHIPS TO STRENGTHEN LOCAL ECONOMIES

The Civic Leader Lunch is an annual gathering of local officials committed to supporting Main Street redevelopment. This year, we are joined by partners from the Philadelphia Federal Reserve, Federal Deposit Investment Corporation, and Federal Home Loan Bank of Pittsburgh for a panel discussion showcasing their work with communities to strengthen economic mobility, such as the Federal Reserve's Reinventing Our Communities and FHLB's Blueprint Communities programs. Join us for lunch, learning, and an understanding of the ways you can seek partnership with federal agencies to break down barriers, increase access to capital for entrepreneurs, support community development organizations, and strengthen the local economy.



**Fred
Bañuelos**



**Henry
Pyatt**



**Ali
Shott**



**Julie
Fitzpatrick,
Moderator**

DEEP DIVES 10:30AM – 12:00PM

CM 30% of All Main Street Businesses are Makers & Small Manufacturers — Now What?

Salon I&J

Creating LGBTQIA+ Safe Spaces in Rural and Mid-Tier Cities

Salon K&L

CRASH COURSES 11:15AM – 12:00PM

How You Can Access Debt Financing for Energy Efficient Redevelopment Through RePurpose Capital

401-403

Sowing the Seeds of Service: Creating Committed Volunteers for Life

407-409

Creating Video Content the Simple Way

411-412

En Comunidad: Building Trust and Entrepreneurship Through Community-Centered Programs

414-415

CM Overcoming Fear-based Placemaking: Prioritizing Inclusion Over Isolation

Franklin 2

From Pop-Up to Anchor

Salon A

Tune Up Your Board

Salon B

Plugging the Main Street Brain Drain

Salon C

Main Street 101: Organization

Salon D

Leading With an Innovation Mindset: Building Blocks for Your Main Street

Salon G

CLASSROOM SESSIONS 2:00 – 3:15PM

Beyond Barriers: Innovative Strategies to Strengthen Diverse Main Street Businesses

401-403

Activate Rural: Native-owned Gathering Places for Community

407-409

CM Hotspots to Cool Zones: Greening Our Downtown Destinations

411-412

Layering Impact Through Creative Activations & Engagement

414-415

Sponsored by Mortimer & Mimi Levitt Foundation

Embracing Equitable Practices to Reduce Commercial Vacancy

Franklin 2

Tourism as a Force for Good: Enhancing Lives, Protecting Places, and Celebrating Culture

Salon A

Not Just a Pretty Logo: How to Build an Integrated Communication Strategy

Salon B

From Words to Wow: Boosting Social Media Engagement With Visual Storytelling

Salon C

Federal Funding for Main Street Visions

Salon D

**DEEP DIVE
2:00 - 4:00PM**

CM Meet Me On Main: Nurturing + Measuring Social Connection

Salon K&L

**SPECIAL SESSIONS:
NETWORKING &
CONNECTING
2:45 - 4:45PM**

See next page for details

The Point Live: Expanding Collaborative Problem-Solving at Main Street Now 2025

Salon F

A Conversation with Mary Means: Trust, Vulnerability, and the Heart of Main Street

Salon G

Strengthening Together: Shared Strategies for Disaster Preparedness

Salon I&J

**CRASH COURSES
3:30 - 4:15PM**

Community Reinvestment Act: Basics to Help You Understand Bankers

401-403

CM Downtowns are Dead / Long Live Downtowns!

407-409

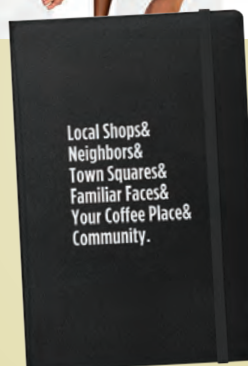
CM Matchmaking Buildings: Determining their Highest and Best Use

411-412

Shop MAIN STREET

Snag Great Main Street Swag

Be sure to check out our Shop Main Street Pop-Up Store! Located at registration on Sunday and Monday and at the MSA booth in the Expo Hall on Tuesday and Wednesday, the pop-up features a variety of products like T-shirts, hats, and more.



Connecting to Economic Opportunity: Libraries and Digital Equity

414-415

Building Beyond Barriers

Franklin 2

Practical Applications of Visitor Data

Salon A

Creative Corridors: Unleashing Economic Potential in Rural Downtowns

Salon B

Tips to Improve Your Evaluation Scores for National Designation

Salon C

Main Street 101: Promotion

Salon D

Not able to swing by or can't find your size? Head over to ShopMainStreet.org for our full range of Main Street merchandise. Now through the end of April, get 10% off your order with code MSNow25!

SPECIAL SESSIONS: NETWORKING & CONNECTING

2:45PM - 4:45PM

Join us for an entirely new social networking and interactive learning experiences at Main Street Now! All attendees are invited to check out these dynamic peer-to-peer learning and network-building sessions dedicated to exploring timely topics impacting every Main Street leader. Come ready to lean into conversations about mental health, disaster preparedness, and collaborative problem-solving, and leave with new ideas, pro tips, and a stronger professional network.

A CONVERSATION WITH MARY MEANS: TRUST, VULNERABILITY, AND THE HEART OF MAIN STREET

Salon G

Join Mary Means, a visionary founder of the Main Street Movement, for an intimate and thought-provoking discussion as she reflects on her remarkable journey and the lessons captured in her new memoir. This session dives into the critical role of mental health in community leadership, offering insights that resonate far beyond the page. Engage in a meaningful dialogue with Mary and

connect with peers as we explore the human side of revitalization, followed by an audience Q&A.



THE POINT LIVE: EXPANDING COLLABORATIVE PROBLEM- SOLVING AT MAIN STREET NOW 2025

Salon F

Tap into the collective wisdom of the Main Street network in this engaging, peer-driven problem-solving session. Participants will gather in small groups, matched by shared challenges or complementary experiences, to collaboratively brainstorm solutions and share strategies for success. Whether you're navigating a tough issue or bringing lessons learned from your own triumphs, this session is a chance to connect, learn, and strengthen the bonds that make Main Street thrive. Come ready to engage, share, and leave with actionable ideas and newfound Main Street friends.

STRENGTHENING TOGETHER: SHARED STRATEGIES FOR DISASTER PREPAREDNESS

Salon I&J

Disasters affect every community, but together, Main Street leaders can forge a stronger, more resilient future. Inspired by the Main Street Disaster and Resilience Toolkit, this interactive session is a can't-miss opportunity for sharing stories, strategies, and solutions for disaster preparedness and recovery. Through real-world insights and stories from leaders who have faced crises, you'll connect with peers, exchange ideas, and discover how collective action can protect and preserve our shared spaces.

LGBTQ+ MAIN STREET MEETUP

7:00pm - 9:00pm (or later!) | U Bar, 1220 Locust Street

An opportunity for members and allies of the LGBTQ+ community to network during a social, no-host meet up. This event will be hosted at U Bar and is 21+.

Please reach out to Chad Banks at chad_banks@rswy.net or Matt Wiederhold at mwiederhold@heritageohio.org with any questions. See you there!

A special thanks to Urality for sponsoring this event!



Wednesday, April 9

7:30AM - 12:30PM

REGISTRATION & CHECK-IN

MAIN IDEA

9:00AM - 10:00AM

How to Dream, Play, and Build with James Rojas and John Kamp

Discover how creativity, storytelling, and connection can transform community engagement with James Rojas and John Kamp, authors of “Dream Play Build.” Their innovative “Place It!” method—featuring hands-on model building, pop-ups, and sensory site explorations—has redefined how diverse groups find common ground. In this interactive session, James and John will share their transformative process and stories of their work with Main Street communities, showcasing how playful, tactile approaches inspire meaningful connections and unlock shared visions. Join us for an unforgettable experience and a chance to connect directly with the authors during a robust Q&A hosted by Erin Barnes.



James Rojas



John Kamp



Erin Barnes,
Q&A Host

EL CAFECITO

10:00am - 10:30am
Franklin Hall

iTe invito a El Cafecito!
Conéctate mientras
hablas en español con
otros colegas. ¡Saludos!
Para más información:
Comuníquese con
Wendy Otero,
wotero@mainstreet.org.

Join us at El Cafecito!
Connect and speak
Spanish with colleagues.
See you there! For more
information: Please reach
out to Wendy Otero at
wotero@mainstreet.org.

TACTICAL SOLUTION SESSIONS 10:30 - 11:00AM

**The Whole Enchilada: Preserving
Culture and Marketing Inclusivity
from Mexicantown Main Street**
Salon A

**How to Nurture Inclusive
Representation Through Creative
Collaboration**
Salon B

**Thriving Through Construction: A
Main Street Organization's Survival
Guide**
Salon C

 **CM Surprising Population
Trends You Should Know and What
it Means for Main Street**
Salon D

DEEP DIVE 10:30 - 12:00PM

**Dream Play Build: In Action with
John Kamp and James Rojas**
Salon F&G

DEEP DIVES 10:30 - 12:30PM

 **Main Street Directors Roundtable**
Salon I&J

**AI-Enhanced Mindset for
Main Street: Hands-On Workshop
for All Skill Levels**
Salon K&L

CRASH COURSES 11:15AM - 12:00PM

Pride in Progress: Building Inclusive Economies for All on Main Street

411-412

CM Community Building from the CORE: People, Process, Partnerships, and Potential in Rural and Tribal Montana

414-415

Destination Success: Engaging and Empowering Main Street Entrepreneurs

Franklin 2

Participatory Public Art & The Power to Ignite Change

Salon A

Your Brand: It's More Than a Logo

Salon B

Build Long-Term Success with Main Street Succession Planning

Salon C

Likes, Dislikes, and Trends in Transformation Strategies

Salon D

CLASSROOM SESSIONS 2:00 - 3:15PM

CM Spark Alabama: From Earmark to Entrepreneurial Grants

401-403

How to Build a Grant Program

407-409

Catalyzing Economic Vitality by Reconnecting Communities

411-412

Unleashing Capital Investment Through Creative Placemaking

414-415

Sponsored by Mortimer & Mimi Levitt Foundation

Getting Started: Partners, Pedestrians, and Pop-ups!

Franklin 2

Dementia-Friendly Main Streets: Building Connection and Support

Salon A

Diverse Boards, Strong Communities: Building Effective Leadership

Salon B

A Place for Entrepreneurs: Supporting Small for Greater Impact

Salon C

Revitalized and Struggling — Lessons from Mature Main Streets

Salon D

Be a Productivity Powerhouse: Integrating Self-Care with Personal Planning

Salon I&J

Placemaking Principles for Healthy, Thriving Downtowns

Salon K&L

HEAR FROM BUSINESSES MAKING IT ON MAIN STREET

Tune in to Main Street America's podcast, *Main Street Business Insights*. Join host Matt Wagner, Ph.D., MSA Chief Innovation Officer, as he travels the country and takes a deep dive into the personal journeys of downtown and neighborhood entrepreneurs. Hear their incredible stories and learn about the innovative ways they are overcoming adversity. Episodes drop on Wednesdays.



MAIN STREET BUSINESS INSIGHTS

HOSTED BY MATT WAGNER, PH.D.



Visit mainstreet.org/podcast to listen now — and don't forget to subscribe wherever you get your podcasts!



Closing Celebration

4:00pm – 5:30pm | Salon E-H

Join us for a jubilant conclusion to the 2025 Main Street Now Conference filled with community, joy, and music. Our closing celebration will include remarks by Erin Barnes, President and CEO at Main Street America, a graduation ceremony for Main Street America Revitalization Professional Credential recipients, and the presentation of the 2025 Mary Means Leadership Award.

Celebratory live music performance made possible with support from:



Live Music & Artist Conversation with Küf Knotz & Christine Elise

Experience a special live music performance like no other by Küf Knotz & Christine Elise, an act that brings together songwriter, producer, and MC Küf Knotz and classically trained instrumentalist Christine Elise Gallagher. Become captivated by their unique sound—a blend of hip hop poetry infused with soul, Lo-Fi, and '90s era vibes, and classical harp, piano, and vocals—and hear their perspectives about the power of music in public spaces and its role in bringing communities together.

Big Bash

6:30pm – 10:30pm | FDR Park
1500 Pattison Avenue

Let's party! Celebrate the closing of Main Street Now 2025 at FDR Park, South Philadelphia's largest park and one of its most important public institutions, reflecting the remarkable racial, cultural, and economic diversity of the area. Join friends and colleagues for hors d'oeuvres, beverages, entertainment, and dancing while you explore the American Swedish Museum, Boat House, and lawn connecting these two areas. Immerse yourself in this unique civic commons space filled with historic architecture, nature, and cultural expression.*

**Requires additional registration.*

Getting there: Transportation is provided. Buses will depart Philadelphia Marriott Downtown from 6:15pm – 7:30pm. Return trips will run from 8:00pm – 10:30pm.

Sponsored by:



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CITY OF PHILADELPHIA

Main Street Expo

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

OPENING HOURS

TUESDAY 7:45AM - 5:45PM

WEDNESDAY 7:45AM - 10:30AM

REFRESHMENTS

Join us for refreshment breaks in the Expo! Visit with exhibitors and connect with colleagues while enjoying delicious bites and beverages.

TUESDAY

Light Breakfast 7:45am - 9:00am

Coffee Break 10:00am - 10:30am

Exhibitor Reception 4:30pm - 5:45pm

WEDNESDAY

Light Breakfast 7:45am - 9:00am

Coffee Break 10:30am - 10:30am

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.

TUESDAY 7:45am - 5:45pm

WEDNESDAY 7:45am - 10:30am

Advice is free, and no appointments are needed.

CONFERENCE BOOKSTORE

TUESDAY

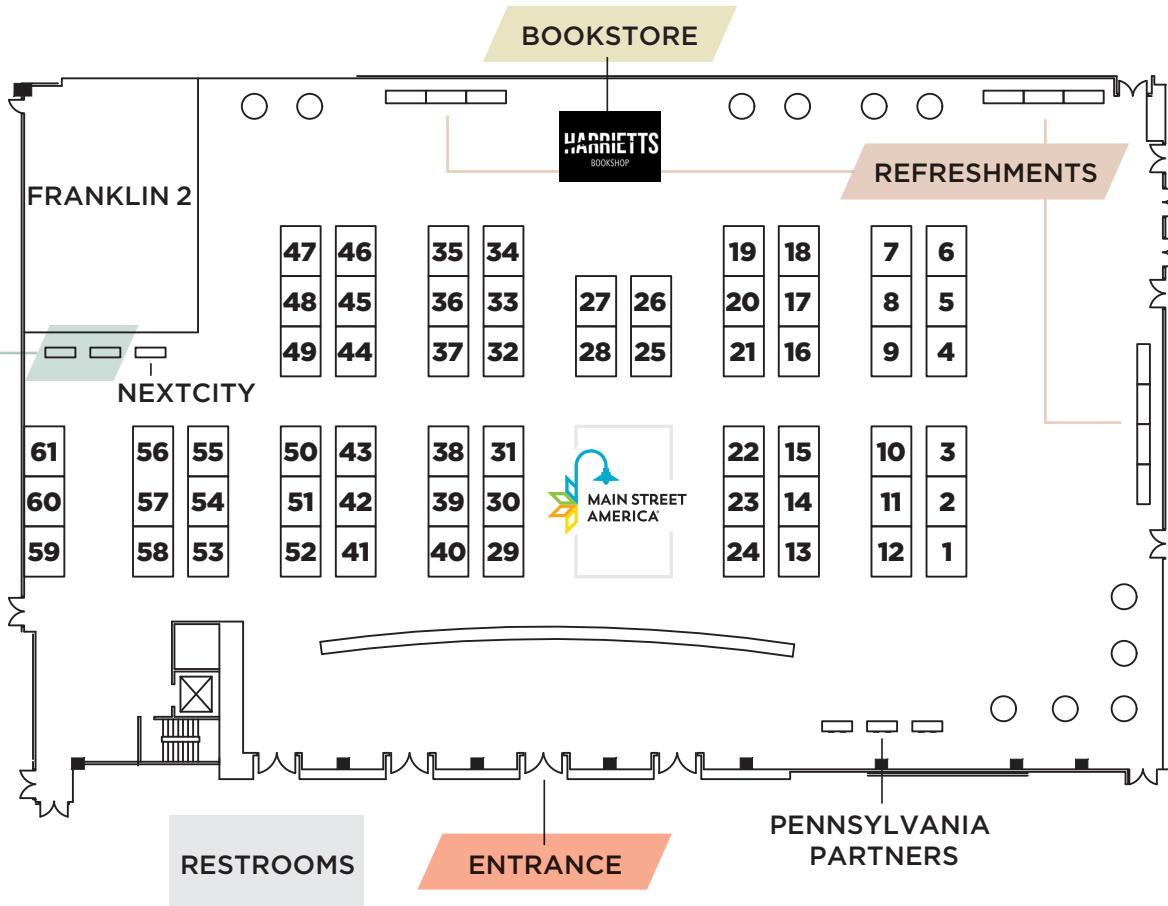
8:00am - 5:45pm

WEDNESDAY

8:00am - 10:30am

**Hours subject to change*

- | | | | |
|----|---|----|---|
| 1 | AARP | 14 | Display Sales |
| 2 | EarthPlanter | 15 | SourceLink |
| 3 | Proxi Maps | 16 | Cats Meow Village |
| 4 | ARCY Live! Public Art Murals | 17 | Vortex Weather Insurance |
| 5 | District Bridges | 18 | US Pole |
| 6 | Farmers Market Pros | 19 | Derck & Edson |
| 7 | MarketWurks.com | 20 | PA 811 |
| 8 | &Access | 21 | Artificial Ice Events |
| 9 | Blasier.Pro Audio | 22 | National Trust for Historic Preservation: Preservation Leadership Forum |
| 10 | Your - Type 3D event letters and shapes | 23 | Bronze Memorial Company, Inc. |
| 11 | Heritage Consulting Group | 24 | National Trust Community Investment Corporation (NTCIC) |
| 12 | U.S. Bank | | |
| 13 | Block, Inc | | |



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|----|--|----|--------------------------------------|----|---|
| 25 | ORIANA solutions, LLC | 37 | Ayres Associates | 49 | Forsite |
| 26 | Downtown Decorations, Inc | 38 | GAMA SONIC SOLAR LIGHTING | 50 | Cities Work |
| 27 | Beyond Main | 39 | NJ Economic Development Authority | 51 | KSU Technical Assistance to Brownfields |
| 28 | DTRedevelopment | 40 | Vibemap | 52 | Holiday Outdoor Decor |
| 29 | Oklahoma Main Street Center/ Visit Tulsa | 41 | Brighter Travel | 53 | Mon-Ray, Inc. |
| 30 | Locable | 42 | CGI Digital | 54 | Eventeny |
| 31 | National Trust Insurance Services, LLC. | 43 | Ornament Kane | 55 | STQRY |
| 32 | Project Graphics | 44 | Spring City Decorative Lighting | 56 | Mosca Design, Inc. |
| 33 | Placer.ai | 45 | Guided By Community | 57 | Mosca Design, Inc. |
| 34 | The Seward Johnson Atelier | 46 | Keystone Ridge Designs, Inc. | 58 | Eventzee |
| 35 | Gates Flag and Banner Co | 47 | Urality | 59 | Spaces Of Possibility / Zero Empty Spaces |
| 36 | Yiftee | 48 | St Nick's Christmas Lighting & Decor | 60 | Maniac |
| | | | | 61 | Pole Covers |

Exhibitor Reception

TUESDAY | 4:30PM - 5:45PM

Meet up with colleagues and friends to enjoy light refreshments and explore the Main Street Expo. Find great services, products, and information you need to help take your efforts to the next level. Plus, enter for a chance to win fabulous prizes at the exhibitor raffle!

EXHIBITOR RAFFLE!

HOW TO PLAY

- 1 Pick up a raffle passport during registration 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 5:20pm on Tuesday.
- 3 Drawings for prizes will be held at 5:30pm during the Exhibitor Reception. You must be present to win.

MAIN
STREET
Now

APRIL 13-15, 2026

TULSA
OKLAHOMA



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FOR MORE INFORMATION.

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