



September 17 and 18

Grand Ballroom
134 East Main Street
Town of Marion, Virginia

It's our yearly downtown revitalization boot camp! Are you ready for the challenge? Even if you have attended before, there's always something new to learn.

Main Street Essentials provides an overview of the Main Street Four Point Approach™ (design, promotion, organization, and economic restructuring) for both new and experienced leaders in downtown revitalization. This year, we'll focus on the key activities of the Organization and Promotion Committees.

Hosted by Virginia Main Street and Marion Downtown Revitalization Association

Brief Agenda

Day one focuses on Organization:

- ♦ How to build a solid organizational foundation
- ♦ Understanding the basics of board responsibilities
- ♦ Growing trends in volunteerism
- ♦ How to make fundraising efforts easy and profitable
- ♦ *A special barbecue and bluegrass music event will conclude the evening*

Day two focuses on Promotion:

- ♦ Topics will include an overview of the art of attracting visitors and locals alike to your downtown
- ♦ The key components of image building and successful event planning
- ♦ How to throw retail events that will have the registers ringing
- ♦ *A guest speaker will share how your downtown's evening vitality can be enhanced through an innovative, extended store-hours campaign*

For a **detailed draft agenda**, please visit: <http://www.dhcd.virginia.gov/mainstreet>

Special Guest Speaker

Deb Turcott, executive director
New Hampshire Land and Community Heritage Investment Program

As executive director of the New Hampshire Land and Community Heritage Investment Program (LCHIP), Turcott leads a state authority tasked with preserving and conserving the state's most important natural, cultural, and historic resources. Previously, Turcott was the director of the Community Development Finance

Authority's Downtown Resource Center, after successfully leading the repositioning of its predecessor organization, the New Hampshire Main Street Program.

Turcott also travels the country sharing her expertise on organizational and board development, community development, downtown revitalization, and communications and promotions for workgroup sessions and nonprofit organizations.

Accommodation Information

A block of rooms is reserved at several inns and local bed and breakfasts:

- ◆ General Francis Marion Hotel, \$85/night, 107 East Main Street, (276) 825-1253
- ◆ Best Western Marion, \$60/night, 1424 North Main Street, (276) 783-3193
- ◆ Econo Lodge, \$60/night, 1420 North Main Street, (276) 783-6031
- ◆ Collins House Inn B&B, 10% off regular rate, 204 West Main Street, (276) 781-0250
- ◆ Teapot Lodge, \$125/night, two night minimum, 2240 Teapot Lane (276) 4745
- ◆ Lincoln B&B, \$75-100/night, 305 North Church Street, (276) 781-0804

An opening reception at the General Francis Marion Hotel is scheduled on Tuesday, Sept. 16 at 8 p.m., so consider staying in Marion the night before the training.

In order to take advantage of these special group rates, make your reservations by Sept. 12 and mention Virginia Main Street when booking. Guests must ask for the rate at the time of booking.

Registration Fee and Deadline

Wednesday, September 17 <i>Day One Includes</i>	Wednesday, September 17 6:30 p.m. <i>BBQ & Bluegrass Event</i>	Thursday, September 18 <i>Day Two Includes</i>
<ul style="list-style-type: none">◆ Morning and afternoon refreshments◆ Organization training sessions◆ Tour of downtown	<ul style="list-style-type: none">◆ Casual dinner event featuring local barbecue and refreshments◆ Live Bluegrass band	<ul style="list-style-type: none">◆ Morning and afternoon refreshments◆ Promotion training sessions◆ Lunch buffet

Full Registration

Both Days + Dinner	\$75
Both Days <i>without</i> Dinner	\$65

Single-Day Registration

Day One + Dinner	\$50
Day One <i>without</i> Dinner	\$40
Day Two + Dinner	\$50
Day Two <i>without</i> Dinner	\$40

For more information contact

Virginia Main Street
501 N. Main Street
Richmond, VA 23219
(804) 371-7041

www.dhcd.virginia.gov/mainstreet

The registration fee includes all training materials and meals as indicated. You will receive a registration confirmation by e-mail with an agenda, directions and parking instructions prior to the training.

Register online at: <http://www.dhcd.virginia.gov/mainstreet>.

**** Deadline for registration is Sept. 12, 2008.**
