



## Virginia Main Street Essentials

### A Focus on Economic Restructuring and Design

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September 16 and 17, 2009 ♦ Center for the Arts ♦ Manassas, VA

#### Tuesday, Sept. 15

**7 p.m.: Welcome Reception** at the Caton Merchant Family Art Gallery, Center for the Arts - Upon arriving, join your peers for casual networking and refreshments at the recently rehabilitated former candy factory.

#### Wednesday, Sept. 16 – Economic Restructuring

*Training by Hilary Greenberg, Greenberg Development Services*

**9 a.m.: Attendee Arrival** – Over coffee and light refreshments we'll reconnect with colleagues from around the commonwealth.

**9:30 a.m.: Welcome and Overview** – Our Manassas hosts, Vice Mayor Andrew Harrover, City Manager Larry Hughes and Historic Manassas Inc. Executive Director Patty Tracy will kick off the Essentials training, followed by Virginia Main Street's Kyle Meyer, who will provide a brief overview of the days ahead.

**9:45 a.m.: Getting Started: What Does An ER Committee Do?** – Hilary Greenburg will deliver an overview of the successful Main Street Four Point Approach™ to downtown revitalization and where the Economic Restructuring (ER) Committee fits into the big picture. She will share tips for establishing a strong and effective committee, as well as the pitfalls of committee management.

**10 a.m.: Do You Really Know Your Market?** - Determining your local trade area and an awareness of key trends will expand the economic restructuring opportunities that await your downtown. With a review of the market analysis process, Hilary Greenburg will guide participants through sample demographic and retail sales information for hands-on learning.

#### **11:15 a.m.: Break**

**11:30 a.m.: How Great Is Your Downtown?: Taking Stock Of What You Have** – Knowing what your downtown has to offer residents and visitors alike is half the revitalization battle. Now take downtown to the next level by learning how to evaluate your Main Street's strengths and weakness, along with the existing business mix for purpose-driven initiatives.

**12:30 p.m.: Lunch in town** – Spend your \$10 gift card in a local eatery or shop

**1:30 p.m.: Do You Know Where You Are Going?: Creating A Strategic Plan For Downtown** – Don't wait for your ship to come in, swim out to it! Learn how to define a realistic vision and set clear objectives that can be seen through for real change in downtown. Through directed activities, participants will identify appropriate market niche opportunities that suit the local vision.

#### **3 p.m.: Break**

**3:15 p.m.: Strengthen Your Business District: Establish a Business Retention Program** – Like the snowball effect, creating a positive business climate can stimulate ever-increasing customer attraction and downtown investment. Hilary Greenburg will show how reworking your Main Street's promotional program and supporting local financial tools can help existing small businesses.

**3:45 p.m.: Attracting New Investment: Business Recruitment and Property Development** – Once you've identified your downtown market, your community can use the information to develop business recruitment materials that showcase the local market potential. Learn how to establish a strong referral network, identify prospects and develop the financial incentives that attract investors.

**4:30 p.m.: Questions and Answers**

**5 p.m.: Tour and Shop Downtown**

**6:30 p.m.: An outdoor dinner on Battle Street, featuring two local restaurants, Okra's Louisiana Bistro and Carmello's** - Enjoy a casual-dining experience that revolves around local foods, superb service, and extraordinary wines on the recently enhanced streetscape in downtown Manassas.

**Thursday, Sept. 17 - Design**

*Training by Kathy Frazier, AIA, Frazier Associates*

**8 a.m.: Attendee Arrival** – Over coffee and light refreshments attendees will have the opportunity to reconnect with colleagues from around the commonwealth.

**8:30 a.m.: Ladies and Gents, Introducing the Design Committee** – Presenter Kathy Frazier will begin the day with an overview of the Design Committee's responsibilities as they relate to the remaining Points and Principles of the Main Street Approach™. Through a guided activity, participants will share the biggest design challenges of their communities.

**9 a.m.: Getting to Know the Players – and the Process – of Design** – The downtown revitalization game is a public-private effort with many players. Gain a valuable understanding of the roles and responsibilities of your Main Street organization in planning and implementing downtown aesthetic improvements.

**10 a.m.: Break**

**10:10 a.m.: Guiding Principles of Urban Design for a Historic Downtown** – Kathy will take participants on a virtual tour of basic community design elements and the common challenges and opportunities facing your design committee. An interactive visual assessment exercise and discussion will make this excursion especially memorable.

**11 a.m.: Break**

**11:10 a.m.: The Essentials of Historic Preservation** – The Main Street Approach™ is an historic preservation program, with a comprehensive vision. Learn what historic preservation means for your community's revitalization efforts and how this underlying designation informs the Main Street design principles.

**11:30 a.m.: Understanding Building Improvement Basics** – Kathy Frazier will share the basic steps required for successful building rehabilitation and façade improvements. Be sure to bring an apple to please the teacher, because there's going to be a fun and interactive quiz to test your understanding.

**Noon: Lunch** - Stick around for a buffet in the candy factory with a conversation-starter assignment.

**1:15 p.m.: The Economic Impact of Preservation and Current Financial Incentives** – The Main Street Approach™ has been applied for almost 30 years now, and the numbers are in! Downtown revitalization in the context of historic preservation pays. In this session, Kathy Frazier will review the economic impacts and provide the inside scoop on the most commonly used financial incentives.

**1:40 p.m.: Coordinating the Community Development Block Grant (CDBG) Program with Main Street** – Through this panel, attendees will break through the misconceptions of the Block Grant program by hearing from experienced community leaders who have either successfully implemented or are currently navigating a downtown CDBG grant.

*-Keith Sherrill, Virginia Department of Housing and Community Development*

*-Catherine Stewart, Luray Downtown Initiative, Inc.*

*-Lafayette Dickens, Downtown Blackstone, Inc.*

**3:15 p.m.: Adjourn**