

VIRGINIA MAIN STREET ESSENTIALS

Organization and Promotion

September 9-10, 2014
Winchester, VA



September 8, 2014 - For Early Arrivals

7 p.m.

Welcome Reception

George Washington Hotel, Half Note Lounge

September 9, 2014 - Day One

8 a.m.

Registration and Refreshments

George Washington Hotel, Grand Ballroom

8:30 a.m.

Welcome and Introductions

Jennifer Bell, Downtown Manager, City of Winchester
Eden Freeman, City Manager, City of Winchester
Lauri Bridgeforth, Chair, Old Town Development Board

9 a.m.

Overview

Kathy La Plante, senior program officer and director of coordinating program services, will highlight the following organization topics on day one of the workshop.

9:30-10:30 a.m.

Organization Topics

I. Selling Your Main Street Program

Results in a culture of engagement (money and time) from everyone in the community

- i. Elevator Speech
- ii. Why Should I Support Your Program? How do you Invite People to Participate now?
- iii. Public Relations: Making your case

10:30 a.m.

Break

10:45 a.m.-Noon

Organization Topics

II. Fundraising for Downtown and Main Street

- i. Components of a Fundraising Plan
- ii. Funding and Fundraising Strategies
 - a. Message
 - b. Tools (letters, social media, events)
- iii. Board of Directors' Role in Fundraising
- iv. Staff Role in Fundraising



Noon-2 p.m.

Buffet Lunch and Enjoy Downtown

Brewbaker's Restaurant, 168 North Loudoun Street

2-3:15 p.m.

Organization Topics

III. Volunteer Recruitment and Management Strategies

- i. Volunteer Success Stories: Who is your best volunteer and why?

3:15 p.m.

Break

3:30-4:30 p.m.

Organization Topics

IV. Managing the Scope of Work for Organizations through Work Plans

4:30-5 p.m.

Introduction to Old Town Winchester

Jennifer Bell, Downtown Manager, City of Winchester

5 p.m.

Adjourn and Optional Guided Walking Tour of Downtown

6:30 p.m.

Cajun-Inspired Buffet Dinner and Jazz Concert

Taylor Pavilion, 125 North Loudoun Street

Catered by: The Cajun Experience

Music by: Shenandoah University Students

Day Two >>

September 10, 2014 – Day Two

8 a.m.

Attendee Arrival and Refreshments

George Washington Hotel, Grand Ballroom

Kathy La Plante, senior program officer and director of coordinating program services, will highlight the following promotion concepts on day two of the workshop.

8:30 a.m.-10:30 a.m.

Promotion Topics

I. Assessing Your Promotional Calendar

- i. Vision
- ii. Objectives: Why are we doing this promotion?
- iii. Outcomes
- iv. Resource Allocation
- v. When to “let go” of an Event

II. Building a Promotional Calendar Based on Downtown’s Market

10:30 a.m.

Break

10:30 a.m. - Noon

III. Business Promotions and Social Media

IV. Branding

Noon-1 p.m.

Boxed Lunch

George Washington Hotel, Grand Ballroom

1-2 p.m.

Virginia Tourism Corporation

Steve Galyean, Director of Development, Virginia Tourism Corporation

2-2:45p.m.

Promotion Topics

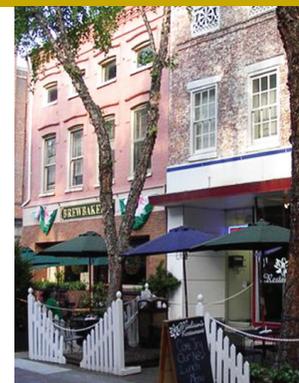
V. Measuring and Promoting the Economic Impact Promotions

- i. Real numbers
- ii. Testimonials

VI. Q & A

3 p.m.

Adjourn



Workshop Trainers

Kathy LaPlante,

Senior Program Officer and Director of
Coordinating Program Services
National Main Street Center

Kathy LaPlante is a senior program officer and director of coordinating program services at the National Main Street Center with expertise in building organizational capacity and developing promotional programming. She has worked in the Main Street field for nearly 25 years, and the Main Street conference in Detroit was the 25th that she has attended. She joined the staff of the National Trust for Historic Preservation’s National Main Street Center in May 2007. She works throughout the U.S. providing training for cities of all sizes using the Main Street Approach® to downtown revitalization. Prior to this position, she was hired as the first director of the New Hampshire Main Street Center, serving in that role for more than 10 years. She was responsible for initiating the statewide New Hampshire Main Street Program and providing technical assistance to 23 designated Main Street programs. La Plante began her Main Street career in 1989 as the executive director of the Chippewa Falls Main Street Program. Seven years later, Chippewa Falls was a recipient of the Great American Main Street Award. Prior to working in downtown revitalization, La Plante spent 12 years in retail management, including 10 years as manager of Spurgeon’s Department Stores in Wisconsin, Minnesota and Iowa. She attended the University of Wisconsin-Stout.

Steve Galyean,

Director of Development of Partnership Alliance Marketing
Virginia Tourism Corporation

Steve Galyean is the Virginia Tourism Corporation’s (VTC) Partnership Alliance Marketing development director, and he heads up the VTC Tourism Development Division. The VTC Development Division focuses on new tourism product development, business development, job creation and business assistance. Galyean also administers the VTC grant programs. He and his division are active in the development of new tourism products, including artisan trails throughout Virginia, the Spearhead Recreational Trail, Fish Virginia First Trail, the Tobacco Heritage Trail and the Wilderness Road Trail.

Prior to coming to Richmond in November 2005 to work for VTC, Galyean served 11 years as the director of tourism for the Abingdon Convention and Visitors Bureau. Preceding his move to Abingdon, he was the executive director of the Galax-Carroll-Grayson Chamber of Commerce.

Galyean is a native of Galax, Virginia, and he is a graduate of Emory and Henry College. He has served two terms as president of the Virginia Association of Convention and Visitors Bureaus, as well as vice president of tourism marketing and treasurer of the organization. In addition, he has served on the board of directors of the Crooked Road, Virginia’s Heritage Music Trail, the Blue Ridge Travel Association, Northeast Tennessee Tourism Association, the Virginia Highlands Festival and the Tri-Cities TN/VA Regional Partnership.



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