



SEPTEMBER 15-16, 2015

THE PRIZERY
700 BRUCE STREET
SOUTH BOSTON, VIRGINIA

*Hosted by Virginia
Department of Housing and
Community Development
and Destination Downtown
South Boston*

VIRGINIA MAIN STREET TOOLKIT BUILDING A RESILIENT NONPROFIT TOGETHER

Behind every exciting Main Street District beats the collective heart of volunteers, entrepreneurs and property owners working together to create an environment of invitation. Every day, residents and visitors are discovering what makes your Main Street their favorite, be it the shops, the food or the hospitality.

What is going on behind the curtain of your Main Street organization? Do ideas and agendas harmonize like a well-rehearsed chorus? Do the inner workings of your nonprofit more closely resemble Pandora's Box than a fine-tuned organ? How do you address these issues together?

Join your Virginia Main Street network of dedicated volunteers and professional managers in South Boston for two days of how-to's and best practices to build a resilient and effective nonprofit organization. Your volunteer board, committee members and local officials are all invited for fun, networking and great ideas to make positive change in your downtown and enjoy doing it.

Virginia Main Street Summer Toolkits are advanced and targeted training sessions designed to get beyond the basics and provide anyone working to better their community with outcome-oriented revitalization knowledge. Toolkits provide a balanced mix of expert presentations, panel discussions and group work sessions to ensure that every attendee goes home with fresh ideas and a plan for what's next.



AGENDA

SEPTEMBER 14

- 7 p.m. **Welcome Reception**
New Brick Warehouse Lofts, 701 Jefferson Avenue

SEPTEMBER 15

- 8 a.m. **Attendee Arrival**
Over coffee and light refreshments, connect with colleagues from around the commonwealth.
- 8:30 a.m. **Welcome and Overview**
Our South Boston hosts Mayor Edward Owens, will kick off the toolkit, followed by DHCD's Virginia Main Street Program Manager Helen Person, who will provide a brief overview of the days ahead.
- 9 a.m. **"20 Dysfunctional Characters at the Table" Facilitated Sketch**
Michelle Jones, Senior Project Strategist, DHCD
Doug Jackson, Capacity Development Specialist, DHCD
- 9:30 a.m. **The Perfect Board in Four Acts: Key elements of successful board relationships**
Emily Stumhofer, Staff Attorney, Nonprofit Risk Management Center
- 10:30 a.m. **Break**
- 10:45 a.m. **Building Consensus around Downtown: Facilitation techniques for a shared vision**
Michelle Jones, Senior Project Strategist, DHCD
Doug Jackson, Capacity Development Specialist, DHCD
- 11:45 a.m. **Lunch at the Prizery (catered by Southern Plenty)**
- 1 p.m. **Top 10 Risks Facing Volunteer Programs: Practical tips to help your nonprofit steer clear of mission-draining consequences**
Emily Stumhofer, Staff Attorney, Nonprofit Risk Management Center
- 2 p.m. **Break**
- 2:10 p.m. **Fund Development: Roping 'Em In**
Emily Stumhofer, Staff Attorney, Nonprofit Risk Management Center
- 3:20 p.m. **Break**
- 3:30 p.m. **How to lose your 501(c)3 Tax Exempt Status (Without Really Trying)**
Emily Stumhofer, Staff Attorney, Nonprofit Risk Management Center
- 4:15 p.m. **Day One Wrap Up Conversation**
Helen Person, Program Manager, DHCD

AGENDA

- 4:30 p.m. **Adjourn and shop downtown**
- 6:30 p.m. **Dinner and Music in Constitution Square**
Continue to enjoy the Main Street camaraderie at this casual concert and cookout catered by [Ernie's Restaurant](#). Bring your business cards for a door prize drawing for a two-night stay at any [Virginia State Park](#).

SEPTEMBER 16

- 8 a.m. **Attendee Arrival**
Get the day started right with morning refreshments.
- 8:30 a.m. **Main Street Economic Impacts: Capturing and translating data**
Dr. John Accordino, Professor and Director, VCU Center for Urban and Regional Analysis
Dr. Fabrizio Fasulo, Research Economist, VCU Center for Urban and Regional Analysis
- 9:30 a.m. Break
- 9:45 a.m. **What's Your Main Street Story: Crafting a message about your downtown impacts**
Steve Galyean, Director of Development, Virginia Tourism Corporation
- 10:30 a.m. **How to Tell Your Main Street Story: Developing the vehicle for your message**
Beth Deatherage, Vice-President/Director of Accounts, HD Web Studio
- 11:20 a.m. Break
- 11:30 a.m. **How to Share Your Main Street Story with Others: Delivering the message**
Justin R. Kerns, Tourism Coordinator, Mecklenburg County
- 12:15 p.m. **Toolkit Wrap Up Conversation**
Helen Person, Program Manager, DHCD
- 12:30 p.m. **Adjourn and eat downtown**
- 1 p.m. **Designated Community Managers' Lunch** (*Caffe Peroni*)

ACCOMMODATION INFORMATION

Room blocks are available at the following hotels and inns:

Holiday Inn Express

\$89.99/night

1074 Bill Tuck Highway, (434) 575-4000

Block held until 8/14/15

Fairfield Inn and Suites by Marriott

\$83/night

1120 Bill tuck Highway, (434) 575-6000

Block held until 8/15/15

Charles Bass House Bed and Breakfast

Suite \$120/night, Guest Rooms \$100/night

1505 North Main Street, (434) 575-6291

Block held until 9/7/15

In order to take advantage of these special group rates guests must ask for the rates at the time of booking and reference the group code "Virginia Main Street."

A welcome reception at New Brick Warehouse Lofts, located at 701 Jefferson Avenue, is scheduled for Tuesday, Sept. 14 at 7 p.m., so consider staying in South Boston the night before the training.

FOR MORE INFORMATION CONTACT

Virginia Main Street
600 East Main Street, Suite 300
Richmond, VA 23219
(804) 371-7041
www.dhcd.virginia.gov/mainstreet

Helan Person, Community Revitalization Program Manager
Kyle Meyer, Community Revitalization Specialist
Joy Rumley, Community Revitalization Specialist



REGISTRATION INFORMATION

Welcome Reception,

Monday, September 14, 7 p.m. (Free)

New Brick Warehouse Lofts, 701 Jefferson Avenue

Registration

Full Registration	\$85
Day One Only	\$65
Day Two Only	\$40
Dinner and Music Event (Guest)	\$15

The registration fees include all training materials and meals as indicated. You will receive a registration confirmation via email. A detailed agenda, directions and parking instructions will be sent out prior to the training. **The deadline for registration is Sept. 8, 2015.**

Tuesday, September 15

Day One Includes:

- Morning and afternoon refreshments
- Toolkit training sessions
- Lunch on site
- **Dinner and Music Event in Constitution Square**
Casual buffet (vegetarian options available)
- Guests are welcome, but must register separately

Wednesday, September 16

Day Two Includes

- Morning refreshments
- Toolkit training sessions
- Coupon for lunch in town
- Main Street managers will be invited to attend a designated lunch to discuss updates in Virginia's program