

VIRGINIA
MAIN 
DOWNTOWN
INTERSECTIONS

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

Street

CONFERENCE-AT-A-GLANCE

Monday, July 11		2-5 p.m.	 Registration Stonewall Jackson Hotel Lobby			
3-5 p.m.	Historic Staunton Guided Walking Tour Stonewall Jackson Hotel Lobby	Downtown Intersections Traipse Stonewall Jackson Hotel Lobby	Blackfriars Playhouse Tour Blackfriars Playhouse Lobby	Woodrow Wilson Presidential Library Woodrow Wilson Presidential Library President's Shop (3:30 p.m.)		
7-8:30 p.m.	Welcome Reception Stonewall Jackson Hotel Lobby					
Tuesday, July 12		7:45-8:15 a.m.	 Continental Breakfast Stonewall Jackson Hotel Lobby	8:15-9:15 a.m.	 Welcome and Keynote Speaker John Schallert Shenandoah Ballroom	

Concurrent Sessions

	Main Street Toolkit Destination Marketplace	Main Street Toolkit Community Engagement	Main Street Essentials Four Point Approach
9:30-10:30 a.m.	Filling Vacancies and Strengthening Businesses Salon A	Creative Public Engagement Strategies Salon B	Sustainable Organizations Salon C
10:45-11:45 a.m.	Part I: Reinventing your Downtown and its Businesses into Consumer Destinations Salon A and B		Quality Design Salon C
Noon-1:30 p.m.	 Lunch and Shopping on the Town		
1:45-2:45 p.m.	Part II: Reinventing your Downtown and its Businesses into Consumer Destinations Salon A and B		Effective Promotion Salon C
3-4 p.m.	Plan to Brand Salon A	Artisans on Main Street Salon B	Economic Vitality Salon C
6-7:30 p.m.	 Casual Dinner and Reception Joe's Steakhouse		

Wednesday, July 13		8-9 a.m.	 Exhibitor's Breakfast Colonnade, Stonewall Jackson Hotel	
9:15-10:15 a.m.	First Impressions are Lasting Impressions Salon A	Downtowns Matter in Local and Regional Economic Development Salon B	Hospitality Development as a Revitalization Tool Salon C	
10:15-10:30 a.m.	Break with Room Checkout			
10:45-11:45 a.m.	Extreme Makeover: Surviving major streetscape projects Salon A	Effective Practices for Meetings that Work Salon B	Craft Beverage-Led Revitalization Salon C	
Noon-2 p.m.	 Virginia Main Street Awards Luncheon Colonnade, Stonewall Jackson Hotel			

AGENDA



JULY 11

2-5 P.M.

REGISTRATION

Stonewall Jackson Hotel Lobby

3-5 P.M.

FIELD SESSIONS

Historic Staunton Guided Tour

Stonewall Jackson Hotel Lobby

Downtown Intersections Traipse

Stonewall Jackson Hotel Lobby

Blackfriars Playhouse Tour

Blackfriars Playhouse Lobby

Woodrow Wilson Presidential Library and Museum (3:30 p.m.)

Woodrow Wilson Presidential Library President's Shop

7 P.M.

WELCOME RECEPTION

Stonewall Jackson Hotel Lobby

JULY 12

7:45 A.M.

CONTINENTAL BREAKFAST

Stonewall Jackson Hotel Lobby

Connect with colleagues from around the commonwealth over coffee and light refreshments.

8:15 A.M.

WELCOME AND KEYNOTE SPEAKER

Shenandoah Ballroom

Our Staunton hosts will kick-off the day, and then you will hear an inspiring keynote address from Jon Schallert, president of The Schallert Group Inc.

9:30 A.M.

CONCURRENT SESSIONS

Filling Vacancies and Strengthening Businesses

Salon A

Hilary Greenberg

President | Greenberg Development Services

Successful Main Street communities are ones that have both strong business retention and recruitment programs. While the economy has improved and new businesses are locating downtown, many businesses continue to struggle and attracting the "right" business is more difficult than ever. During this fast-paced session, review effective strategies that can be used to build stronger downtown business retention and attraction programs. Using a combination of case studies and experience working with communities across the country, the session will review practical tips for identifying emerging market opportunities, building upon existing business clusters, strategies for soliciting new businesses and investment, as well as ways to avoid common mistakes that could derail your efforts.

Creative Public Engagement Strategies

Salon B

Kevin Byrd

Executive Director | New River Valley Regional Commission

During this session, attendees will learn about several creative public engagement techniques utilized in the New River Valley Livability Initiative. A discussion forum will be integrated regarding transferability of the techniques along with an opportunity for attendees to share methods working in their communities. Come prepared to share, and leave with concepts to take home.

Sustainable Organizations

Salon C

Kathy LaPlante

Senior Program Officer | National Main Street Center

A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a stand-alone nonprofit organization, to a special assessment district and a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources, including partners, funding, volunteers and others, are mobilized to effectively implement the community transformation strategies.

10:30 A.M.

BREAK

10:45 A.M.

CONCURRENT SESSIONS

Part 1: Reinventing your Downtown and its Businesses into Consumer Destinations

Salons A and B

Jon Schallert

President | The Schallert Group Inc.

Jon Schallert is the only business consultant who has analyzed the steps of how to change a consumer-oriented business that is location-dependent into one that defies the demographics of its area, turning it into a consumer destination. This is Schallert's most requested session, customized into two distinct sections.

Part I will focus on how to get consumers to choose an independent business over a much larger retail competitor. This is especially important when an independent business is competing with an online shopping choice.

Attendees will leave this session with a list of concrete to-dos that any downtown director, community leader or independent business owner can immediately apply to increase consumer traffic. Attendees will have a better understanding of Schallert's destination business strategies and tactics and will be immediately able to identify weaknesses in their downtown locations.

Quality Design

Salon C

Matt Wagner

Vice President | National Main Street Center

A focus on quality design supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian-friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, transit oriented development and much more.

NOON

LUNCH AND SHOPPING ON THE TOWN

1:45 P.M.

CONCURRENT SESSIONS

Part 2: Reinventing your Downtown and its Businesses into Consumer Destinations

Salons A and B

Jon Schallert

President | The Schallert Group Inc.

Jon Schallert is the only business consultant who has analyzed the steps of how to change a consumer-oriented business that is location-dependent into one that defies the demographics of its area, turning it into a consumer destination. This is Schallert's most requested session, customized into two distinct sections.

Part II will focus on the tools and tactics that every downtown and its businesses must use to become the "go-to place." This session draws on Schallert's on-site consulting experience from speaking in more than 500 downtowns, and the emphasis will be on tactical steps that involve marketing and capturing free publicity.

Attendees of this workshop will also learn how to create free publicity opportunities that gets your business in newspapers, magazines, television and online websites, how to target and attract the most profitable customers, how to draw more customers to any business, even if that location is worse and how to get a customer to love a business in the first 7 seconds after they enter its doors.

Effective Promotion

Salon C

Kathy LaPlante

Senior Program Officer | National Main Street Center

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses and property-owners.

2:45 P.M.

BREAK

3 P.M.

CONCURRENT SESSIONS

Plan to Brand

Salon A

Ann Glave

Executive Director | Fredericksburg Main Street

Fredericksburg Main Street recently went through the process of branding their downtown. Come hear the lessons learned from their experience. This session will be broken down into three topics, including how to brand and questions you organization needs to ask, the Ps and Qs of RFPs and how to write and review proposals, and the process after you find a designer.

Artisans on Main Street

Salon B

Dr. John Accordino

Professor and Director | CURA@VCU (The Center for Urban and Regional Analysis)

The artisan economy is booming in cities and towns. You may be able to expand and strengthen your Main Street by attracting more artisans and makers and helping them thrive. This session will help you find artisans and makers in your community and understand their needs. You will also learn how you can expand your Main Street district with artisan and maker spaces and partner with other organizations to grow your community's artisan/maker economy.

Economic Vitality

Salon C

Matt Wagner

Vice President | National Main Street Center

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying economic vitality of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators and localists alike. With the nationwide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.

6 P.M.

CASUAL DINNER AND RECEPTION

Joe's Steakhouse, 19 West Johnson Street

JULY 13

8 A.M. **EXHIBITORS BREAKFAST**
Colonnade, Stonewall Jackson Hotel

9:15 A.M. **CONCURRENT SESSIONS**

First Impressions are Lasting Impressions

Salon A

Kathy Frazier

Principal | Frazier Associates

Distinctive and attractive public sign systems can be an important component of a successful downtown and tourism programs. Wayfinding signs, including gateway signs, community-wide directional signs, parking and pedestrian-oriented signs, can enhance visitor experience, create civic pride and reflect community character. This session will review the components of a custom wayfinding system, the process to design a system, the funds needed to implement a system and the fabrication and installation process.

Downtowns Matter in Local and Regional Economic Development

Salon B

Crystal Morphis

Founder and CEO | Creative Economic Development Consulting, LLC

The labor shortage caused by retiring baby boomers means that companies will continue to locate in places where they can find talented people. The up-and-coming talented millennials are carefully choosing where they locate, making preferences based on their unique lifestyle. Downtowns are at the core of place-making strategies. It is critical today to integrate place-making, including downtown development, into the overall economic development strategy to ensure your community has a talent pool to attract quality companies.

Hospitality Development as a Revitalization Tool

Salon C

David McCormack | Waukeshaw Development | Petersburg, Virginia

Hal Craddock | Creative Boutique Hotels | Roanoke, Virginia

Todd Morgan | MB Contractors | Roanoke, Virginia

In this session, you will learn what makes a community attractive to hospitality developers and how to begin to access and implement this exciting tool. Speakers will also discuss some of the challenges developers face when looking at development in smaller communities. The speakers also will discuss the impact a successful hospitality development could have on your community and region.

10:15 A.M. **BREAK WITH ROOM CHECKOUT**

10:45 A.M.

CONCURRENT SESSIONS

Extreme Makeover: Surviving major streetscape projects

Salon A

Jennifer Bell

Main Street Director | Winchester, Virginia

In 2013, Winchester tore up the two-block walking mall in the heart of the downtown to replace infrastructure and completely resurface and redesign the appearance of the space to create a more dynamic updated community space. This directly impacted a majority of the retail and restaurant businesses within the downtown area. This presentation highlights lessons learned through the project, including how to assist businesses through a major project and how aspects of the redesign aided in the successful revitalization of Old Town Winchester.

Effective Practices for Meetings that Work

Salon B

Martha Walker

Extension Specialist for Community Viability | Virginia Tech Cooperative Extension

After studying team development and the theories of motivation, are you still not sure where to begin to manage productive meetings? If this statement summarizes the way you feel when you are asked to lead a discussion, then you will want to participate in this session. Walker will explore the process and practices of planning and facilitating discussions that guide groups to achieving their purpose.

Craft Beverage-Led Revitalization

Salon C

Stephen Versen

AFID Fund Coordinator | Virginia Department of Agriculture and Consumer Services (VDACS)

There are a variety of resources that can help bring new craft beverage producers to your downtown. Learn about these new tools and hear about how they were successfully applied in communities around the state.

NOON

VIRGINIA MAIN STREET AWARDS LUNCHEON
Colonnade, Stonewall Jackson Hotel



MAIN STREET AWARDS LUNCHEON PROGRAM

WELCOME

Jeff Sadler

Associate Director of Community Development

Virginia Department of Housing and Community Development (DHCD)

LUNCH

OPENING REMARKS AND INTRODUCTION OF SPEAKER

Bill Shelton

Director

Virginia Department of Housing and Community Development (DHCD)

KEYNOTE PRESENTATION: THE IRRESISTIBLE DOWNTOWN

Andy Boenau, AICP

Timmons Group

Every settlement has a downtown, regardless of the population or geographic size. Small villages and large cities share a common struggle: attract people and wallets downtown. Local governments need to focus on human basic needs to make their downtown irresistible. The biggest challenge will be overcoming local and state regulations that are keeping downtowns from reaching their social and economic potential.

PRESENTATION OF AWARDS

Best Downtown Improvement

Best Downtown Retail Event

Outstanding Business

Outstanding Fundraising Effort

Volunteer of the Year

ADJOURN



NEWLY-DESIGNATED MAIN STREET COMMUNITIES

River District Association and the city of Danville

*Gloucester Main Street Association, Main Street Preservation Trust
and Gloucester Courthouse*

Main Street Lexington and the city of Lexington

Downtown Wytheville Inc. and the town of Wytheville

VOLUNTEERISM MILESTONE ACHIEVEMENT AWARDS

5,000 VOLUNTEER HOURS

*Ashland Main Street Association
Fredericksburg Virginia Main Street Inc.*

25,000 VOLUNTEER HOURS

Orange Downtown Alliance Inc.

15,000 VOLUNTEER HOURS

*Downtown Farmville Partnership
St. Paul Main Street*

50,000 VOLUNTEER HOURS

Bedford Main Street

PRIVATE INVESTMENT MILESTONE ACHIEVEMENT AWARDS

\$1 MILLION IN PRIVATE INVESTMENT

*Ashland Main Street Association
and the town of Ashland*

\$10 MILLION IN PRIVATE INVESTMENT

*Fredericksburg Virginia Main Street Inc.
and the city of Fredericksburg*

\$5 MILLION IN PRIVATE INVESTMENT

Believe in Bristol and the city of Bristol

\$30 MILLION IN PRIVATE INVESTMENT

Berryville Main Street and the town of Berryville

KEYNOTE SPEAKERS



Jon Schallert
President
The Schallert Group Inc.

Jon Schallert is an internationally-recognized professional speaker and business consultant specializing in teaching businesses how to turn themselves into Consumer Destinations.

Schallert speaks to thousands annually on his proprietary 14-step “destination business” process. His methodology has been used extensively by towns, cities, villages, downtowns, seasonal tourist locations, shopping centers, retail chains, franchises and independent small business owners.

He developed his expertise by interviewing more than 10,000 independent business owners in their places of business throughout the last 18 years. Downtown programs throughout North America were the first ones who embraced his teachings, and he has spoken and consulted in more than 500 downtowns, which is more than any other consultant.

Prior to starting his own company, Schallert spent 10 years with greeting card giant Hallmark Cards, where his

unique marketing strategies were publicized throughout the company as “the Schallert method.” Hallmark also tapped his expertise for their national rollout of “destination” Gold Crown stores. In 1996, he left his successful career at Hallmark Cards and started his consulting firm, the Schallert Group Inc.

In 2002, Schallert’s company launched Destination Business BootCamp®, where clients spend two and a half days with him learning how to reinvent their businesses and marketplaces using his proprietary destination strategy. His boot camps are now conducted three times a year in Longmont, Colorado.

Some of his corporate consulting clients include Kellogg’s, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, Kichler Lighting and Hunter Douglas. His insights are frequently seen in national publications such as The Wall Street Journal, the Washington Post, USA Today and Entrepreneur Magazine.

Schallert is a member of the National Speakers Association, the International Downtown Association, the National Main Street Network and Rotary International.



Andy Boenau
Urban Planning Practice Leader
Timmons Group

Andy Boenau is a nationally-recognized advocate for bicycle-friendly infrastructure. He leads the urban planning practice for Timmons Group, based in Richmond. His mission is to restore freedom and safety for people of all ages on public streets. The connection between street design and quality of life is the most common topic people ask him to speak on.

Boenau has a degree in civil engineering and is a certified planner. His work over the years has varied from corridor planning to environmental impact studies to road safety

audits. He has taught hundreds of professional planners and engineers how to replace car-oriented infrastructure with human-scale design.

He is actively involved in the American Planning Association, Congress for the New Urbanism and the Institute of Transportation Engineers. He speaks at regional and international events several times a year.

Boenau’s most impactful work has come through production of an award-winning podcast, two award-winning short films and an original video series. Andy received Style Weekly’s Top 40 Under 40 in 2014, and Engineering News-Record’s Top 20 Under 40 in 2015. His new book Emerging Trends in Transportation Planning will be available September 2016.



THANK YOU SPONSORS!

CAPSTONE



KEYSTONE

Greenberg Development Services
Stonewall Jackson Hotel
Virginia Tourism Corporation
VCU's Center for Urban and Regional Analysis

CORNERSTONE

Glasdon Inc.
Mosca Design
Preservation Virginia
Staunton Downtown Development Association
Traipse
Virginia Community Capital