



Design and economic restructuring for historic downtowns

LOCATION

The Culpeper Center
137 South Main Street
Culpeper, Virginia

So, your community is known for a festival or two, and the historic commercial district is showing signs of life? It is time to take the next step. Design and economic restructuring strategies cannot only improve the appearance and vibrancy of your downtown, but they can attract additional capital investment, create jobs and spark new businesses.

Make the most of your unique historic buildings, and define the role your organization plays in attracting and developing entrepreneurs and private investment to your historic commercial district. Join downtown volunteers and professionals

from across Virginia to hear from architectural design experts from Frazier Associates and the National Main Street Center's economic restructuring specialist Todd Barman as they present real steps your community can take today.

The workshop is open to board and committee volunteers, staff, local government, downtown business owners, property owners, residents and other stakeholders from designated Virginia Main Street communities, VMS Commercial District Affiliates and other communities that want to learn more about Main Street strategies for downtown economic revitalization.

Hosted by Virginia Main Street and Culpeper Renaissance Inc. (2012 Great American Main Street Award winner)

Guest Speakers

Kathy Frazier, AIA, Principal
Frazier Associates

Kathy Frazier is a founding member of Frazier Associates and is the principal-in-charge of architectural projects. She has extensive experience in historic preservation and community redevelopment projects including adaptive reuse, facade rehabilitation, streetscape and corridor design, as well as town-wide signage and wayfinding programs. She currently oversees the design services for the Virginia Main Street program, an affiliate of the National Trust for Historic Preservation's National Main Street Center. Frazier's work through Frazier Associates ranges from small town revitalization efforts to full-scale rehabilitation projects and designs for new construction for municipalities and institutions. Frazier is familiar with CDBG/CIG, SAFETEA-LU, TEA-21, and historic tax credit funding mechanisms. She was also reappointed by Gov. Bob McDonnell to serve on the Virginia Art and Architectural Review Board for a second term.

Todd Barman, Senior Program Officer
National Main Street Center

Todd Barman is a senior program officer with more than 20 years of experience in the development field and 16 years first-hand Main Street experience. With a background in landscape design and urban planning, Barman is a leader at the center in the areas of design and economic restructuring. He is known throughout the United States and Canada for his work in downtown development planning and refining Main Street's asset-based economic development strategies, entrepreneurship, targeted market research and commercial district market position. Barman served as the assistant state coordinator for the Wisconsin Main Street program from 1999-2006, where he led efforts to develop the nationally-recognized Downtown and Business District Market Analysis Toolbox. Prior to that, he spent three years as the manager for the Darlington, Wisconsin Main Street program. He holds a master's and bachelor's degree in landscape architecture from the University of Wisconsin-Madison.

Agenda Highlights

Days

Tuesday, Sept. 10

7 p.m.

Welcome Reception at [The Copper Fish](#), 140 E. Davis Street

Wednesday, Sept. 11

- *Economic Restructuring*

8:30 a.m.

Registration and morning refreshments

9 a.m.-5 p.m.

Economic Restructuring – Todd Barman, National Main Street Center

6 p.m.

Cocktail hour and tour of the newly renovated State Theatre of Culpeper, 305 S. Main Street. Read the National Main Street Center story on the renovation of the State Theatre [here](#).

7 p.m.

Enjoy dinner and music outdoors in the park across from Culpeper’s historic train depot. The renovation of the historic train depot kicked off the on-going and award-winning revitalization of Culpeper’s historic commercial district. Learn more about the link between the train depot and Culpeper’s Main Street program [here](#).

Thursday, September 12

- *Design*

8:30 a.m.

Registration and morning refreshments

9 a.m.-3 p.m.

Design – Kathy Frazier, Frazier Associates

Tuesday, Sept. 10

Pre-Workshop Event

- Welcome Reception at the Copper Fish (FREE)

Wednesday, Sept. 11

Day One Includes

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Lunch is on “your own”
- A music and outdoor dinner event across from Culpeper’s historic train depot

Thursday, Sept. 12

Day Two Includes

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Lunch buffet

Welcome Reception, Sept. 10, 7 p.m.

The Copper Fish, 140 E. Davis Street FREE

Full Registration

Both Days \$75

Single-Day Registration

Day One (Sept. 11) *Only* \$50

Day Two Only (Sept. 12) *Only* \$30

Dinner Event Only – Sept. 11, 7 p.m.

Dinner is included in the registration for both days and day one only. Guests are welcome, but must register separately.
Dinner \$20

The registration fees include all training materials and meals as indicated. You will receive a registration confirmation by email with an agenda, directions and parking instructions prior to the training.

**Deadline for registration is Sept. 2, 2013.

Accommodation Information

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

In order to take advantage of these special group rates, make your reservations by Sept. 1st and mention group code “Virginia Main Street” when booking. Room options vary, so guests must ask for the rate at the time of booking.

An open reception is scheduled for Tuesday, Sept. 10 at 7 p.m., so consider staying in Culpeper the night before the training.

[Best Western](#), \$70/night, 791 Madison Road, Culpeper, (540) 825-1253

[Holiday Inn Express](#), \$109/night, 787 Madison Road, Culpeper, (540) 825-7444, reservation code “CRC”

[Suites at 249](#), \$156-223, 249 E. Davis Street, (540) 827-1100

[Thyme Inn](#), \$100, 128 E. Davis Street, (540) 825-4264

[Fountain Hall Bed and Breakfast](#), \$95, 609 South East Street, (540) 825-8200

