

Use the list below to download presentation notes from Virginia Main Street trainings:

2016 DOWNTOWN INTERSECTIONS

July 11-13, 2016 – Staunton, Virginia

- [Agenda](#)
- [Keynote Presentation Handout](#)
Jon Schallert - The Schallert Group Inc.
- [Filling Vacancies and Strengthening Businesses](#)
Hilary Greenberg - Greenberg Development Services
- [Creative Public Engagement Strategies](#)
Kevin Byrd - New River Valley Regional Commission
- [Sustainable Organization](#)
Kathy LaPlante - National Main Street Center
- [Part 1: Reinventing your Downtown and its Businesses into Consumer Destinations](#)
Jon Schallert - The Schallert Group Inc.
- [Quality Design](#)
Matt Wagner – National Main Street Center
- [Part 2: Reinventing your Downtown and its Businesses into Consumer Destinations](#)
Jon Schallert - The Schallert Group Inc.
- [Effective Promotion](#)
Kathy LaPlante – National Main Street Center
- [Plan to Brand](#)
Ann Glave – Fredericksburg VA Main Street Inc.
- [Artisans on Main Street](#)
Dr. John Accordino – [CURA@VCU](#) (The Center for Urban and Regional Analysis)
- [Economic Vitality](#)
Matt Wagner – National Main Street Center
- [First Impressions are Lasting Impressions](#)
Kathy Frazier – Frazier Associates
- [Downtowns Matter in Local and Regional Economic Development](#)
Crystal Morphis – Creative Economic Development Consulting LLC
- [Hospitality Development as a Revitalization Tool](#)
David McCormack – Waukeshaw Development
Hal Craddock – Creative Boutique Hotels
Todd Morgan – MB Contractors
- [Extreme Makeover: Surviving major streetscape projects](#)
Jennifer Bell – City of Winchester, Virginia
- [Effective Practices for Meetings that Work](#)
Martha Walker – Virginia Tech Cooperative Extension
- [Craft Beverage-Led Revitalization](#)

Stephen Versen – Virginia Department of Agriculture and Consumer Services
Jordan Snelling – Virginia Department of Housing and Community Development
David McCormack – Waukeshaw Development

- [Keynote Presentation: The Irresistible Downtown](#)
Andy Boenau – Timmons Group

2016 Virginia Main Street Webinar

Credits Where Credits are Due: Bringing historic tax credits to Main Street February 19, 2016

- [Full Presentation Handout by Kathy Frazier](#)

2015 VIRGINIA MAIN STREET REGIONAL REV UP: COOKING UP SUCCESS WITH WORK PLANS AND BUDGETS

November 16, 2015 – Northern Region, Orange, VA; Southern Region, Altavista, VA; Southwestern Region, Bristol, VA

- [Agenda](#)
- [Full Presentation Handout by Kathy Laplante](#)
- [Importance of Work Plans](#)
- [Vision Planning Workshop Facilitator](#)
- [Vision Planning Worksheet](#)
- [Sample Transformation Strategy Work Plan](#)
- [Sample Project Work Plan](#)
- [Sample Administrative Work Plan](#)
- [Southern and Southwestern Region Presentation Handout](#)

2015 Virginia Main Street Toolkit: Building a Resilient Nonprofit Together

September 15-16, 2015 – South Boston, VA

- [Agenda](#)

- [“20 Dysfunctional Characters at the Table” Handout](#)
 - [The Perfect Board in Four Acts: Key elements of successful board relationships](#)
 - [Building Consensus Around Downtown: Facilitation Techniques for a Shared Vision](#)
 - [Top 10 Risks Facing Volunteer Programs: Practical tips to help your nonprofit steer clear of mission-draining consequences](#)
 - [Fund Development: Roping ‘Em In](#)
 - [How to lose your 501\(c\)3 Tax Exempt Status \(Without Really Trying\)](#)
 - [Main Street Economic Impacts: Capturing and translating data](#)
 - [What’s Your Main Street Story: Crafting a message about your downtown impacts](#)
 - [How to Tell Your Main Street Story: Developing the vehicle for your message](#)
 - [How to Share Your Main Street Story with Others: Delivering the message](#)
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2015 Essentials Workshop

July 15, 2015 – Lynchburg, VA

- [Agenda](#)
- [Main Street Four Point Approach Overview & Organization Topics – Kathy LaPlante](#)
- [Economic Restructuring Topics– Kathy LaPlante](#)
- [Design Topics – Kathy Frazier](#)
- [Promotion Topics – Kathy LaPlante](#)

Additional Handouts:

- [Benefits of Main Street](#)
- [Why Downtown is Important](#)
- [Fundraising Plans](#)
- [Evaluating Main Street Promotions](#)
- [Promotions Planning Checklist](#)
- [Designing a Marketplace](#)
- [Outlining Priorities, Goals, Projects](#)
- [Work Plan Template](#)
- [Design Assessment](#)
- [Tips for Better Business – sample NJ newsletter](#)

2014 Essentials Workshop

- [VMS 2014 Essentials Agenda](#)
- [Virginia Tourism VMS Winchester](#)
- [VMS Essentials Handouts Organization 2014](#)
- [VMS Essentials Handout Promotion 2014](#)

Summer Toolkit Entrepreneurship and Downtown: Supporting and fostering local entrepreneurs

July 16 and 17, 2014 – Farmville, VA

- Entrepreneurial and Small Business Resource Providers
[Sandy Ratliff – Virginia Department of Small Business & Supplier Diversity](#)
[Sheri McGuire – Longwood Small Business Development Center](#)
- [Economic Restructuring Committee & Its Role in Entrepreneurship Development](#)
Eddie Bumbaugh – Harrisonburg Downtown Renaissance
- [Creative Financing: Getting Entrepreneurs the Financing They Need](#)
Christina Cain – Staunton Creative Community Fund
- [Business-to-Business Mentorship Networks](#)
Stephen Davis - Community Investment Collaborative
Keir Zander – Community Investment Collaborative
- [Community Incentives: A Strategy for Attracting Entrepreneurs](#)
Joy Rumley – Virginia Department of Housing and Community Development
- [VCEN SourceLink](#)
Conaway Haskins, III – Virginia Community Economic Network
- [Virginia is for \(Entrepreneurship\) Lovers](#)
Steve Galyean – Virginia Tourism Corporation
Sandra Tanner – Virginia Tourism Corporation
- [Cultivating a Groundswell of Growth](#)
Lisa Kipps-Brown – Glerin Business Resources, Inc.
- [Ideas for Building Your New Business Community: Connecting for Success](#)
John Sarvay – Floricane

2013 Essentials: Organization and Promotion

Sept. 11-12, 2013 – Culpeper, VA

Day 1 - Economic Restructuring

Power Points -

- [A Four Point Approach for Economic Development](#) – Todd Barman, Barman Development Strategies, LLC
- [Downtown Development Plan](#) – Todd Barman, Barman Development Strategies, LLC
- [Raising Main Street's Capital](#) – Todd Barman, Barman Development Strategies, LLC
- [Main Street Incubators](#) – Todd Barman, Barman Development Strategies, LLC

Handouts -

- [Downtown Development Plan Philosophy](#)
- [Economic Development Philosophy](#)

Day 2 – Design

Power Points –

- [Design Essentials Introduction – Kathy Frazier, Frazier Associates](#)
- [Downtown Uses – The Customer – Kathy Frazier, Frazier Associates](#)
- [The Fabric of Downtown - Your History – Kathy Frazier, Frazier Associates](#)
- [The Fabric of Downtown - The Elements – Kathy Frazier, Frazier Associates](#)
- [The Players – Kathy Frazier, Frazier Associates](#)
- [Understanding the Benefits of Your Historic Designation – Kathy Frazier, Frazier Associates](#)
- [Design Principles for Downtown – Kathy Frazier, Frazier Associates](#)
- [Common Design Issues & Design Exchange Forum – Kathy Frazier, Frazier Associates](#)
- [The Design Process – Kathy Frazier, Frazier Associates](#)
- [Some Proven Solutions – The Public Realm – Kathy Frazier, Frazier Associates](#)
- [Some Proven Solutions – The Buildings – Kathy Frazier, Frazier Associates](#)
- [Other Financial Tools – Kathy Frazier, Frazier Associates](#)
- [Culpeper Before and After – Kathy Frazier, Frazier Associates](#)
- [What do you think? – Curb Appeal – Kathy Frazier, Frazier Associates](#)

Virginia Main Street Summer Toolkit 2013

Bringing the Outdoors Downtown: Outdoor recreation and Main Street revitalization

July 17-18, 2013 – Waynesboro, VA

Day One

- [Virginia State Tourism Plan](#) – Steve Galyean, Director of Development, Virginia Tourism Corporation
- [Waynesboro: A Case Study in Outdoor Recreation as Economic Development](#) – Len Poulin, Board President, Waynesboro Downtown Development, Inc., Michael Barnes, Director of Planning, City of Waynesboro, Greg Hitchin, Director of Economic Development, City of Waynesboro
- Outdoor Recreation as Tourist Attractions
- [Farmville](#) – Helen Person, Executive Director, Downtown Farmville, Magi Van Eps, Director, Prince Edward County Tourism Development
- [Luray](#) - Liz Lewis, Executive Director, Luray Downtown Initiative, Inc.
- [Bedford](#) – Sergei Troubetzkoy – Director, Bedford Tourism, Sue Montgomery, Executive Director, Bedford Main Street, Inc.
- [Appalachian Trail Communities](#) – Karen Lutz, Director Mid-Atlantic Region, Appalachian Trail Conservancy
- [Southwest Virginia – Appalachian Spring](#) – Todd Christensen, Executive Director, Southwest Virginia Cultural Heritage Foundation

Day Two

- Outdoor Recreation as a “Quality of Life” Amenity
- [Hopewell](#) – Evan Kaufman, Executive Director, Hopewell Downtown Partnership
- [Lynchburg](#) – Anna Bentson, Executive Director, Lynch’s Landing Foundation
- [Harrisonburg](#) - Northend Greenway – Teresa Hulleman, Northend Greenway Steering Committee
- [2013 Virginia Outdoors Plan](#) – Janit Llewellyn Allen, Environmental Planner, VA Dept. of Conservation and Recreation
- [Who Is Your Town?](#) – David Hill, President, Hill Studio PC
- Outdoor Celebration Festivals
- [Clinch River Festival](#) – Teresa Harless, Executive Director, St. Paul Tomorrow, Inc.

- [Virginia Fly Fishing and Wine Festival](#) - Dana Quillen, Executive Director, Virginia Fly Fishing and Wine Festival

- [Spearhead Trails of Southwest Virginia](#) – Chuck Riedhammer, Executive Director, Southwest Virginia Recreation Authority

How to Apply Workshop

- [How to Apply Workshop - CRO Template](#)
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2012 Essentials: Organization and Promotion

Sept. 19-20, 2012 – Marion, VA

Day 1 – Organization

Main Street Essentials – [Organization - power point presentation](#) (.pdf)

Handouts:

- [Benefits of Main Street](#) (.pdf)
- [Fund Raising Plans](#) (.pdf)
- [Assessing Your Volunteer Leadership Base](#) (.pdf)

Day 2 – Promotion

Main Street Essentials – [Promotion – power point presentation](#) (.pdf)

Handouts:

- [Promotion Planning Checklist](#)
 - [Evaluating Main Street Promotions](#)
 - [Targeting Your Customers](#)
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2012 Summer Toolkit: Cultivating Healthy, Vital Communities

- [Summer Toolkit Introduction](#)
- [Joseph Heller- Something Happened, Economic Gardening](#)
- [Financing Healthy Communities](#)
- [Through Mixed-Use Mixed Income \(MUMI\) Development - VHDA](#)
- [Place Matters for Livability and Health](#)
- [Feng Shui and Virginia Main Street Hopewell](#)
- [Revitalization & Virginia Building & Fire Regulations](#)
- [Trends At The Intersection Of Food And Downtown \(part 1\)](#)
- [Trends At The Intersection Of Food And Downtown \(part 2\)](#)
- [The Warrenton Branch Greenway](#)

2011 Essentials: Design and Economic Restructuring for historic downtowns

- 2011 Essentials Agenda >> [URL](#)
- **Design Essentials:** 10 things you need to know about design >> [PDF](#)
 1. The Elements >> [PDF](#)
 2. The History >> [PDF](#)
 3. The Uses of Your Downtown Today >> [PDF](#)
 4. The Players >> [PDF](#)
 5. The Issues >> [PDF](#)
 6. Design Principles for Downtown >> [PDF](#)
 7. Solutions for Buildings >> [PDF](#)
 8. Solutions for the Public Realm >> [PDF](#)
 9. Tools for Success >> [PDF](#)
 10. The Design Process >> [PDF](#)

- 11. Design Essentials: Sample plan >> [PDF](#)
- 12. Design Essentials Session Notes >> [PDF](#)
- 13. Financing Rehabilitation of Large Structures >> [PDF](#)
- 14. Economic Restructuring Essentials: 50 things your Economic Restructuring committee can do >> [PDF](#)
- 15. Resources for 50 Things >> [PDF](#)

2011 Summer Toolkit: Sustainable Main Street

- 2011 Summer Toolkit Agenda >> [PDF](#)
- 2011 Summer Toolkit Speaker Biographies >> [PDF](#)
- Main Street Green: How sustainability relates to Main Street and how to get started >> [PDF](#)

[PDF](#)

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- Additional Main Street Green Resources >> [PDF](#)
- Virginia Municipal League's Green Government Challenge >> [PDF](#)
- Build It Green Panel: Sustainable strategies for the built environment in three Virginia communities >> [PDF](#) *
- Historic Preservation Resources: Tools for economic development and community sustainability >> [PDF](#)
- Virginia Tourism Corporation's Virginia Green Program >> [PDF](#) *
- TEAM Eventacular: Towns, events and merchants partnering for success >> [PDF](#) *
- Economic Gardening: Funding, inspiring and cultivating the entrepreneurs who revitalize our communities >> [PDF](#)
- Growing the Main Street Community: Five inspiring downtown projects and the people who support them >> [PDF](#) *
- Working in Teams and Collaborations: Partnering for success >> [PDF](#)

2011 E-Training

- The Why, What, Who, Where and How of Volunteer Development >> [PDF](#)
- The Downtown Spring Spruce-up Presentation >> [PDF](#)
- Façade Improvement Categories >> [PDF](#)
- Infrastructure Inventory Tool >> [PDF](#)
- Recorded Webinar >> [Link](#)

2010 Essentials: A Focus on Organization and Promotion

- 2010 Essentials Agenda >> [PDF](#)
- Organization essentials presentation >> [PDF](#)
- Fundraising plans handout >> [PDF](#)
- Successful fundraising ideas >> [PDF](#)
- Blank fundraising plan >> [PDF](#)
- Promotion essentials presentation >> [PDF](#)
- Promotion planning checklist >> [PDF](#)
- Evaluating Main Street promotions >> [PDF](#)
- Concurrent conversations notes >> [PDF](#)
- Bristol board engagement resources >> [PDF](#)
- Press relationship nuts & bolts presentation >> [PDF](#)
- Selling sponsorships presentation >> [PDF](#)
- Developing a marketing plan presentation >> [PDF](#)

2010 Summer Toolkit: Cultivating an Entrepreneurial Downtown

- 2010 Summer Toolkit agenda >> [PDF](#)
- Downtown business recruitment and retention >> [PDF](#)
- Thinking and acting more like a developer/The power of downtown entrepreneurship >> [PDF](#)

- Staunton gift card merchant instructions >> [PDF](#)
- Staunton extended store hours proposal >> [PDF](#)
- Staunton extended store hours final analysis >> [PDF](#)
- Altavista economic restructuring activities >> [PDF](#)
- Hatching new businesses at the Franklin Business Incubator >> [PDF](#)
- The ABC's of starting a business >> [PDF](#)
- A field guide to the downtown entrepreneur >> [PDF](#)
- Downtown entrepreneur open topic conversation notes >> [PDF](#)

2010 E-Training

- Telling your Main Street Story in Words >> [PDF](#)
- Engaging and Motivating Volunteers >> [PDF](#)
- Leadership Structure Assessment >> [Word](#)
- Your Story in Pictures >> [PDF](#) (11mb)
- Webinar Photo Critique Exercise >> [PDF](#)
- Photography Basics Tip Sheet >> [PDF](#)
- Photo Competition Announcement >> [PDF](#)

2010 Program Manager's Retreat

- Mission-based Nonprofit Financial Management >> [PDF](#)
- Budget Worksheet >> [Excel](#)

2009 E-Training

- [Making the Annual Fund Campaign an Annual Success](#)

2009 Main Street Essentials: Economic restructuring and design

- [Economic Restructuring 1 and 2: The ER committee and market assessment](#)
- [Economic Restructuring 3: Assessing downtown](#)
- [Economic Restructuring 4: Developing a strategic plan](#)
- [Economic Restructuring 5 and 6: Retaining and attracting businesses](#)
- [Economic Restructuring: Exercise](#)
- [Economic Restructuring: Resources](#)
- [The Community Development Block Grant \(CDBG\) Program](#)
- [The Blackstone Block Grant Story](#)
- [The design committee](#)
- [The design process](#)
- [The built environment and principles of design](#)
- [The essentials of historic preservation](#)
- [Façade improvements](#)
- [Economic impact and financial incentives](#)

