



BRINGING THE OUTDOORS DOWNTOWN: OUTDOOR RECREATION AND MAIN STREET REVITALIZATION

Every Main Street community focuses its economic redevelopment on the assets that make it unique – its historic architecture, eclectic mix of shopping and dining and festivals. But only a short hike, paddle or bike ride away is often an undervalued asset waiting to be incorporated into the downtown mix, outdoor recreation. Outdoor recreation opportunities contribute millions of tourist dollars to local economies each year and enhance the local quality of life.

But how can Main Street organizations take advantage of outdoor recreation opportunities to benefit downtown residents, visitors and businesses? The 2013 Virginia Main Street Toolkit, *Bringing the Outdoors Downtown: Outdoor recreation and Main Street revitalization*, is designed to help communities focus the Main Street Four Point Approach® on exactly that question.

Join the state's engaged network of downtown revitalization professionals and volunteers for this fast-paced, interactive event.

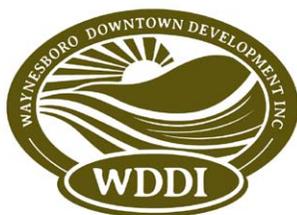
Hosted by the Virginia Main Street Program and Waynesboro Downtown Development Inc.

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 is next.

JULY 17-18, 2013

GATEWAY THEATER
329 WEST MAIN STREET
WAYNESBORO, VIRGINIA

Hosted by Virginia Main Street and the Waynesboro Downtown Development Inc.



July 16, Day of Arrival:

7 p.m.

Welcome Reception – [Heritage on Main](#) – 309 West Main Street, Waynesboro

July 17, Day One:

8:30-9 a.m.

Attendee Arrival – Over coffee and light refreshments reconnect with colleagues from around the Commonwealth.

9-9:30 a.m.

Welcome and Introductions – Welcome, general overview of the day's events and introductions

9:30-10:30 a.m.

Virginia Statewide Tourism Plan – Staff from the Virginia Tourism Corporation will talk about the importance of outdoor recreation in attracting tourist to downtowns and the state.

10:30-10:45 a.m. **Break**

10:45-11:30 a.m.

Outdoor Recreation as Economic Development: Case Study Waynesboro – Waynesboro is capitalizing on some of its nearby natural assets as resources to help strengthen the downtown economy. Speakers will discuss some of the most recent outdoor recreation initiatives going on downtown.

11:30 a.m.-12:15 p.m.

Walking Tour - Center for Coldwaters Restoration Demonstration Site – See one of the newest additions to Waynesboro's Main Street, a "living brochure" of the Center for Coldwaters Restoration four pillared project: a brook trout culture facility, natural resource state agency campus, education center and, in partnership with the Virginia Museum of Natural History, an interpretive center/aquarium. The building was the previous home of the South River Science Team. (The facility is small, so groups of about 10 at a time are requested).

12:15-1:30 p.m. **Lunch on the Town** – Explore downtown to find the perfect lunch spot, and use the \$10 downtown gift card for a tasty, mid-day energy boost.

1:30-3 p.m. **Outdoor Recreation – Tourist Attractions** – A panel of local Main Street directors will discuss the benefits and challenges of downtown economic development strategies focusing on tourist visitation to nearby significant outdoor recreation attractions.

3-3:15 p.m. **Break**

3:15-4:15 p.m. **Appalachian Trail Communities** – The Appalachian Trail Community™ program assists communities with sustainable economic development through tourism and outdoor recreation while preserving and protecting the Appalachian Trail. A panel of local Main Street directors will discuss the benefits and challenges of being a recognized Appalachian Trail Community™.

4:15-5 p.m.

Appalachian Spring Initiative – Todd Christensen, executive director of the Southwest Virginia Cultural Heritage Foundation, will discuss Appalachian Spring, a region-wide initiative to promote international awareness of Southwest Virginia as a destination for visitors seeking outdoor experiences. This stakeholder-driven initiative is based on the approach that developed and maintains The Crooked Road: Virginia's Heritage Music Trail.

5 p.m. **Adjourn**

6:30 p.m.

Dinner Event at Dominion Shelter and Pavilion– Continue to enjoy the Main Street camaraderie at this casual buffet along the banks of the South River. Weather-permitting guided nature walks and canoe rides will be available. Preregistration is required for the canoe rides.

July 18, Day Two:

8-8:30 a.m.

Attendee Arrival – Get the day started right with morning refreshments.

8:30-9:30 a.m.

Outdoor Recreation – "Quality of Life" Community Amenity – A panel of local Main Street directors will discuss the benefits and challenges of downtown economic development strategies focusing on creating outdoor recreation amenities that add to the quality of life in the community.

9:30-10:30 a.m.

The Virginia Outdoors Plan – Staff from the Virginia Department of Conservation and Recreation will discuss the Virginia Outdoors Plan, which serves as a guide to all levels of government and the private sector in meeting the conservation, outdoor recreation and open space needs of Virginia.

10:30-10:45 a.m. **Break**

10:45-11:45 a.m.

Designing Outdoor Recreation Features – David Hill of Hill Studio PC will discuss the landscape architect's role in developing attractive, multifunctional outdoor recreation features that appeal to visitors and residents alike.

11:45 a.m.-12:45 p.m. **Lunch**

12:45-1:30 p.m.

Outdoor Celebration Festivals – Outdoor Celebration Festivals help celebrate the tourist attractions and quality of life amenities that make communities unique. Speakers from the Virginia Fly Fishing and Wine Festival and the Clinch River Festival will explain why and how their communities hold their successful outdoor celebration festivals.

REGISTRATION FEE AND DEADLINE

1:30-2:15 p.m.

Spearhead Trails - Chuck Reidhammer, executive director of the Southwest Regional Recreation Authority, will discuss Spearhead Trails, the exciting new family-friendly OHV system coming to Southwest Virginia. The trails are intended to enhance and sustain economic development and job creation in Southwest Virginia by utilizing and protecting Virginia's natural assets and local culture to create safe outdoor adventure opportunities.

2:15-3 p.m.

Outdoor Outfitter: A practitioner's experience – A panel of outdoor outfitters will discuss how the local economic development focus on outdoor recreation plays into their business plans and their choice to locate in their community's historic commercial district.

3 p.m. **Adjourn**

Wednesday, July 17

Day One Includes:

- Morning and afternoon refreshments
- Toolkit training sessions
- \$10 gift card towards a downtown lunch

Wednesday, July 17

6:30 p.m.

Dinner Event at the Dominion Shelter and Pavilion

- Casual, outdoor buffet with Main Street peers
- Guests are welcome, but must register separately.

Thursday, July 18

Day Two Includes

- Morning refreshments
- Toolkit training sessions
- Lunch on site

ACCOMMODATION INFORMATION

Room blocks are available at the following hotels for \$74.99-\$77.99 plus tax:

Iris Inn Bed and Breakfast: Block held until June 16; (888) 585-9018.

Comfort Inn: Block held until July 1; (540) 932-3060.

Residence Inn: Block held until June 16; (540) 943-7426.

Holiday Inn Express: Block held until July 1; (888) 465-4329.

Days Inn: Block held until June 16; (540) 943-1101.

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 "Main Street."

A welcome reception at Heritage on Main – 309 West Main Street, Waynesboro, is scheduled for Tuesday, July 16 at 7 p.m., so consider staying in Waynesboro the night before the training.

Welcome Reception, July 16, 7 p.m.

Heritage on Main, 309 West Main Street, Waynesboro	Free
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Full Registration Both Days	\$75
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Single-Day Registration	
Day One Only	\$50
Day Two Only	\$30

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

Dinner Event at the Dominion Pavilion

July 17, 6:30 p.m.

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

Dinner	\$20
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Canoe rides on the South River

July 17, 6:30 p.m.

Free, but registration is required to ensure enough equipment and transportation.

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

****Deadline for registration is July 5, 2013**

FOR MORE INFORMATION CONTACT

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