

# VIRGINIA MAIN STREET ESSENTIALS

An overview of the Main Street Four Point Approach™ focusing on organization and promotion

[www.dhcd.virginia.gov/Mainstreet](http://www.dhcd.virginia.gov/Mainstreet)

September 22 and 23

The Virginia Ballroom  
300 Senior Drive  
Town of Abingdon, Virginia

**Register online now!**



For two information-packed days, Main Street professionals and volunteers will come together for a back-to-basics revitalization boot camp on the organization and promotion of the Main Street Four Point

Approach®. The workshop will offer tools and resources for new and experienced leaders of both designated Main Street communities and those just beginning to explore revitalization strategies.

This workshop provides a focused look at key concepts and Main Street how-tos, a primer on fund development, board engagement, and retail promotions. In concurrent breakout sessions, we'll explore tips on creating buy-local campaigns, partnering with other community organizations, and structuring effective marketing campaigns.

## GUEST SPEAKER

**Kathy LaPlante**, Program Officer  
*National Trust Main Street Center*

Kathy has worked in the Main Street field for 21 years. She joined the staff of the National Trust Main Street Center as Program Officer in 2007. She provides technical assistance, training and assessment services to Main Street programs across the country. From 1996 to 2007, Kathy served as the Director of the New Hampshire Main Street Center, a statewide nonprofit organization. She was responsible providing comprehensive technical assistance to twenty-three designated Main Street programs. Kathy began her Main Street career in 1989 as the Executive Director of the Chippewa Falls Main Street Program in Wisconsin. Prior to working in downtown revitalization, she spent 12 years in retail management.

*Virginia Main Street Essentials*

Hosted by Virginia Main Street and Advance Abingdon



# AGENDA HIGHLIGHTS

7 p.m.

**Tuesday, September 21**

**Welcome reception** - A Tailor's Lodging B&B, 119 Park Street

## Wednesday, September 22

- 8:30 a.m. Attendee arrival
- 9 Welcome and overview
- 9:30 Organization committee essentials  
*Kathy LaPlante, National Trust Main Street Center*
- 10:30 Creative fundraising ideas  
*Kathy LaPlante, National Trust Main Street Center*
- 11:30 Volunteer development  
*Kathy LaPlante, National Trust Main Street Center*
- 12:30 p.m. Lunch on the town

### Afternoon concurrent conversations



#### Group 1

#### Group 2

|   |                                  |                              |
|---|----------------------------------|------------------------------|
| 2 | Developing a fundraising plan    | Selling sponsorships         |
| 3 | Board engagement and growth      | Press relations nuts & bolts |
| 4 | Connecting with youth & families | Organization round table     |

5 Shop or tour downtown

6:30 p.m. *A Taste of Abingdon* dinner in downtown's Main Street Park

## Thursday, September 23

- 8 a.m. Attendee arrival
- 8:30 a.m. Promotion committee essentials  
*Kathy LaPlante, National Trust Main Street Center*
- 9:40 Making money from special events  
*Kathy LaPlante, National Trust Main Street Center*
- 10:50 Retail promotions that work  
*Kathy LaPlante, National Trust Main Street Center*
- 12:00 p.m. Lunch on site

### Afternoon concurrent conversations



#### Group 1

#### Group 2

|   |                     |                             |
|---|---------------------|-----------------------------|
| 1 | Retail promotions   | Developing a marketing plan |
| 2 | Buy local campaigns | Strategic partnerships      |

3 Adjourn and shop downtown

**Detailed Agenda**

# ACCOMMODATION INFORMATION

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

- ❑ Quality Inn & Suites, \$85/night, 930 E Main Street, (276) 676-9090
- ❑ Holiday Inn Express, \$89/night, 940 U.S. 58 & Highway 58, (276) 676-2829
- ❑ A Tailor's Lodging, \$82/night, 119 Park Street SE, (276) 628-7119
- ❑ Inn on Town Creek, \$82/night, 445 E. Valley Street, (276) 628-4560
- ❑ River Garden B&B, \$82/night, 19080 North Fork River Road, (276) 676-0335
- ❑ Summerfield Inn, \$82/night, 101 Valley Street NW, (276) 628-5905

In order to take advantage of these special group rates, make your reservations by September 14, and mention group code "Virginia Main Street" when booking. Room options vary, so guest must ask for the rate at the time of booking.

An opening reception at A Tailor's Lodging B&B is scheduled for Tuesday, September 21 at 7 p.m., so consider staying in Abingdon the night before the training.

## REGISTRATION FEE AND DEADLINE

*Wednesday, September 22  
Day One Includes*

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Downtown tour
- A Taste of Abingdon dinner event in Main Street Park

*Thursday, September 23  
Day Two Includes*

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

### **Welcome Reception, September 21, 7 p.m.**

A Tailor's Lodging B&B, 119 Park Street      FREE

### **Full Registration**

Both Days      \$65

### **Single-Day Registration**

Day One Only      \$45

Day Two Only      \$30



The registration fees include all training materials and meals as indicated. You will receive a registration confirmation by e-mail with an agenda, directions and parking instructions prior to 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](http://www.dhcd.virginia.gov/mainstreet)

**Register online now!**

**\*\*Deadline for registration is  
September 15, 2010.**



## Virginia Main Street Essentials

### A Focus on Organization and Promotion

September 22 and 23, 2010 ♦ The Virginia Ballroom ♦ Abingdon, VA

#### Tuesday, Sept. 21

**7 p.m.: Welcome Reception** at A Tailor's Lodging B&B, 119 Park Street - Upon arriving, join your peers for casual networking and refreshments at a charming 1840's home located in the heart of Abingdon.

#### Wednesday, Sept. 22 – Organization

**8:30 a.m.: Attendee Arrival** – Over coffee and light refreshments we'll reconnect with colleagues from around the commonwealth.

**9 a.m.: Welcome and Overview** – Our Abingdon hosts, Mayor Ed Morgan and Advance Abingdon Board President Susan Howard will kick off the Essentials training, followed by Virginia Main Street's Kyle Meyer, who will provide a brief overview of the days ahead.

*Morning sessions presented by Kathy LaPlante, National Trust Main Street Center*

**9:30 a.m.: Organization committee essentials** – Building a solid foundation is critical to any organization's success. Learn the key components of organizational infrastructure and communicating your purpose in this session.

#### **10:20 a.m.: Break**

**10:30 a.m.: Creative fundraising ideas** - As purse strings tighten, you need alternative fund-raising strategies. This session will cover fund raising from the basics of running annual partnership campaigns to selling merchandise, from generating operational revenues through special events and sponsorships to conducting fund raisers.

#### **11:20 a.m.: Break**

**11:30 a.m.: Volunteer development** – It is a new day for volunteerism. In this session you will learn about growing trends, possible obstacles to recruiting new volunteers, generational differences, and how to celebrate their great work.

**12:30 p.m.: Lunch on the town** – Advance Abingdon will make sure your appetite for downtown is satisfied with local lunch recommendations.

**Afternoon concurrent conversations** – These interactive small group sessions will reinforce the VMS network, engaging both budding and mature Main Street programs. Both days, facilitators and co-leaders will help capture new ideas, share best practices and problem solve. A few of the sessions will be more presentation oriented (designated with \*), but the experiences of your program will provide the content for all of these sessions.

#### *Group 1*

**2 p.m.:** **Developing a fundraising plan** – This session will focus on the best practices and procedures that should be in place for financial sustainability and evaluating your organizational needs.

**2:50 p.m.:** Break

**3 p.m.:** **Selling sponsorships (\*)** – Tired of constantly running to shakedown sponsors? Attract more money with less effort when you transform your sponsorship programs from selling ad space at events to developing long-term relationships that build downtown partners.

#### *Group 2*

**Press relations nuts & bolts (\*)** – When and how do I write a press release and to whom should I send it? Tips on cultivating a positive press relationship and getting the coverage you want.

Break

**Board engagement and growth** – An inspired group of volunteers with the motivation to make things happen in your downtown isn't a pipe dream, but building it takes a lot of patience and some essential structure and recognition.

**3:50 p.m.:** Break

Break

**4:00 p.m.:** **Connecting with youth and families** - Engaging youth is a great way to increase your program's volunteer base, and for them, giving time to the community provides a rewarding lesson. How can your organization engage these rising leaders?

**Organization round table** – This session is an opportunity to give a little more attention to unanswered questions about nonprofit management, volunteer attraction and fundraising.

### **5 p.m.: Tour and Shop Downtown**

**6:30 p.m.: An outdoor dinner in downtown's Main Street Park** - Enjoy an outdoor dining experience by Nancy's Fancies that revolves around local foods and superb service in the heart of downtown Abingdon.

### **Thursday, Sept. 23 - Promotion**

**8 a.m.: Attendee Arrival** – Over coffee and light refreshments attendees will have the opportunity to reconnect with colleagues from around the commonwealth.

*Morning sessions presented by Kathy LaPlante, National Trust Main Street Center*

**8:30 a.m.: Promotion committee essentials** –Kathy LaPlante will begin the day with an overview of the Promotion Committee's responsibilities as they relate to marketing and image building, retail and business promotions, and special events and festivals.

**9:40 a.m.: Making money from special events** – Sometimes special events strain your program's bank account, but they are crucial to creating a positive downtown image and attracting visitors. Gain a valuable understanding of the possibilities of your Main Street organization to simultaneously fund the mission and attract people to a fun downtown.

**10:50 a.m.: Retail promotions that work** - Are there ways to build support and involvement in promotional activities that will not only get people to come see what's happening on your main street, but also boost the bottom line for businesses? Yes, indeed!

**Noon: Lunch** - Stick around for lunch in-house with a conversation-starter assignment.

### **Afternoon concurrent conversations:**

#### *Group 1*

**1 p.m.:** **Retail promotions** –Dig in further to Kathy's potent ideas in this session to help your retailers cook in this economy. And take advantage of priceless ideas from around Virginia that can help your own downtown merchants and make those cash registers ring.

**1:50 p.m.:** Break

**2 p.m.:** **Buy local campaigns** – “Buy independent/buy local” campaigns are spreading rapidly, and with good reason. Properly designed, these initiatives can enhance a community's economic and civic vitality by persuading residents to add downtown as a viable shopping choice.

#### *Group 2*

**Developing a marketing plan** – A marketing strategy will help your program define the community's unique selling proposition to attract visitors and locals to downtown and design activities to achieve them. In this session we'll identify the necessary basics and explore beneficial outcomes.

Break

**Strategic partnerships** – During challenging economic times, it's essential to turn to one of your local assets, the community. By using strategic partnerships, your organization can create new opportunities to propel revitalization initiatives.

**3 p.m.:** **Adjourn and shop downtown**