





As a Main Street America Coordinating Program, Virginia Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.

CONFERENCE-AT-A-GLANCE

The Virginian Hotel | Lynchburg, Virginia

Monday, July 22



11 a.m.-5 p.m.

Registration
The Virginian Hotel Lobby

Noon-3 p.m.

Main Street Program Startup (Optional)

3-5 p.m.

Main Street Walking Tours (Optional)

5:30-7:30 p.m.

Welcome Reception

Skyline Grill at the Virginian Hotel | 712 Church Street

Tuesday, July 23



7:45-8:30 a.m.

Continental Breakfast

8:30-9 a.m.

Welcome | City of Lynchburg

9:30 a.m.

Keynote | One River District for All | Telly Tucker, City of Danville

9:30-10:15 a.m.

The Ecology of Place

10:30-11:30 a.m.

Taking Downtown to the Next Level: Lynchburg Downtown 2040

11:30 a.m.-1 p.m.



Lunch and Shopping in Downtown Lynchburg

Concurrent Sessions

Practitioner's Studio

Ballroom

Design

Rose Room

Economic Vitality

Washington Room

1-2 p.m.

Redeveloping Large Historic Buildings

Strategic Positioning in the Public Place

The Future of American Downtown

2:15-3:15 p.m.

Driving Development Mixed Use, Mixed Income

Assessing the Physical Character of your Downtown

Increasing Property Owner Support

3:30-4:30 p.m.

Southern Virginia Food Hub: Makers Market

Shifting the Center of Gravity in your Downtown

Creating Retail Destinations

5:30-6:30 p.m.

Pints After Pedals Bike Ride (Optional)

6-7:30 p.m.



Dinner and Social
The Water Dog | 1016 Jefferson Street

Wednesday, July 24



7:45-8:30 a.m.

Continental Breakfast

8:30-9:30 a.m.



Main Street Idea Pitch Competition

Concurrent Sessions

Practitioner's Studio

Ballroom

Design

Rose Room

Economic Vitality

Washington Room

9:45-10:45 a.m.

Preservation Primer

Facade Grants as Catalyst for Economic Development

Small Business Administration Lending Forum

11 a.m.-noon

Opportunity Zones

Public Spaces — Lynchburg Bluffwalk

Retail Gardening, Bricks and Clicks

12:30-2 p.m.



Virginia Main Street Merit Awards Luncheon

AGENDA



JULY 22

11 A.M.-5 P.M.

REGISTRATION

The Virginian Hotel Lobby

NOON-5 P.M.

OPTIONAL SESSION

Main Street Program Startup and Sustainability

Rose Room

Kathy LaPlante | Senior Program Officer, National Main Street Center

Successful Main Street programs start with a strong organization foundation. Learn how to put the key ingredients together that will help establish a sustainable Main Street Program. Starting with the organization development, attendees will learn about board make up and volunteer recruitment, funding, capturing and articulating community goals for the downtown, and promoting the important message of "Why Is Downtown Important?" Communities interested in applying for the Virginia Main Street program or an existing Main Street community that needs help with organization development, will benefit from this session.

3-5 P.M.

WALKING TOURS (OPTIONAL)

Downtown Architecture and History Walk

Meet in the Lobby

Lynchburg is home to an array of different architectural styles, including Greek Revival, Beaux Arts and Art Deco. Join us on a walk through downtown Lynchburg to learn more about these architectural wonders.

Downtown Lynchburg Arts and Culture Walk

Meet in the Lobby

The Lynchburg Arts and Culture District, established in 2011, encompasses downtown Lynchburg and its many thriving cultural institutions. Come take a walk and visit the places and people that are bringing color and life to downtown Lynchburg.

Downtown Living Tour

Meet in the Lobby

Downtown Lynchburg is home to over 900 residential units and demand continues to grow. Historic structures have been restored and converted into lofts, and more recently, new construction has helped to welcome not just renters, but owners. Join us for a tour of urban living in downtown.

5-7:30 P.M.

WELCOME RECEPTION

Skyline Grill at the Virginian Hotel | 712 Church Street

JULY 23

7:45 A.M. **CONTINENTAL BREAKFAST**
Ballroom
Connect with colleagues from around the commonwealth over coffee and light refreshments.

8:30 A.M. **WELCOME**
Ballroom
The Honorable Treney Tweedy | Mayor, City of Lynchburg

KEYNOTE SPEAKER
One River District For All
Ballroom
Telly Tucker | Director of Economic Development, City of Danville
Telly Tucker will address how the city of Danville has reimaged Danville's River District and how its high-impact, historic redevelopment projects are making the community a conduit for continued investment.

9:30 A.M. **PLENARY ONE**
The Ecology of Place
Ballroom
Larisa Ortiz | Managing Director of Research and Analysis, streetsense.
This session offers attendees an overview of retail planning principles and how they relate to the rapid changes in consumer spending habits and demographic trends. The topic, "The Ecology of Place," emphasizes how the principles of access, mobility and visibility are fundamental building blocks of successful downtown environments and how incorporating these principles into downtown planning efforts can help businesses ride out this era of retail disruption.

10:15 A.M. **BREAK**

10:30 A.M. **PLENARY TWO**
Taking Downtown to the Next Level: Lynchburg Downtown 2040
Ballroom
Marjette Upshur | Director, City of Lynchburg Office of Economic Development and Tourism
David Hill | President, Hill Studio
Aaron Arnett | Principal, Arnett Muldrow & Associates
Rachel Frischeisen | Planner, City of Lynchburg
The tremendous success of Lynchburg's previous downtown master plan created challenges that most other communities have yet to face. Downtown living, an active waterfront and an emerging creative economy presented new opportunities to connect the dots between residents, business development and creative and recreational assets. In this session, learn how the project team and Lynchburg came together to craft a new plan to take downtown to the next level.

11:30 A.M. LUNCH AND SHOPPING IN DOWNTOWN LYNCHBURG

1 P.M. CONCURRENT SESSIONS

Making It Happen: An Innovative Approach to Redeveloping Large Historic Buildings in Small Markets

Ballroom

Edwin Gaskins | President, Echelon Resources

Tom Raab | Town Manager, Town of South Boston

This session will review a case study of how private developers and local government can collaborate to redevelop oversized buildings in small markets. The featured project is the multiphased Imperial Lofts project in South Boston, Virginia.

Strategic Positioning in the Public Place

Rose Room

Larisa Ortiz | Managing Director of Research and Analysis, streetsense.

This session offers attendees a framework for assessing downtown needs and will give participants some basic tools to develop a market-informed downtown revitalization strategy. We will discuss the role that market data and asset mapping plays in strategic positioning and how this information is critical to developing an authentic brand that informs efforts to improve tenant mix through retail retention and attraction, smarter capital investments in both the public and private realms, and drives visitation and retail sales through targeted marketing and promotional efforts.

The Future of American Downtown

Washington Room

Aaron Arnett | Principal, Arnett Muldrow & Associates

In the next seven years, online sales in the U.S. will grow to be 25 percent of total retail market share. This has had a devastating effect on brick and mortar businesses, but downtowns in Virginia and beyond are learning how to adapt in a changing economy. From micro-retail to parking, business recruitment to mixed use, learn how successful downtowns are evolving from a product-based to an experience-based economy.

2 P.M. BREAK

2:15 P.M. CONCURRENT SESSIONS

Driving Development Mixed Use, Mixed Income

Ballroom

Joe Fortier | Taylor Hollow Construction

Blair Godsey | Altus Construction

Moderator: Chris Thompson | Director of Strategic Housing, Virginia Housing Development Authority

Each locality has its own population characteristics and housing needs, and developers need to be able to choose financing that fits the housing needs, preferences and demographic mix of their community. By embracing mixed-use, mixed-income development, a broader range of incomes can be served, creating opportunities vital for addressing local economic development and revitalization objectives. Hear stories of how this financing has been successfully used, helping to bring new life into properties while creating vibrant centers of retail and housing.

2:15 P.M.

Assessing the Physical Character of your Downtown

Rose Room

Kathy Frazier | *Principal, Frazier Associates*

Building on Larisa Ortiz plenary session on "Ecology of Place" and the fall 2018 Design Regional Rev Ups, this session will give attendees tools to assess the physical character and condition of their downtown. In coordination with identified transformational strategies, both long and short term design oriented improvements can be identified. Placemaking, curb appeal and "lighter, cheaper, quicker" approaches will be explored.

Tips for Building Consensus and Increasing Property Owner Support and Investment

Washington Room

Hilary Greenberg | *Principal, Greenberg Development Services*

Since they literally own downtown, property owners should have a strong interest in supporting your downtown revitalization efforts. While many are active participants, every downtown has a few property owners that, for a variety of reasons, show little to no interest in improving their building or working with Main Street to attract the "right tenant." During this session, we will explore tips for working with property owners that can translate into stronger support for on-going business recruitment and redevelopment efforts.

3:15 P.M.

BREAK

3:30 P.M.

CONCURRENT SESSIONS

Southern Virginia Food Hub: Makers Market

Ballroom

Ann Taylor Wright | *Coordinator, Southern Virginia Food Hub*

Deborah Gosney | *Deputy Director, Southside Planning District Commission*

The Southern Virginia Food Hub (SVFH), located in the heart of downtown South Hill and adjacent to the Colonial Theatre, provides a USDA-inspected commercial kitchen for use by local farmers and food artisan operations, a community classroom space for educational and training initiatives, and increased consumer access to local foods via the retail market and local farm-to-school initiatives. The use of grant funds used to renovate the building, purchase equipment and assist with producer training initiatives and community classes for one year will be highlighted and discussed.

Shifting the Center of Gravity in Your Downtown

Rose Room

David Hill | *President, Hill Studio*

Reflecting on three decades of designing in Virginia downtowns, Town Designer David Hill will lead a session about planning methods to generate "body heat" in your downtown and opportunities to shift the center of gravity to activate and energize the place. A key piece to the puzzle is activation of sometimes undiscovered, place-based assets. Examples will be explored throughout the commonwealth, including the recent Lynchburg 2040 plan.

3:30 P.M. **Creating Retail Destinations and Forging a Retailer Community: Main Street Lexington's "Destination Retail" Program**
Washington Room
Jamie Goodin | *Digital Engagement Manager, Washington and Lee University*
In the winter of 2016, Main Street Lexington created and implemented "Destination: Retail," a destination marketing program for select retailers in downtown Lexington, Virginia. Participating merchants engaged in an immersive 10-week program about creating buzzworthy retail experiences designed to attract tourists from miles, or even states, away. The program included peer evaluations of shops, visits by guest speakers and retailing specialists, and the formation of a beloved, conversational cohort of businesses. Participating merchants were awarded mini-grants for projects developed during the program.

5-6:30 P.M. **PINTS AND PEDALS BIKE RIDE (OPTIONAL)**

Meet in Lobby

This is an optional bike ride to get out on Lynchburg's bike path. The bike ride will end at the Water Dog where group dinner is located. Any costs associated with renting a bicycle or equipment is at the participant's expense.

6 P.M. **DINNER AND SOCIAL**

The Water Dog | 1016 Jefferson Street

JULY 24

7:45 A.M. **CONTINENTAL BREAKFAST**

Ballroom

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

8:30 A.M. **MAIN STREET IDEA PITCH!**

Ballroom

Main Street Idea Pitch! is a downtown revitalization idea competition, and the winner will be announced during the Virginia Main Street Awards Luncheon.

Pitch #1: Cape Interactive Map | Karen Zamorski, Town of Cape Charles

Pitch #2: Orange Treasures Trail | Charlotte Cole, Orange

Pitch #3: A More Welcoming Welcome to Pulaski | Catherine Van Noy, Town of Pulaski

Pitch #4: Main Street LIVE! | Tamyra Vest, Town of South Boston,

Pitch #5: Appalachian Mural Project | Kathy Stewart, Town of St. Paul

9:30 A.M. **BREAK**

9:45 A.M.

CONCURRENT SESSIONS

Preservation Primer: Partners for Neighborhood Renewal

Ballroom

Marion Cake | *Director of Neighborhood Revitalization, project: HOMES*

Brandy Cramer | *Program Officer, The Cameron Foundation*

Schirra Hayes | *Senior Program Manager, Virginia LISC*

Moderator: Justin Sarafin | *Director of Preservation Initiatives and Engagement, Preservation Virginia*

Increasingly, collaborative models help guide historic preservation and community revitalization efforts in localities around the commonwealth. Presentations from members of the Partners for Neighborhood Renewal project, which focuses on the Poplar Lawn Historic District in Petersburg, will be followed by a discussion of how public and private entities are joining forces to enhance the preservation of African American historic resources.

Organizations in the Partners for Neighborhood Renewal effort include the Cameron Foundation, city of Petersburg, Virginia LISC, project:HOMES, Rebuilding Together Richmond, Preservation Virginia, First Baptist Church, St. Stephen's Episcopal Church and local residents.

Façade Grants as a Catalyst for Economic Development

Rose Room

Sherry Adams | *Downtown Programming and Technical Assistance Coordinator, North Carolina Main Street and Rural Planning Center*

Have a façade grant program, but no one is taking advantage? Or are you wondering if administering a façade grant program is worth the trouble? This session will focus on how façade grants can be a catalyst for economic development for your downtown district. From guidelines on how to administer a façade incentive grant program to how offering free design services can stimulate the program, Sherry Adams will share examples on how façade grant programs have worked for nearly 40 years in North Carolina and how they have made an economic impact in the downtown district, and most importantly, the businesses.

Small Business Administration Lending Forum

Washington Room

Michelle Christian | *Regional Administrator, U.S. Small Business Administration*

Carey Wrenn | *Senior Vice President, First Bank and Trust Company*

Dawn DeHart | *Senior Vice President, Carter Bank and Trust*

Joe DiStefano | *President, Rappahannock Economic Development Corporation*

Moderator: Ford Scott | *Lender Relations Specialist, Small Business Administration*

This session will provide an overview of Small Business Administration and the U.S. Department of Agriculture's Rural Business-Cooperative Services (RBS) program and services. The panel will focus on accessing capital and lending for startups and small businesses. Participants will have the opportunity to field questions to commercial lenders and learn more about the small business loan application process.

10:45 A.M.

BREAK

11 A.M. **CONCURRENT SESSIONS**

Opportunity Zones

Ballroom

Adam Northup | *Senior Vice President of Financial Strategy, LOCUS Impact Investing*

Tony Fung | *Chief Executive Officer, GovInsight LLC*

Anna Benton | *Assistant Director of Economic Development, City of Lynchburg*

Steve Critchfield | *President, MOVA Technologies*

Moderator: Matt Illian | *Managing Director, Virginia Impact Investment Forum*

This panel will focus on the federal tax benefit program Opportunity Zones, which was created to attract investment capital in low-income census tracts. The panel will discuss opportunities and challenges of the program for historic and central commercial districts, examples of good projects and resources available to help use the program.

Creating Successful Public Places: Lynchburg's Bluffwalk

Rose Room

Kimball Payne | *Former City Manager, City of Lynchburg*

Rachel Flynn | *Deputy County Executive, Fairfax County*

This session will examine the conceptualization, design and development of a major public component of the revitalization of downtown Lynchburg, a linear park on the bluff overlooking the James River. The presentation will include the context of the Bluffwalk in the 2001 Downtown and Riverfront Master Plan, design principles, stakeholder engagement, financing and ongoing management. Weather permitting, the session will be held in conjunction with a walking tour of the Bluffwalk.

Retail Gardening: Harrisonburg's Bricks & Clicks Program

Washington Room

Andrea Dono | *Executive Director, Harrisonburg Downtown Renaissance*

Karen Lawrence | *Media Director, KL Creative Media*

Inspired by traditional economic gardening, Harrisonburg wanted to grow downtown retailers and restaurants by providing them market data and customized support. Learn how they matched marketing and design experts, training, and grants with businesses poised for growth. See how you can boost web and foot traffic for your downtown businesses to help increase sales and make them stronger destinations online and offline.

12:30 P.M.

VIRGINIA MAIN STREET AWARDS LUNCHEON

Ballroom

2 P.M.

ADJOURN



MAIN STREET AWARDS LUNCHEON PROGRAM

WELCOME

Rebecca Rowe

Virginia Main Street Program Manager

Virginia Department of Housing and Community Development (DHCD)

OPENING REMARKS

Jay Grant

Deputy Director of Community Development

Virginia Department of Housing and Community Development (DHCD)

PRESENTATION OF AWARDS

Erik Johnston

Director

Virginia Department of Housing and Community Development (DHCD)

Best Downtown Business Promotion

Best Downtown Public Improvement Project

Best Adaptive Reuse Project

Outstanding Business

Best Innovation

Outstanding Fundraising Effort

Volunteer of the Year

VMS PITCH IDEA! AWARD ANNOUNCEMENT

SPECIAL GRANT ANNOUNCEMENT



VOLUNTEERISM MILESTONE ACHIEVEMENTS

5,000 VOLUNTEER HOURS
Hopewell Downtown Partnership

15,000 VOLUNTEER HOURS
Believe in Bristol
Fredericksburg VA Main Street Inc.

25,000 VOLUNTEER HOURS
Altavista on Track
Downtown Wytheville Inc.

50,000 VOLUNTEER HOURS
Culpeper Renaissance Inc.

55,000 VOLUNTEER HOURS
Experience Old Town Warrenton

65,000 VOLUNTEER HOURS
Downtown Franklin Association

70,000 VOLUNTEER HOURS
Historic Manassas Inc.

170,000 VOLUNTEER HOURS
Staunton Downtown Development Association





PRIVATE INVESTMENT MILESTONE ACHIEVEMENTS

\$1 MILLION IN PRIVATE INVESTMENT

Main Street Preservation Trust and Gloucester County

\$5 MILLION IN PRIVATE INVESTMENT

Downtown Wytheville Inc. and the town of Wytheville

\$10 MILLION IN PRIVATE INVESTMENT

Downtown Farmville Partnership and the town of Farmville

\$15 MILLION IN PRIVATE INVESTMENT

Fredericksburg VA Main Street Inc. and the city of Fredericksburg

\$25 MILLION IN PRIVATE INVESTMENT

Believe in Bristol and the city of Bristol, VA

\$35 MILLION IN PRIVATE INVESTMENT

River District Association and the city of Danville

Marion Downtown Revitalization Association and the town of Marion

Orange Downtown Alliance and the town of Orange

\$40 MILLION IN PRIVATE INVESTMENT

Berryville Main Street and the town of Berryville

\$55 MILLION IN PRIVATE INVESTMENT

Historic Manassas Inc. and the city of Manassas

\$65 MILLION IN PRIVATE INVESTMENT

Culpeper Renaissance Inc. and the town of Culpeper

\$85 MILLION IN PRIVATE INVESTMENT

Downtown Harrisonburg Inc. and the city of Harrisonburg

\$110 MILLION IN PRIVATE INVESTMENT

Staunton Downtown Development Association and the city of Staunton

\$140 MILLION IN PRIVATE INVESTMENT

Old Town Advancement Commission and the city of Winchester

KEYNOTE SPEAKER



Telly Tucker

Since 2014, Telly Tucker has served as the director of economic development for the city of Danville. Prior to his arrival in Danville, he served James City County as the assistant director of economic development, program administrator for the Virginia Department of Housing and Community Development, economic development specialist for the city of Lynchburg and three years as a secondary education teacher in Lynchburg City Schools.

Tucker currently serves on the Danville Community College Board of Trustees, the Southern Virginia Regional Alliance board of directors and the Dan River Business Development Center board of directors.

A few of Tucker's professional achievements include obtaining the Certified Economic Developer Designation (CEcD) from the International Economic Development Council in Washington D.C. (2014), Virginia Economic Development Association's Community Economic Development Award (CEDA), the Southern Economic Development Council's (SEDC) Community Economic Development Award and the Virginia Municipal League Achievement Award. Tucker is a 2004 graduate of James Madison University with a bachelor's in business administration in international businesses, with a minor in Spanish.



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities

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