



About Main Street Now

Main Street Now is the largest national conference of local leaders working to advance economic opportunity in downtowns and commercial districts. Network with peers from across the country, find solutions to common problems, and discover innovative techniques and tools to help your community thrive. Get inspired by Richmond and surrounding Virginia Main Street communities as you learn from their revitalization successes and challenges.

May 16-18, 2022

Opening Reception on May 15th at the Carpenter Theatre

Sessions will take place at:

Hilton Richmond Downtown & Richmond Marriott Downtown

DISCOUNTED RATE OF \$125 FOR CIVIC LEADERS!

Main Street America will offer a special discounted rate of just \$125 to local elected officials and senior-level local government staff. Local leaders will have access to a specialized education session track, networking events with peers from across the country, and other professional development opportunities.

Conference Events and Highlights for Civic Leaders

- **Invitation to a special lunch session** for Civic Leaders: "Small-scale Development in Small and Large Cities." Learn about key strategies for encouraging small scale development in and around your commercial district and hear examples of how two city governments, Charlotte, NC and Owosso, MI, and local small-scale developers are bringing stakeholders together to collaborate on small-scale development programming.
- **Specialized education track** tailored to issues impacting local government leaders, including "Collaborative Successes: Main Streets and Municipalities," "Entrepreneurship in a Post-COVID-19 Environment," and "Community-Centered Economic Inclusion: A Strategic Action Playbook"
- **Over 100 education sessions** focusing on commercial district management, as well as this year's conference themes: Main Streets for the New Economy; Housing & Small-scale Development; and Community Preservation and Expression
- **18 field sessions** throughout Richmond and surrounding Main Street communities

Who's Eligible for the Civic Leader Discount?

Mayors, county executives, city councilmembers, elected municipal leaders, and staff at the director level and above in Main Street-related departments, like economic development and planning, will be eligible for the discount.

**Local Main Street program staff (Executive Directors, Managers) are not eligible.*

Register today!

mainstreetnow.regfox.com/2022-main-street-now-conference