

July 11, 2016

## GET PLUGGED IN...DOWNTOWN

Missouri's Premier Revitalization Conference



### We're Getting Excited!

It's only about two weeks from the start of Missouri's 8<sup>th</sup> Annual Premier Downtown Revitalization Conference. Are you registered? Register by July 13 to catch the final day of registration discounts!

**July 26—28**

**St. Francis Borgia  
Parish**

**Downtown  
Washington, MO**

More than 25 sessions will be offered this year suitable for advanced communities, newer programs, and first-time attendees – something for everyone. We've taken the time to highlight just a few of the many great sessions you will not want to miss.

**Main Street Basic Training: The Process of Revitalization** kicks off the conference on Tuesday morning with a new format to demonstrate the cycle of revitalization: vision for downtown, market understanding, transformation strategies, Four-Point Approach® implementation, and outcome measurements and impact. Three segments will be offered

with a classroom session teaching the principles, an in-the-field session putting the principles to work, and a wrap-up session pulling it all together. This new perspective reflects the new REFRESH from the National Main Street Center and will be presented in parts on Tuesday, Wednesday and Thursday by Steven Hoffman, Bridgette Kelch, Norma Ramirez de Miess, Sheri Stuart and Keith Winge.

Also on Tuesday, national speaker Donna Harris of Heritage Consulting, will present a FUN workshop about **Assessing the Heritage Tourism Potential of Your Downtown**. During the workshop 12 basic visitor amenities that downtowns need to satisfy visitor experience will be discussed. Downtown Washington will be used as a living laboratory for a scavenger hunt – there will be prizes!

### THE POWER OF 10 YEARS—MISSOURI MAIN STREET

Partnerships and funding are popular topics on Wednesday. Learn the best practices from across the country on how to cultivate and foster partnerships with the city, business community and property owners from Norma Ramirez de Miess of National Main Street Center in her session, **Urban District Partners and Best Practices**.

In **Diversify Your Revenue Sources**, Donna Harris will explain the board's role in fundraising and the seven traditional revenue sources for downtown organizations with special emphasis on membership/investor campaigns, sponsorship, and fundraising events.

Learn first-hand **What You Should Know About Your Missouri State Historic Preservation Office** and the services they provide. Staff will share how the Missouri SHPO can help your Main Street community and what to tell your downtown building owners about using historic tax credits to rehab their buildings.

The hot topic for Thursday is technology. Lauren Ficklin of Downtown Washington, Inc. will share some practical tips on **How to Get Free Publicity** for your events when you have little to no budget for marketing/advertising.

Learn the tips and tricks to be effective and efficient during **Facebook & Instagram: 5 Things You Need to Know to be Successful** by Donnie Rodgers of Downtown Lee's Summit Main Street.

Donna Harris is back on Thursday to give an **Overview of New & Traditional Media for Downtown Organizations**. This session covers the hottest new tools including the latest in social media and smartphone apps without forgetting the traditional media outlets.

**Register Now!**



See all conference details at [www.getpluggedindowntown.org](http://www.getpluggedindowntown.org)