

MAIN STREET

Innovation Lab

WEBINAR SERIES WINTER | SPRING 2009



Main Street

NATIONAL TRUST FOR HISTORIC PRESERVATION



THURSDAY, NOVEMBER 13, 2008

Business Recruitment and Retention: Two Sides of the Same Coin

—Where should you focus your valuable time... attracting new retailers or saving old ones? There is a strategy that can turbo-charge both activities in a synergistic way. Effective recruitment also takes into account businesses that have already invested in downtown. Learn realistic recruitment strategies that will strengthen your retention efforts at the same time!

Panelists:

Rick Ferrell, Retail Market Answers, LLC

Diane Laird, Delaware Main Street Program

REGISTRATION FEE: \$25



THURSDAY, DECEMBER 4, 2008

Brave New (Volunteer) Worlds: How Social Media Can Engage New Leaders

—The paradigm for volunteerism is shifting rapidly. Old formats for engagement and recruitment will not work for future projects... or generations. Learn how some Main Streets are successfully using new media and technology “channels” to reach and energize a fresh group of community leaders.

Panelist:

Jamie Licko, Progressive Urban Management Associates, Inc.

REGISTRATION FEE: \$25



THURSDAY, JANUARY 8, 2009

Design on a Dime, Main Street Style

—Not an architect, and don't have access to low-cost design assistance? Storefront design is vital to commercial district revitalization, but often confusing for Main Street managers without a design background. Adding to the challenge are the marketing needs and tastes of individual business owners. This webinar will provide the basics, plus great tools to help guide both merchants and contractors toward preservation-sensitive design.

Panelist:

Tim Reinders, Main Street Iowa

REGISTRATION FEE: \$25



THURSDAY, FEBRUARY 5, 2009

Why Tourists Shop: How to Become a Powerful Heritage Travel Destination

—Brochures and tourism agencies “introduce” our Main Streets to the traveler indirectly. But how can we reach them directly? Most importantly, how can we create an “authentic” visitor experience that will translate into more feet on the street and in the stores? Learn a new way of looking at the visitor experience, and explore marketing venues that can really put your town on the heritage travel map.

Panelists:

Scott Gerloff, National Trust Heritage Travel Initiative

Barbara Wold, Wold International

REGISTRATION FEE: \$25



THURSDAY, APRIL 2, 2009

Upstairs Downtown: Successful Upper-floor Housing Development

—Whether the goal is to increase investor returns, expand the district's usage round-the-clock, or create a built-in market for retailers, upper-floor housing can be an effective solution for under-utilized space. Yet building codes, financing, and buyers' attitudes often present challenges. Hear from national and state leaders who are making it happen in local Main Street districts.

Panelists:

Linda Sorden, National Trust Loan Fund

Thom Guzman and Tim Reinders, Main Street Iowa

REGISTRATION FEE: \$25



THURSDAY, MAY 7, 2009

Green Main Streets: Practical Steps You Can Take Now

—Everyone is talking “green,” and the efficient design/density of downtowns can make Main Street the core of any sustainable community initiative. At the same time, our districts must retrofit buildings and rethink how we do business. But confusing terminology and competing technologies for green design make it hard to know where to begin. Let these leaders in the field of design and sustainability show you how it's done.

Panelists:

Patrice Frey, National Trust Sustainability Initiative

Carl Elefante, AIA, LEED AP, QUINN EVAN | ARCHITECTS

REGISTRATION FEE: \$25

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