

# THE POWER OF MAIN STREET

## OREGON MAIN STREET ANNUAL CONFERENCE

OCTOBER 3-5, 2012 • CORVALLIS, OREGON

**About the Conference:** Get ready to be inspired! Make new connections and get new tools to keep your downtown vibrant and competitive in today's market. The 2012 Oregon Main Street Annual Conference will offer proven ideas and strategies for preservation-based revitalization that is relevant to rural, mid-sized, and urban communities. This conference is a great way to look at the "big picture" of downtown revitalization by discovering fresh ideas and learning numerous ways to turn your historic downtown or neighborhood commercial district into a bustling center of activity. Sessions cover a variety of topics for both beginners and those with experience. New this year is a whole track on historic preservation topics coordinated by conference partner the Historic Preservation League of Oregon. The conference format includes walking tours, lectures, crash courses, and networking time. Join us for this very special, one-of-a-kind conference!



**Our Host Community:** Lovely downtown Corvallis is a model for downtown revitalization. Explore Downtown Corvallis' charming stores and historic buildings; stroll along the lively & engaging Willamette Riverwalk; and savor the inspired cuisine of more than 40 restaurants offering diverse ethnic flavors created from fresh, locally-grown products.

Conference headquarters will be the Majestic Theater, which opened its doors in 1913 as a vaudeville house and today serves as a center of performing arts. We will also be at the Whiteside Theater, one of Oregon's original movie palaces, which celebrates its 90th anniversary in 2012 and is undergoing restoration.

**Who Should Attend:** Staff and volunteers of organizations focusing on downtown historic preservation and economic development, downtown business and property owners, government leaders, and others with an interest in the future of downtown will benefit from attending this conference.

**Opening Session:** Everybody talks about heritage tourists in Oregon. But who are they? What are the cultural icons that lure them here? Do their characteristics vary in different regions of the state? What is heritage tourism's economic impact? A study sponsored by the Oregon Heritage Commission, Travel Oregon, and the statewide partners of the Oregon Cultural Trust is finding answers to those questions this summer. Be the first to hear the study's results which will be unveiled in this special presentation!

Questions? Contact:  
Sheri Stuart, Oregon Main Street Coordinator  
503-986-0679

Register online at:  
<http://2012powerofmainstreet.eventbrite.com>

Oregon Main Street is administered by the State Historic Preservation Office,  
Oregon Parks and Recreation Department



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## PRELIMINARY SCHEDULE

### WEDNESDAY, OCTOBER 3

- 9:00 a.m.
  - Pre-Conference Main Street Bootcamp
  - Pre-Conference Certified Local Government Workshop
- 1:30 p.m. Registration Begins— Majestic Theater lobby
- 3:00 p.m. Welcome and Opening Session Featuring the “Excellence in Downtown Revitalization” Awards
- 5:00- 6 p.m. Opening Reception: Sponsored by Downtown Corvallis Association

### THURSDAY, OCTOBER 4

- 8:00 a.m. Registration—Majestic Theater Lobby
- 8:30-10 a.m. General Session: emPowering Main Street™
- 10:30-noon
  - Finding and Fostering Entrepreneurs
  - Energy Efficiency on Main Street Forum
  - Historic Preservation 101
  - Walking Tour: Riverfront Renewal Project
- 12:15 p.m. Ticketed Luncheon: Saving Oregon’s Most Endangered Places: A Statewide Effort to Revitalize Local Places
- 1:30-3 p.m.
  - Successful Internet Marketing for a Vital Downtown
  - Using Your Organization Mission, Vision, & Goals to Raise \$
  - Connecting with Clatsop Community College’s Historic Preservation & Restoration Programs
  - Walking Tour: Downtown Corvallis’ On-going Revitalization Efforts
- 3:30-5 p.m.
  - Nuts and Bolts of Successful Events
  - Agriculture – Main Street Connection
  - Historic Preservation Crash Courses: Infill Design Standards, Seismic Upgrades, and Working with Contractors
  - Walking Tour: History of Downtown Corvallis
- 5:00-6 p.m. Social Mixer & Fortuitous Networking

### FRIDAY, OCTOBER 5

- 8:00 a.m. Registration—Majestic Theater Lobby
- 8:30-10 a.m.
  - Engaging Immigrant Business Owners in the Main Street Model
  - What is CLG and How Can it Work with My Main Street?
- 10:30-noon
  - Re-boot Your Main Street Effort
  - Main Street at Work in Small Towns

**Opening Night Reception:** Join your counterparts from around the state for an early evening social gathering sponsored by the Downtown Corvallis Association at the Majestic Theater.

#### **Excellence in Downtown Revitalization**

**Awards:** The Excellence in Downtown Revitalization Awards program celebrates and recognizes outstanding accomplishments in downtown revitalization throughout our state.

**Walking Tours:** Explore Corvallis’ downtown business district for ideas to bring home and implement in your own community. Participants will have an opportunity to take various walking tours offered during the conference. Pre-registration for tours available on-line and on a space available basis at check-in.

#### **Conference Partners:**



**Attire:** Please dress comfortably. Casual or business casual attire is recommended for the entire conference.

**Special Needs:** Conference sites are fully accessible. Please call Oregon Main Street at 503.986.0679 at least two weeks in advance to request special accommodations.

**Lodging:** There are many lodging options in the area. Special arrangements have been made with the following hotels – let them know you are with the Oregon Main Street Conference. Reservations must be made by September 3, 2012 to receive these rates:

Holiday Inn Express – 541.752.0800  
781 NE Second St.

Standard: \$99 single/double; triple; quad  
Riverview: \$109 single/double; triple; quad

Hilton Garden Inn – 541.752.5000  
2500 SW Western Blvd.

King: \$109 single/double; \$119 triple; \$129 quad  
Double Queen: \$119 single/double; \$129 triple; \$139 quad