



## REVITALIZEWA 2013 PRELIMINARY CONFERENCE AGENDA

### WEDNESDAY: MAY 15

#### **9:00am-4:00pm          Hollywood on Main Street: Reviving Washington's Historic Theaters**

This workshop is designed to engage owners, operators, and lovers of historic theaters across the Pacific Northwest. We will be highlighting a series of successful historic theaters operating in Washington and Oregon, as well as engaging attendees in discussions of best practices for programming, operational funding, building maintenance and rehabilitation, and technology upgrades, including various levels of digitization.

#### **9:00am-3:00pm          Preservation Advocacy Workshop**

Advocating for historic resources takes many forms at different levels. This overview will provide information on federal and state funding for historic preservation, grassroots efforts to maintain funding and uphold federal legislation, and how it all trickles down to your community. Focused specifically on Historic Preservation Commissions, this workshop will review the role of Historic Preservation Commissions as advocates for preservation; how to best work with community preservation advocates and developing a unified advocacy strategy.

#### **1:30pm                      Conference Registration Opens at Hilton Vancouver**

#### **2:00pm-4:00pm          Retail Market Analysis Workshop**

Many communities find the downtown market study vexing - why even do one? What is the Economic Restructuring Committee supposed to do with all these

numbers when it is done? What does the market study tell you about the other three Main Street Committees? This workshop will take you through PRACTICAL ways to use your market data to foster a more dynamic downtown from more targeted promotions and marketing, to creating a retail micro-enterprise project. We will explore ways that the entire Main Street program can take advantage of the information gleaned from a market study and learn some of the “tricks of the trade” that market analysts know that you need to know yourself. Even if you haven’t “run the numbers,” this session will teach you some hands-on tips on how to understand the economics of downtown.

Tripp Muldrow, Arnett Muldrow & Associates

**4:30pm-6:00pm                      Opening Reception**

Join the Washington Trust for Historic Preservation and Washington's Main Street Program for cocktails and light hors d'oeuvres as we celebrate RevitalizeWA 2013! You won't want to miss the Trust's exclusive announcement of the 2013 Most Endangered List at 5:15pm.

**6:00pm                                      Dinner on your own in downtown Vancouver****THURSDAY: MAY 16****7:30am                                      Registration & Coffee****8:30am-10:00am                      Opening Plenary**

We are thrilled to welcome Charles Marohn, Executive Director of Strong Towns, as our RevitalizeWA 2013 Keynote Speaker! Strong Towns, a nonpartisan, nonprofit organization headquartered in Minnesota, has a fresh take on community design and sustainability. Marohn believes typical development patterns – the way we build our towns and neighborhoods – cost more to maintain than they generate in return. Strong Towns has introduced a new model of sustainable growth that allows America's towns to become financially secure and self-sufficient by establishing an approach to development that accounts for the full cost of growth. Charles Marohn is a Professional Engineer and a member of the American Institute of Certified Planners (AICP). He has a Bachelor's degree in Civil Engineering from the University of Minnesota's Institute of Technology and a Masters in Urban and Regional Planning from the University of Minnesota's Humphrey Institute. Additionally, Marohn is a member of the National Society of Professional Engineers, the American Planning Association, Congress for the New Urbanism, and he serves as president of the Community Growth Institute, a planning organization that works with small towns and rural areas.

**10:00am-10:30am                      Break****10:30am-12:00pm                      Session Block One****1a. Getting there is half the fun! – Heritage Tourism Trails**

The State of Washington has a rich natural and built heritage, ranging from the rainforest lodges in the west to historic downtowns nestled in the golden wheat fields of the southeast. Communities across the state have found that both walking and driving tours support the preservation of historic assets by showcasing the uniqueness of our amazingly diverse state. In this session, you will learn about successful heritage-based tourism trail projects, from a passport tour of Carnegie libraries across the state to an innovative downtown tour in Olympia. You will also hear from 4Culture about their fantastic *Destination Heritage* program, a series of guides to King County's agricultural, industrial and maritime past.

Susan Tissot, Clark County Historical Museum

Connie Lorenz, Olympia Downtown Association

Brandi Link, 4Culture

## **2a. Building Redevelopment 101: Using Tax Credit Financing**

This workshop concentrates on the threshold requirements and application process for both Federal Historic Tax Credit projects and the Low Income Housing Tax Credits. Basics about the programs will be covered, including how to use both credits together and the substantial tax benefits, as well as more complex topics such as how to legally structure an LLC between private investors and non-profit organizations or public entities such as Public Development Authorities (PDAs). Also included in the workshop will be application dos and don'ts and project risk management.

Nicholas Vann, WA State Dept. of Archaeology & Historic Preservation

Stephen Day, Stephen Day Architecture

Paul Purcell, Beacon Development

## **3a. Non-profit Financials**

Has your non-profit organization wondered if there is a better way to present financials to volunteers and committees that can be clearer and more effective? Is there a better way to demonstrate where your funds come from and where they are spent? In 2012, the Ellensburg Downtown Association (EDA) asked those questions and reinvented their financial system. Utilizing QuickBooks with a new Chart of Accounts, Classes and Items, the EDA revamped their accounting system. Find out how more effective financials can help you rethink your organization.

Carolyn Honeycutt, Ellensburg Downtown Association

Jessica Weisz, Ellensburg Downtown Association

## **4a. Tour: TBD**

**12:00pm-1:30pm**

**Lunch on your own in downtown Vancouver**

**1:30pm-3:00pm**

**Session Block Two**

## **1b. Modernizing at Midcentury**

Sleek, cool, clean and sophisticated . . . midcentury design is all the rage. Attend this session to celebrate all that is mod and marvelous by discovering the how and why of 1950s and 1960s building alterations. You'll learn the basics of how to survey mid-20<sup>th</sup> century commercial and residential architecture, including a lesson on the introduction of new building materials and key design trends. Armed with this new information, you'll hear about a few outstanding projects in Colorado that are using survey results to create engaging walking tours and guides for your downtown or neighborhood.

Abbey Christman, University of Colorado at Denver

Michael Houser, WA State Dept. of Archaeology & Historic Preservation

## **2b. The Preservation of Trinity Parish Church**

The Trinity Parish Church is a cherished and resilient piece of Seattle's past and present. The impressive 1891 English Gothic Revival style building has endured a lifetime of destructive events, such as the 1889 Great Seattle Fire and a number of earthquakes. Our panel of experts will tell the story of how this iconic structure has been preserved and the careful planning and detailed work that continues to ensure

a lasting future for this inspiring building. We will highlight the collaborative efforts and insight needed to preserve the sandstone and identify future preventative opportunities, ensuring the best approach for this precise and intensive preservation work.

Doug Ito, SMR Architects

### **3b. Using CDBG Grants for Storefront Improvements**

From developing a worthwhile project, getting a budget together and prepping the documents to go out to bid, a CDBG grant can be overwhelming. Learn the ins and outs of what kinds of storefront improvement projects work best to qualify for funding along with how and when to bring in a professional to get your project off the ground and moving forward.

Lee Rafferty, Vancouver Downtown Association

Seanette Corkill, Frontdoor Back, LLC

Peggy Sheehan, City of Vancouver

### **4b. Tour: TBD**

**3:00pm-3:30pm**                      **Break**

**3:30pm-5:00pm**                      **Session Block Three**

### **1c. Building Talk 2.0 with Mick & Nick**

This session intends on finishing what it started during last year's RevitalizeWA conference. The incredulous duo of Mick and Nick will attempt, once again, to educate and entertain conference attendees with examples of appropriate and inappropriate rehabilitation techniques. Content will include a brief history of the architectural modernist movement in Washington State and a spirited, yet contentious discussion about the merits of architectural form and function. The preservation techniques discussion will also briefly address common building failures and remedies. Hecklers need not attend.

Nicholas Vann, WA State Dept. of Archaeology & Historic Preservation

Michael Houser, WA State Dept. of Archaeology & Historic Preservation

### **2c. Developing Trail Connections in Washington**

Trails can support economic vitality by increasing property values and supporting businesses nearby. They are becoming a more important part of the transportation discussion in both rural and urban settings where people want to be separated from motor vehicle traffic and safely bike and walk to school, work, shopping and services. In some rural communities, trails are now being considered as a way to attract people to town centers. In urban areas that have experienced growth, these trails provide desirable, time-saving commute options and also help to accommodate the growing recreational and physical activity needs of residents. This panel discussion addresses frequently asked questions about developing community and town center trail connections. Panel members will share their experiences with trail development, giving state, regional and local agency perspectives.

Paula Reeves, Washington State Department of Transportation

Cynthia Welti, Mountains to Sound Greenway Trust

Kirk Harris, Fall City Park District Board

### **3c. Anatomy of a Special Event**

Special events are a great way to bring pedestrian traffic to your community, but before you launch another festival, fundraiser or retail promotion, find out what questions to ask to make the best use of time, money, resources and your sanity. Port Townsend (population 9,100) features over 125 events a year, including the Wooden Boat Festival, which brings 25,000 boat lovers to town, and the new Steam Punk event that blends Victoriana with Jules Verne gadgetry. Learn how Port Townsend's Main Street Program uses events to capitalize on the town's assets and offers ways for locals and visitors to connect.

Mari Mullen, Port Townsend Main Street Program

### **4c. State Historic Preservation Plan Tour**

#### **6:00pm-7:30pm Excellence on Main Awards Reception**

Join Washington's Main Street Program for cocktails and light hors d'oeuvres and help us celebrate achievements in preservation and revitalization in Washington's Statewide Main Street Network. Awards will be presented for Organizational Excellence, Community Partnership, Outstanding Promotional Event, Visual Impact, Green Community, Business of the Year, Economic Vitality, Outstanding Special Project and Excellence on Main Award.

#### **7:30pm Dinner on your own in downtown Vancouver**

## **FRIDAY: MAY 17**

#### **8:00am Registration & Coffee**

#### **8:30am-10:00am Session Block Four**

### **1d. Seeing Main Street in a Whole New Light**

Lighting is essential to every aspect of a retail space as well as a commercial district's success. Well-designed lighting can make your store more attractive, sell more merchandise, and create a sense of safety and vitality. Learn the five essential layers of light every district needs, pick up information on current technology (what you should employ and what you should avoid), and discover local energy efficient incentives for retailers.

Seanette Corkill, Frontdoor Back, LLC

### **2d. Harnessing the 'white elephant': Successful adaptive-use in Washington**

Large, abandoned or under-used industrial and commercial sites are a common sight in many Washington communities. Many also have landmark status within their community. This session will review several recent case histories in which the presenters investigated important properties for their potential for adaptive reuse from an architectural, structural and economic redevelopment perspective. Case histories will include: the Georgia Pacific Mill property in Bellingham; the Olympia

Brewery in Tumwater; and the original Seattle Brewery (Rainier Cold Storage) in Seattle's Georgetown neighborhood.

Steve Johnson, Johnson Architecture & Planning

Bryan Tokarczyk, GRID Engineers

Tim Fitzsimmons, Lorig Associates

### **3d. Youth Engagement in Preservation**

Students can be the best teachers. In this session, find out how best to engage young and diverse audiences in the important work of historic preservation and community revitalization. Hear from the Port Angeles Downtown Association about their Youth Volunteer Program and learn how to build working relationship with schools to better engage youth on a local level. The Washington Trust will share information about nationally recognized Youth Summit programs, which are exciting the next generation of advocates and stewards of our natural and built historic resources. Trust staff will share highlights from the 2012 Washington State Youth Summit and how they worked in partnership with state and federal agencies and engaged community leaders to produce a four-day interactive field school that furthered the objectives of the American Latino Heritage Fund. They will also give an overview of the upcoming 2013 *Discover Washington: Youth Heritage Project* at Ebey's Landing National Historical Reserve.

Barbara Frederick, Port Angeles Downtown Association

Jennifer Meisner, Washington Trust for Historic Preservation

Chris Moore, Washington Trust for Historic Preservation

**10:00am-10:30am            Break**

### **10:30am-12:00pm            Closing Plenary: What's next for Main Street?**

Join us for an exciting look at the future of American downtowns and the Main Street movement with Ben Muldrow with Arnett Muldrow & Associates. We will see exciting examples of real innovation, and learn more about what Main Street might look like in the very near future. Buckle your seatbelts and keep your hands and feet in for the ride!

Ben Muldrow, a Partner at Arnett Muldrow & Associates, is responsible for all community marketing and branding functions of the Greenville, SC-based urban planning firm. Ben helps communities to develop their brand identity through an open process including public design sessions and collaborative small groups. He has designed new branding and marketing elements for revitalization projects in over 300 communities in Arkansas, Alabama, California, Delaware, Florida, Georgia, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Vermont, Virginia, West Virginia, Wisconsin, Wyoming and the communities of Gig Harbor and Wenatchee here in Washington.