



CONFERENCE FAQs

Registration

Q. Is there a special rate for members?

A. Yes, the Main Street America Member Rate is \$99. This rate is good through March 22nd, at which point it will increase to \$149. This discount is available to all levels of members and may be utilized by multiple registrants from your organization (including staff, volunteers, and board members). To access the MSA Member Rate you will need your Member ID number. If you don't know your Member ID number please email mainstreet_membership@savingplaces.org.

Q. When does the early bird rate end?

A. March 23 @ 12:01am CT.

Q. How does the group rate work?

A. Main Street America members are eligible for a discounted rate of \$75/person for groups of 5 or more attendees from the same organization. This can include volunteers, board members, and staff. To receive the discount, simply add 5 or more registrants from your organization to the same transaction.

Q. What is the Small Business Rate?

A. New this year, we are offering a dedicated track for small businesses on Main Streets for \$25. The Small Business Rate is a special offer for owners and employees of small businesses. For our purposes, small businesses are defined as privately owned corporations, partnerships, or sole proprietorships that have fewer employees than 50 employees. Please note, the Small Business Rate will grant the registrant access to a limited number of sessions targeted to small businesses, most falling on the conference's "Small Business Day" on Tuesday, April 13th. If an attendee wants access to the full suite of education sessions and events, they should register at a standard registration type.

Q. Who qualifies for the Civic Leader rate?

A. The Civic Leader rate is a special discounted rate for elected officials and senior government staff. Details about Civic Leader-focused content will be available soon. The Civic Leader Rate is \$50. Main Street Managers and Coordinating Program staff are not eligible to receive the Civic Leader rate. The rate includes: Mayors, County Executives, City Councilmembers, elected municipal leaders, staff at the director level and above in Main Street-related departments (i.e. economic development, planning, historic preservation, etc.). Questions about qualifications? Please email mainstreet@savingplaces.org.

Q. Can I pay by check?

A. We strongly prefer credit card payment. If you must pay by check, there will be a \$5 processing fee, and there will be a delay in processing your payment and gaining access to the virtual conference platform access due to office closures. Check payments will be

accepted through Friday, March 26th. If you pay by check please ensure your check is received by us no later than Monday, April 5th.

Content

Q. What is the schedule?

A. To accommodate attendees from all US time zones, each day will begin with a keynote session at 12pm EST and conclude with a keynote or special event ending no later than 6pm EST. We'll release a full session schedule in the next few weeks.

Q. Who is speaking at the conference?

A. We'll be sharing session content starting in the next few weeks.

Q. What types of sessions will be offered?

A. Our content addresses the broad range of issues that impact Main Street, including community economic development, placemaking and design, marketing and promotions, organizational development and capacity building, and more.

Listen & Learn (Main Idea General Sessions, Education Sessions, and Tactical Solution Sessions)

Participate & Share (Mini-workshops, Q&As with speakers and participants)

Engage & Connect (Networking Opportunities, Celebratory Events, and Virtual Expo Hall)

Q. Will sessions be recorded and available to view later?

A. Yes, sessions will be recorded and available on the conference platform for attendees to view immediately following the conference through March 1, 2022.

Q. What are the conference themes?

A. Main Street Now 2021 will focus its programming around a number of major themes including:

- **Recovery and Resilience:** The pandemic has had immense impacts on all aspects of Main Street revitalization work. The conference will directly address the ways in which our communities can rebuild stronger, resilient, and more equitable local economies.
- **Equity and Inclusion:** Main Street Now 2021 will feature a series of education sessions and keynotes on the topics of antiracism, equity, and inclusion on Main Street; community wealth-building; and supporting traditionally underserved populations.
- **Small Business and Entrepreneurship:** For the first time, Main Street Now will host "Small Business Day" on the second day of the conference, inviting small business owners to join us for sessions and workshops offering real time solutions as they look ahead to recovery. Other conference content will address ways in which communities can better support, retain, and recruit entrepreneurs.

Q. Will Main Street Now offer continuing education credits?

A. Yes, we anticipate offering APA and AIA credits.