

Oregon Main Street (Virtual) Conference

Inviting Spaces, Friendly Faces, Authentic Spaces

October 6-8, 2021

Wednesday, October 6

- 9 am Welcome & Keynote:**
Peter Kageyama, Author, *For the Love of Cities*
- 10 am Stretch & Beverage Break**
- 10:15 Plenary Workshop: Peter Kageyama**
- 11:15 Break – Grab Your Lunch and & Join an Affinity Session @ 11:30 am**
- 11:30 Affinity Lunches:**
- Board Members
 - Committee Members
 - Local Government
- 1:00 Breakout Sessions:**
- Bringing History to Life
 - Retail Covid Success Stories + Getting Ready for What's Next
 - Civic Leaders in Support of Main Street
- 2:15 Stretch & Beverage Break**
- 2:30 Breakout Sessions:**
- Advocacy – Organizing to Share the Main Street Story
 - Economic Vitality that Reflects the Whole Community - Shifting Mindsets
 - Fun and Tasty Ways to Promote Downtown Culinary Offerings
- 3:30 Stretch & Beverage Break**
- 4:00 Happy Hour & Main Street Trivia!**

Schedule subject to change

To register for the conference and for additional information, visit www.oregonmainstreet.org

OREGON MAIN STREET



Thursday, October 7

- 9 am Excellence on Main Awards:**
- 10 am Stretch & Beverage Break**
- 10:15 Breakout Sessions**
- Collaborative Partnerships
 - Simple & Actionable Steps for More Effective Marketing for Businesses and Communities
 - Maintain, Repair, or Replace? How to Apply the Secretary of Interior's Standards to Your Historic Property
- 11:15 Break – Grab Your Lunch and & Join an Affinity Session @ 11:30 am**
- 11:30 Affinity Lunches:**
- Funders Panel
 - Travel Oregon
 - National Accreditation Standards
- 1:00 Breakout Sessions**
- Simple, Impactful Promotions to Engage Community in Downtown
 - Small/Medium Business and Brownfields Financing for Main Street
 - Unique Streetscapes
- 2:00 Stretch & Beverage Break**
- 2:15 Interactive Sessions**
- Engaging with Women and Minority Owned Businesses
 - How to Read Financial Statements
 - Catalyze Your Community through Cultural Districts
- 3:30 Stretch & Beverage Break**
- 4:00 Happy Hour & Excellence on Main**

Friday, October 8

- 9:00 Plenary Keynote**
Erik Dominguez - *The Required Art*
- 10:00 Stretch & Beverage Break**
- 10:15 Workshop: Erik Dominguez**
- 11:15 Stretch & Beverage Break**
- 11:30 Closing Keynote**
Patrice Frey, CEO, National Main Street Center