

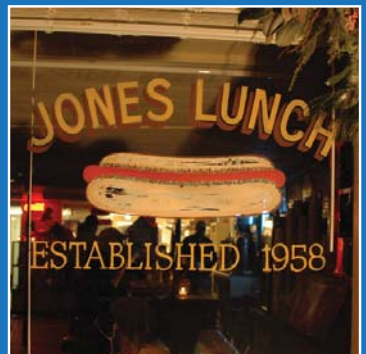
2012

North Carolina Main Street Conference

*Main Street: Tips,
Tools & Techniques
for Downtown*



January 25-27, 2012 | Clayton, N.C.



2012

Main Street: Tips, Tools & Techniques for Downtown

Main Streets are changing! A new mix of businesses and planning concepts, an infusion of younger entrepreneurs and employees, and new tools and techniques for downtown revitalization are stimulating change from the state's metropolitan regions to the smallest rural communities.

Main Street: Tips, Tools & Techniques for Downtown, the 2012 North Carolina Main Street Conference which will be held January 25-27 in Clayton, will provide conference attendees with strategies that can be easily implemented in any community. Demographic changes, including baby boomers who are retiring and millennials who are entering the workforce, are creating shifts in what our downtowns need, how and when we use downtown and the goods and services that are sustainable in our economy. Localism, green technology, tech-savvy users, and community principles are intersecting with historic preservation, entertainment and culture, recreation and urban living in ways that we have never before experienced, creating complex, interesting downtown destinations.

Economic Development Needs and Solutions, Volunteer Development and Management: How to Get a Younger Generation Involved, Design Enhancements with the Use of Color, and Purposeful Events that Foster Economic Development will be among the session offerings. Plenary speakers will drill down on today's downtown planning strategies, real estate development tools and downtown initiatives that are attracting new generations of business and property owners and downtown users.

Clayton is so much more than just a bedroom community for the Research Triangle Park and neighboring capital city. This fast-growing Johnston County town is attracting new jobs and industry, allowing more and more residents to both live and work in their hometown and enjoy its small-town lifestyle on a full-time basis. Downtown, the heart of the community, is keeping pace with the rest of Clayton by increasingly offering more amenities for locals and visitors alike. From shopping to services, and fine dining to live entertainment, downtown Clayton has something for everyone.

Wednesday, January 25

The Clayton Center, 111 East Second Street

1:00-6:00

Conference Registration

3:00-4:15

The Clayton Story: Small Town, Big Time – Mayor Jody L. McLeod

Clayton is a thriving community, attracting young professionals and early retirees who want easy access to an urban area but prefer living in a small-town environment. Clayton has experienced explosive residential growth, with the population doubling in the past ten years. During that period, the town undertook some major downtown projects that provide residents with the kinds of amenities that make Clayton a special place. Transformation of the historic former Clayton Elementary School and Clayton High School buildings into The Clayton Center created a professional performance auditorium, conference center and town hall all under one roof. A 2001 downtown master plan provided guidance for new investment, resulting in improvements to infrastructure and appearance. The addition of a green space area, now known as Town Square, gave downtown a site for holding numerous events, and a gravel municipal parking lot redeveloped as Horne Square created a public gathering space for smaller events. These projects and others demonstrate the town's commitment to the vision of downtown as the cultural, social and business hub of Clayton. With just a little energy and a lot of cooperative spirit, realization of that vision is well on its way.

4:15-4:30

Entertainment

4:30-6:00

Downtown Clayton Walking Tour

The Wagner House, 121 East Main Street

6:00-7:30

Welcome Reception

Dinner on Your Own



Thursday, January 26

Breakfast on Your Own

The Clayton Center, 111 East Second Street

8:00-4:00

Conference Registration

8:30-8:45

Welcome and Overview – Liz Parham

8:45-9:45

KEYNOTE – MITCHELL SILVER, AICP

Emerging Trends for Downtowns

After years of decline and high vacancy rates, downtowns are making a comeback. New market forces driven by demographic shifts and lifestyle choices have given downtowns new life. Learn what those emerging trends are and how they are repositioning downtowns to be desirable places to live, work and play. Also learn about the transformative economic impact that downtowns are having on the local tax base and surrounding property values.

9:45-10:30

Break with Vendors

Break-out Sessions

10:30-11:45

SESSION 1

Brush Up With Color!

Our Urban Development Division designers provide historically suitable color schemes for building exteriors in Main Street downtowns. But what if a merchant or property owner wants even more dazzle, or if you are not in a Main Street community? And where can you get help for a business' interior displays and merchandising? Asheville-based artist Scott Courtenay-Smith will offer sizzling solutions to storefront improvements, along with eye-popping enhancements to interior arrangements. His artistry gives businesses the advantage they need to thrive in a tough economy.

SESSION 2

The Economic Impact of Telling Your Story

What is your downtown story? Do you tell the story? Telling your story is more important today than ever before. Clear communication and measurable impact statements can generate partners, volunteers, funding, investment, business creation, incentives and jobs! Liz Parham, director of the Urban Development Division for the N.C. Department of Commerce, will lead this session geared toward downtown organizations, local governments and volunteer board and committee members that need to communicate the impact of their downtown efforts. Participants will learn tips, tools and techniques for measuring organization, promotion, design and economic restructuring initiatives, while leveraging additional growth in downtown.

SESSION 3

"I Have This Great Business Idea..."

How many times have you heard someone say this and then seen that great idea never get off the ground? The reality is that even well-thought-out businesses can flounder, and those undertaken with little planning have an exponentially greater chance of failure. Yet many potential business owners still ignore readily available resources that can help them plan for success. In this session, panelists Freddie Killough of the Marion Business Association, Inc., Dr. Mike Seibert of the N.C. Small Business Technology & Development Center and Briles Johnson with the North Carolina Institute of Minority Economic Development's Women's Business Center will share strategies and real life lessons that will help you, as downtown development professionals, strengthen your game plan for assisting these potential downtown business owners, not only "leading them to the water" but getting more of them to drink.

SESSION 4

Purposeful Events that Foster Economic Development

A Friday night concert series, an annual festival, a Christmas parade – all are important events that generate fun and excitement, bringing lots of people from across the community and beyond into your central business district. But there are other events that target specific audiences for the purpose of fostering economic development in downtown. This panel session will look at several such events, including Hillsborough's Ladies Night Out, Concord's Wedding Event, Smithfield's Ava Gardner Independent Film Festival and Goldsboro's Available Properties Open House and Speaker Forum.



11:45-1:45

Lunch on Your Own

Break-out Sessions

1:45-3:00

SESSION 5

Volunteer Development & Management:

How to Get a Younger Generation Involved

Are your volunteers starting to age out? How do you recruit younger volunteers, and once you've got their attention, how do you keep their interest? Our panelists will provide insight and ideas on ways to attract the next generation of volunteers and also keep them engaged in your downtown, from special events to administration and, maybe, even fundraising! Session speakers include Chuck Hemric, president of the N.C. Association of Volunteer Administration and director of volunteer services for the Sarah P. Duke Gardens and Tabitha Underwood, an assistant director in the Office of Student Leadership and Service at Meredith College.

SESSION 6

Practical and Exciting Adaptive

Reuse Projects Across the State

Be inspired by what is happening across the state to underutilized and often forgotten buildings as they are returned to new, productive uses in our downtowns. Adaptive reuse is the reinsertion of a new utility into an existing building. See, hear and learn from the bold and creative thinking behind the often complex challenges presented by working with historic buildings. This session will help you to envision a building's potential for adaptive reuse, educate you on the benefits of salvaging old buildings and demonstrate how reuse can have an enormous impact in your downtown development efforts. Panel members Gene Rees, Brian Borne, Steve Biggs, Gray Stout and Michael Young have considerable experience in this area, and they will share the knowledge they have gained from their work on adaptive reuse projects throughout North Carolina.

SESSION 7

Removing Barriers + Implementing

Accommodations for Americans with Disabilities

Downtown buildings and streetscapes can be full of barriers for people with disabilities. What accommodations are you required to make? How will making accommodations impact your business? How do you make modifications to your historically significant buildings? This session will help you understand what is required by the Americans with Disabilities Act and how to implement Readily Achievable Barrier Removal in existing and historically significant buildings. Laurel Wright, chief accessibility code consultant with the N.C. Department of Insurance, and Tim Simmons, senior preservation architect, N.C. State Historic Preservation Office, will share their knowledge, experiences and unique perspectives on making barrier removal an achievable goal in your downtown in this panel session moderated by Urban Development Division designer Lauren Malinoff.

SESSION 8

Creating a Mobile App for Marketing

Your Community to Locals and Visitors

Have you been thinking about making a mobile app for your community? Are you using a smart phone yourself and trying to figure out how to bring your marketing into the mobile era? Worried that it'll be too expensive/hard/soon-to-be-left-behind technology? Ross Rojek of GoLocalApps will give an overview of making a smart phone app for Main Street communities using experiences from Elkin, N.C., and other Main Street communities that have already taken the plunge. Tools and checklists for what you should expect when looking at app development, how to promote it, how to monetize it and how to design it for benefit to locals and visitors will all be covered in this session.

3:00-3:30

Break with Vendors

Break-out Sessions

3:30-4:45

SESSION 9

Design Guidelines, Historic Districts

and Codes as Downtown Development Tools

Does your downtown have historic commercial structures, a national register district, design guidelines or minimum building standards? What about streetscape and site guidelines? Do you know how each of these elements can impact the appearance and vitality of your downtown? David Maurer with Maurer Architecture, Allison Platt with Allison Platt & Associates, and Reid Thomas, restoration specialist with the N.C. State Historic Preservation Office, will talk about how all of these things and more can affect your downtown. Learn how to use each of these tools to impact your community positively.



SESSION 10

Heritage Tourism: The Economics of the Civil War

Heritage tourism is a strategy that encourages citizens, government agencies, non-profit groups and private partners to collaborate in the planning and implementation of programs and projects that recognize, preserve and celebrate many of America's defining landscapes. Heritage tourists spend more than any other kind of traveler, so the 150th anniversary of the Civil War presents a golden opportunity for North Carolina communities to capitalize on that heritage. In this session, learn about valuable tools and ideas to help you coordinate local Civil War anniversary activities, develop visibility for your community's Civil War heritage and promote heritage tourism. Speakers include Chris Johnson, Downtown Smithfield Development Corporation; Donna Bailey-Taylor, Johnston County Visitors Bureau; Donny Taylor, Historic Bentonville Battleground; and Andre` Nabors, N.C. Division of Tourism, Film and Sports Development.

SESSION 11

How to Do the Deal: Main Street Solutions Project Case Studies

Complex downtown economic development projects require creative partnerships and innovative incentives, but the impact can be extensive. If you are looking for investment and job creation that will leverage additional projects, this session is for you. Ben Murphrey, Main Street Solutions Fund grant administrator, will facilitate this discussion, providing direction on how to do the deal in your downtown. N.C. Main Street managers Sharon Jablonski of Morganton and Anne Morris of Burlington will use their Main Street Solutions Fund projects as case studies. If you know of an upcoming grant opportunity but don't have a project in mind, or have a building in need of rehab and don't know where to get the funding, this session is for you.

SESSION 12

After the Recession: Strategies for Downtown Recovery

A healthy downtown program is one that encourages small business retention and expansion of innovative business ventures. While the prolonged downturn in the economy has created significant challenges for communities working on downtown revitalization, many are finding new and innovative ways to overcome issues relating to changing demographics, declining sales and financing limitations. During this fast-paced session, Hilary Greenberg of Greenberg Development Services in Charlotte, will review some of the innovative partnerships, financing techniques and changing business models that successful communities are using to strengthen their downtown business base while laying a foundation for a stronger more sustainable economy.

Dinner on Your Own or Annual Awards Reception and Ceremony*

* The Annual North Carolina Main Street Awards Reception and Ceremony at The Clayton Center at 6:15 p.m. will honor outstanding projects and individuals from the state's Main Street and Small Town Main Street communities. This is a separate event and requires advance payment (see registration form).

Friday, January 27

The Clayton Center, 111 East Second Street
8:30-10:00

Conference Registration

9:00-10:00

KEYNOTE - GREGG LOGAN

The Next Generation of Downtowns in North Carolina

How have demographic and economic trends impacted the demand for Main Street neighborhoods nationwide and in North Carolina? What does tomorrow's consumer want in housing, neighborhood and transportation? And how big is the unmet demand for Main Street communities in North Carolina? This presentation will answer all of these questions and give attendees data and information to help them communicate the need for greater investments in Main Streets and urban places in North Carolina.

10:00-10:30

Break

10:30-11:30

KEYNOTE - DENISE RYAN

Flourishing Downtowns Begin with People of All Ages

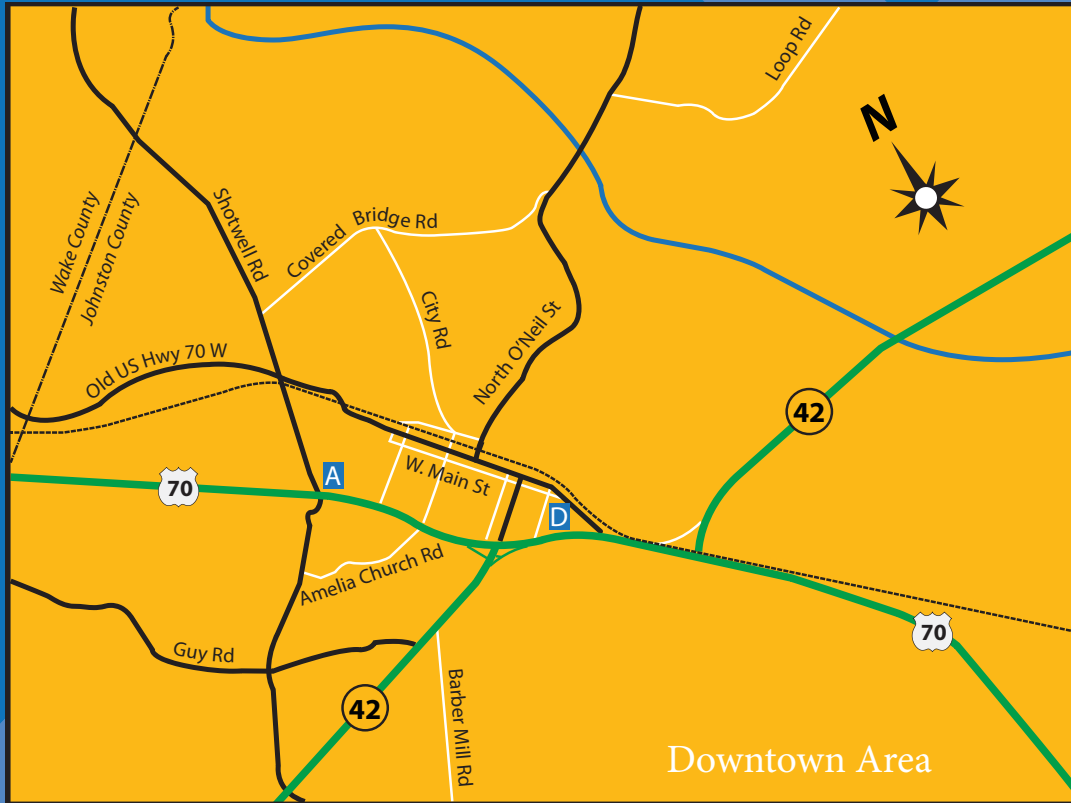
Every eight seconds a Baby Boomer turns 65. Downtowns must forge ahead with younger volunteers, donors and staff members. Sustainable organizations are learning to remove generational barriers and communicate in ways that will cultivate new people and new ideas for the organizations and our downtowns. Our closing keynote will provide plenty of tips on how to do just that. Learn techniques for recruiting the under 45 set to get involved and keeping the over 45 set engaged.

11:30

Conference Adjourns



Accommodations & Directions



Hotels

A. Comfort Suites

761 Enterprise Dr.
 (919)553-1234
 Rate: \$65.20
 Release Date:
 January 10, 2012
 Block Name:
 NC Main Street
 Conference
 Use zip code 27520
 for GIS mapping

B. Hampton Inn Clayton

100 Hampton Inn Dr.
 (919) 773-1977
 Rate: \$65.00
 Release Date:
 January 10, 2012
 Block Name:
 NC Main Street
 Conference
 Use zip code 27529
 for GIS mapping

C. Holiday Inn Express Clayton

105 Leone Ct.
 (919) 719-3415
 Rate: \$65.90
 Release Date:
 January 10, 2012
 Block Name:
 NC Main Street
 Conference
 Use zip code 27529
 for GIS mapping

Bed & Breakfast

D. Morning Glory Inn

507 E. Second St.
 (919) 550-8547
www.morning-glory-inn.com
 Use zip code 27520
 for GIS mapping

For more information on other available lodging in the Clayton area, visit the Johnston County Visitors Bureau website at www.johnstoncountync.org or call them at (800) 441-STAY (7829)



Note: 9.75% sales and occupancy tax rate will be added to all accommodations rates.

Keynote Speakers



GREG LOGAN

Gregg Logan, a managing director of RCLCO (Robert Charles Lesser & Co), has more than 25 years of real estate development and consulting experience and has conducted and supervised consulting assignments throughout the U.S. and abroad. He is the national leader of RCLCO's Communities Practice Group, which consults with land owners, developers, investors, regional planning entities, cities, counties and others on strategic planning, economic development, market and financial feasibility and large scale regional visioning. A member of Urban Land Institute (ULI), Gregg has contributed to several ULI books, including *Transforming Suburban Business Districts*, *Housing for Niche Markets* and *Developing Active Adult Retirement Communities*. He has published articles and/or been quoted as an industry expert in *The New York Times*, *San Francisco Examiner*, *The Washington Post*, *The Wall Street Journal*, *Real Estate Today*, *Urban Land*, *The Atlanta Constitution*, *Atlanta Business Chronicle*, and *Builder*, with regard to a variety of economic development, land use and real estate related issues.



DENISE RYAN

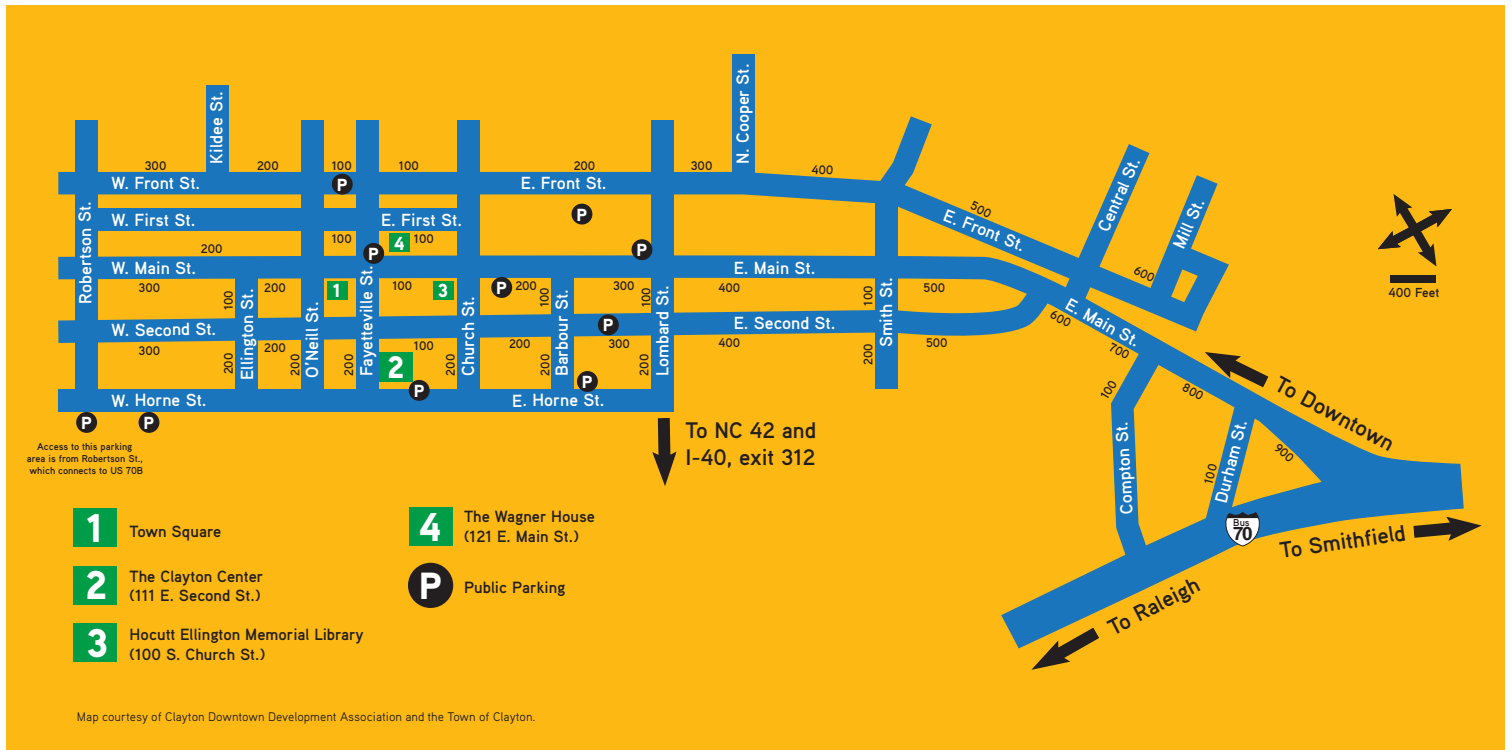
Denise Ryan is a magna cum laude graduate of the University of South Carolina with a master's degree in business. She has worked as a business consultant, as well as in downtown development, and now has her own company, FireStar, which specializes in enthusiasm. Ryan is an author and a Certified Speaking Professional (CSP), a designation of excellence held by less than 10% of professional speakers. She has spoken for Fortune 500 companies as well as small businesses, and she has done everything from facilitating board retreats to leading corporate pep rallies. Audiences love Ryan's infectious enthusiasm, her big smile and her candor. Her closing keynote is going to help you reach out to younger generations as well as get re-energized about your work.

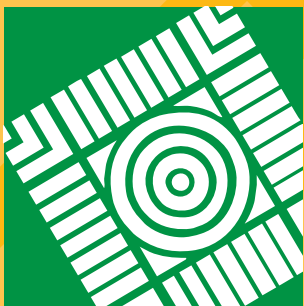


MITCHELL J. SILVER

Mitchell J. Silver, AICP, an award-winning planner with more than 25 years of experience in the public and private sectors, is president of the American Planning Association (APA) and the chief planning & economic development officer and planning director for the city of Raleigh, North Carolina. He is nationally recognized for his leadership in the planning profession and his contributions to contemporary planning issues. Known by his colleagues as a creative thinker, problem-solver and visionary leader, Silver has been at the center of many cutting-edge trends, innovative solutions and visionary plans. As Raleigh's planning director, he has led the comprehensive plan update process to create a vibrant 21st century city and is now overseeing a rewrite of the city's development code. Silver is a contributing editor and author of ICMA's "Local Planning: Contemporary Principles and Practice," which was released in February 2009. His work and commentary has been featured in Time.com, the *New York Times*, *Planning Magazine*, CNBC.com, the *Triangle Business Journal*, *Crain's Business Journal* and National Public Radio (NPR).

DOWNTOWN CLAYTON





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N.C. Department of Commerce
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