



**NORTH CAROLINA MAIN STREET CENTER
MAIN STREET BASIC TRAINING
for
MAIN STREET and SMALL TOWN MAIN STREET
MANAGERS, BOARD MEMBERS and VOLUNTEERS**

Clayton, North Carolina October 24-26, 2012

NOTE: The training will be held at the Clayton Law Enforcement Center, 315 West Second Street (Parking is available on-street and in nearby municipal lots. Please be aware of any time limitations with on-street parking.)

WEDNESDAY, OCTOBER 24, 2012

12:30	Welcome and Overview of Training/ Participant Expectations	Liz Parham
1:00	History of Main Street	Teresa Watts

ORGANIZATION

Session will cover concepts, tools, resources, staff and committee responsibilities, and services available

1:30	Main Street Organization Philosophy – An Overview	Liz Parham
1:45	Planning for downtown's success: Economic Drivers, Vision, Mission, Plan of Work, Identifying stakeholders, Budget	Liz Parham
2:30	BREAK	
2:45	Managing the Main Street Program: Organizational structure and partnerships Staff and volunteer management and development Financial management and development	Liz Parham/ Sherry Adams
3:45	BREAK	
4:00	Promoting the Program: Telling the Story, Using a mix of tools	Liz Parham
5:00	ORGANIZATION Q & A / Adjourn	

THURSDAY, OCTOBER 25, 2012

Breakfast on your own

PROMOTION

Session will cover concepts, tools, resources, staff and committee responsibilities, and services available

8:30	Main Street Promotion Philosophy – An Overview	Sherry Adams
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8:45	Image Building Campaigns: Creating a Brand Communicating the Brand	Liz Parham
9:45	BREAK	
10:00	Retail Promotion: Cooperative Promotion, Cross Promotion, Niche Promotion	Sherry Adams
11:00	Special Event Development: Types of events, measuring economic impact, evaluation	Liz Parham
12:00	PROMOTION Q & A	
12:15	Lunch on your own. A list of options will be available	

DESIGN

	Session will cover concepts, tools, resources, staff and committee responsibilities, and services available	
1:30	Main Street Design Philosophy – An Overview	Lauren Malinoff
1:45	Buildings – Public and Private: Repair, Rehabilitation, Restoration Secretary of the Interior’s Standards for Rehabilitation Private building signage Stocking your office for design	Lauren Malinoff
2:55	Displays: Window Displays, Merchandizing Displays	Liz Parham
3:25	BREAK	
3:40	Downtown Open Space – Public and Private: Streetscape elements - Types of Trees, lighting, furnishings, etc. Pocket Parks & Parking Lot design Signage - Wayfinding, gateways, kiosks, banners, etc. RFP vs. RFQ – What’s the difference? Ways of funding	Stephanie Richardson
4:45	The Design Queue - How to request Design Assistance	Teresa Watts
5:00	DESIGN Q & A / Adjourn	

Dinner on your own. A list of options will be available.

FRIDAY, OCTOBER 26, 2012

Breakfast on your own.

ECONOMIC RESTRUCTURING Session will cover concepts, tools, resources, staff and committee responsibilities, and services available

8:00	Main Street Economic Philosophy – An Overview	Ben Murphrey
8:15	Understanding Current Economic Conditions: Tax Values, Parking data, business/building inventory, demographics, Downtown business/user surveys, Market Analysis	Ben Murphrey
9:15	BREAK	

9:30	Strengthening Existing Businesses: Educate existing businesses Market Analysis Comprehensive promotion plan Improving the physical environment through design	Bob Murphrey
10:00	Finding New Economic Uses Mixed-Use development Codes and ordinances	Bob Murphrey
10:45	Developing Financial Incentives and Capital for Building-Rehabilitation and Business Development: Grants, loans and tax credits	Bob Murphrey
11:30	Monitoring the Economic Performance of Downtown: Tracking statistics annually and cumulatively Telling the story	Liz Parham
12:00	ECONOMIC RESTRUCTURING Q & A	
12:15	Unanswered Questions and Final Thoughts / Adjourn	Liz Parham

Presenters & Staff

Liz Parham, CMSM - Director, Office of Urban Development, Raleigh
Teresa Watts, Assistant Director, North Carolina Main Street Program, Raleigh
Lauren Malinoff, Urban Development Designer, Asheville
Anne Morris, Program Associate, Office of Urban Development, Raleigh
Robert Murphrey, North Carolina Small Town Program Coordinator - east, Wilmington
Stephanie Richardson, Urban Development Designer, Raleigh
Sherry Adams, CMSM, North Carolina Small Town Program Coordinator - west, Asheville
Ben Murphrey, MPA – Grant Administrator, Main Street Solutions Fund, Raleigh

Special Thanks

Special Thanks to the Town of Clayton, the Downtown Development Coordinator, and the Clayton Police Department for hosting this training.

Accommodations

Main Street Basic Training Hotel Reservations

Comfort Suites

761 Enterprise Dr., Clayton, NC 27520 (919) 553-1234

Rate: \$77.00 plus tax

Hotel Block Deadline is: October 5, 2012

Block Name: **NC Main Street Basic Training**

**Call hotel directly to make reservations.*