



Places Reimagined!

KANSAS CITY, MO
AUGUST 3-5, 2022

Cover photography by Tom Windknecht



IT IS OUR PLEASURE TO WELCOME YOU TO
MISSOURI'S PREMIER DOWNTOWN
REVITALIZATION CONFERENCE

MISSOURI'S PREMIER
Downtown
REVITALIZATION
CONFERENCE
KANSAS CITY // AUGUST 3-5, 2022

CONFERENCE PROGRAM



MOMAINSTREETCONFERENCE.COM



Dear Friends,

On behalf of the entire staff and board of directors, I would like to welcome you to Missouri's Premier Downtown Revitalization Conference. We are thrilled to be able to greet you in person!

Over the past two years, we have seen changes in the way people shop, the ways we engage with one another, and the ways we activate places. These changes have caused us to rethink how we build healthy, vibrant communities. This year we want you to reimagine places that you know and love in a way that will reclaim and further develop your community.

We invite you to join with us as we celebrate our past successes and learn the strategies and techniques that will carry our movement into the future. We thank you for your dedication and commitment to making your historic commercial district vibrant, active, and alive. We are confident that this conference will offer you new and inspiring information to assist you in that work and give you opportunities to meet people who share your same passion for revitalization.

We hope you take this opportunity to meet new colleagues, develop new partnerships, and find out what other communities and Main Street organizations across the state are doing. We are certain that you will learn new tools and techniques that you can use in your revitalization work.

All the best,

Gayla, the MMSC Team, and the Main Street Board of Directors and Advisory Board

We recognize our Partners in the Field



National Main Street Center
a subsidiary of the
National Trust for Historic Preservation



Missouri Department of
Economic Development

Missouri Main Street Connection is the leading statewide nonprofit organization devoted to preservation-based economic development. Through the Main Street America™ movement and our partners, we empower community revitalization by celebrating, supporting, and sustaining Missouri historic commercial districts in both rural and urban settings.

BOARD OF DIRECTORS & ADVISORY MEMBERS

BOARD OF DIRECTORS

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Assistant Professor, Urban Planning & Real Estate Development, St. Louis University
St. Louis

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Preservation Specialist/Consultant
St. Louis

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Director, Business and Community Solutions Division, Missouri Department of Economic Development
Jefferson City

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Vice-President, State Tax Credit Clearinghouse, U.S. Bancorp Community Development Corp.
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Sandy Lucy

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Deputy Director, Environmental Improvement and Energy Resources Agency, Missouri Department of Natural Resources
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Capital Projects Manager, Forest Park Forever
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Chief Executive Officer, Greater St. Louis, Inc.
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Julie Turnipseed

Executive Director, Anderson County Development Agency
Garnett, KS

John Vietmeier

Downtown Washington, Inc.
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Senator Brian Williams

District 14
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MoMainStreet.org
P.O. Box 1066
Branson, MO 65615
417.334.3014

 MissouriMainStreetConnection
 @momainstreet

CONFERENCE HighLIGHTS

EVENING OPENING RECEPTION

Hotel Kansas City, 1228 Baltimore Ave., Kansas City, MO 64105

Wednesday, August 3, 2022 5:30 pm to 7:00 pm

\$50 per person

This is a special treat for those that love old buildings. We will visit the beautiful, historic Hotel Kansas City, formerly the Kansas City Club, which is within walking distance from the Kansas City Marriott Downtown. We will enjoy the beauty and elegance of the President's Room for a reception during which self-guided tours will be available. Your ticket includes one drink and light appetizers.



The Kansas City Club, established in 1882, was one of the Midwest's premier social clubs. The club was originally organized for the "purpose of cultivating social and business associations among the leading business professionals in Kansas City." After growing its membership past limitations of their first building, the Club built a clubhouse at the corner of 13th and Baltimore Avenue in 1922. This building, known as the Kansas City Club Building, stood in the heart of Kansas City's downtown business district for the next 80 years. Some of the more notable individuals associated with the club include Harry S. Truman, Dwight D. Eisenhower, General Omar Bradley, and Ewing Kauffman. Early members helped shape the social and economic landscape of Kansas City. Starting in May 2019, the building began a year and a half of renovations, with the Hotel Kansas City hosting its grand opening in October 2020. The 15th floor, which held an outdoor garden, was transitioned into downtown Kansas City's only indoor/outdoor events-specific venue. **Tickets available (\$50), until sold out, at registration. No tickets sold at event. Meet in the Kansas City Marriott Downtown lobby at the Central Street exit at 5:15 pm to walk approximately three blocks, in groups, to the Hotel Kansas City.**

SHOWME BASH & PITCH PARTY

*Historic Downtown Independence
Ophelia's Restaurant and Inn
201 N. Main Street, Independence, MO 64050*

Thursday, August 4, 2022 5:30 pm to 9:00 pm

\$45 per person

The ShowMe Bash will be held in historic downtown Independence, MO. Your ticket includes one drink and dinner is a selection of American fare. ShowMe Bash attendees are invited to the Pitch Party that begins at 6:00 pm.

The Pitch Party is the culmination of the MMSC Creative Space Activation Grant where one community will be awarded \$10,000! The



winner will be chosen from five finalists who will "pitch" to the audience why their project should be awarded first place and receive \$10,000! There will be audience interaction to help the judges make their decision. Following the Pitch Party, shops and restaurants will be open until 8:00 pm for you to get acquainted with a variety of businesses on the Independence Square. Ticket-holders will receive \$5 Square Bucks to spend in local businesses, good August 4th only! Independence is blessed with many buildings with their own story. Come see historic buildings reimagined!

Join us for a fun-filled evening with friends old and new! Soak up the historical significance and ambiance of downtown Independence. **Tickets available (\$45), until sold out, at registration. No tickets sold at the event. Transportation from the Kansas City Marriott Downtown, leaving from the Central Street exit, will be provided to and from the event beginning at 4:45 pm. Last bus leaves Independence by 9:00 pm.**

EVENING OF EXCELLENCE AWARDS CEREMONY & DINNER

*Kansas City Marriott Downtown, 200 W. 12th Street
Kansas City, MO 64105*

Friday, August 5, 2022

Reception

6:00 pm to 6:30 pm

Count Basie Ballroom Foyer

Awards Ceremony & Dinner

6:30 pm to 10:00 pm

Count Basie Ballroom

\$160 per person

Evening of Excellence returns and will be more dynamic than ever! We will gather in the Count Basie Ballroom Foyer at the Kansas City Marriott Downtown with a cash bar at 6:00 pm. Doors to the Count Basie Ballroom will open at 6:30 pm for everyone to be seated. The Evening of Excellence Awards Ceremony and Dinner will follow where we will have an awards presentation for Missouri communities' special projects and events. This evening is a celebration and recognition of the people, projects, and partnerships that represent the use of the Main Street Approach™ to revitalize traditional downtowns and neighborhood business districts. Join in the festivities of "Places Reimagined," and the people, projects, and partnerships that best represent the great accomplishments communities have made throughout the state in downtown revitalization. **Tickets available (\$160), until sold out, at registration. No tickets sold at the event.**



MAIN STREET CLINIC

Count Basie Ballroom - Expo Area

Thursday, August 4, 2022 11:30 am to 3:00 pm

Friday, August 5, 2022 7:30 am to 12:00 pm

Do you need to develop an idea for your downtown or organization? Do you need advice from Main Street professionals? The Main Street Clinic is here to help. It will be staffed by a Main Street professional and a historic preservation professional to answer these questions and more. Stop by the Main Street Clinic in the Count Basie Ballroom Expo Area for a consultation! No appointment needed!

IMPORTANT CONFERENCE INFORMATION

REGISTRATION OFFICE

Registration is located on the second floor of the hotel in the Count Basie Ballroom Foyer. We invite you to pick up all conference registration materials here. Conference registration fee includes admission to the conference's free events; Educational Sessions, Opening Assembly, Closing Assembly, the Expo Hall, and Continental Breakfasts. Extra tickets for events may also be purchased at Registration. Conference staff will be available to answer questions and provide general information throughout the conference. **See Schedule at a Glance for hours.**

SESSIONS

All sessions will take place in the Count Basie Ballroom on the second level of the hotel or the Julia Lee meeting room on the third level. We invite you to see the hotel layout map on page 23.

LEGEND

The Legend seen to the right and found on the Schedule at a Glance can help direct you toward the sessions that we feel may be the most beneficial to you, but feel free to attend any of the sessions you wish!

TICKETS & SPECIAL EVENTS

Tickets are required for admittance to special events. Tickets for events may be purchased during the conference at Registration, unless the event is sold out. **No tickets are sold onsite at the events.**

TRANSPORTATION DEPARTURES

Transportation provided for the ShowMe Bash in downtown Independence will depart from the Central Street exit of the hotel lobby. **Refer to the Schedule for departure times and the hotel layout map on page 23 for the location.**

BADGES

For security reasons, all attendees will receive a name badge that grants access to all conference events. Badges are required for admission to conference events.

MAIN STREET EXPO

Don't forget to stop by the Main Street Expo and visit our fantastic exhibitors! They are here especially for you and offer a wide variety of services and products that will help to enhance your downtown revitalization efforts!

EXPO HALL HOURS

Thursday: 7:30 am – 4:30 pm

Friday: 7:30 am – 12:00 pm

See complete descriptions of our exhibitors and the products and services they offer on page 18.

Cancellation Policy: All cancellations for conference registration and special event tickets must be submitted in writing. Cancellations received after July 15, 2022, will not receive a refund. No refunds or exchanges for tickets will be made after July 15, 2022. A \$25 administrative fee will be applied to refunds for cancellations.

CONFERENCE ATTENDEE TRACKS

MMSC has developed Conference Tracks to help guide attendees to choose sessions that may better fit their needs. We have laid out a suggested course of sessions to help you choose how to spend your time wisely. You can choose from Funding, Fundamental (for first-time attendees), Organization, Economic Vitality, Design, Promotion, or Historic Preservation. Please look for the denoted sessions according to the legend. This will help guide you on the best sessions to lay a foundation of knowledge with which to build your downtown revitalization skills.

Session Tracks

- F Funding
- F Fundamental
- O Organization
- EV Economic Vitality
- D Design
- P Promotion
- HP Historic Preservation

EDUCATIONAL GUIDED SCAVENGER HUNT THROUGH DOWNTOWN KANSAS CITY

Wednesday, August 3, 2022 1:00 pm to 4:00 pm
\$20 per person

This adventurous tour of downtown Kansas City will explore the unique sites and architecture that make this downtown one of a kind. Using the streetcar, attendees will explore historic and cultural sites while making a game of the tour to see who can find the most sites or architectural features within the time allowed. The group will walk to several areas along the streetcar route to allow participants to explore and find clues while learning about Kansas City's history. Prizes will be awarded! **Tickets available at registration. No tickets sold at event. Meet in the Kansas City Marriott Downtown lobby at the Central Street exit at 12:45 pm.**

EDUCATIONAL WALKING TOUR OF KANSAS CITY CROSSROADS

Wednesday, August 3, 2022 1:00 pm to 4:00 pm
\$20 per person

You will explore great places throughout the Crossroads Arts District which is a diverse, mixed-use community full of galleries, restaurants, locally-focused retail, technology, and design firms. Attendees will take advantage of the streetcar and then walk a short distance to DRAW Architecture and SFS Architecture. Both of these buildings are adaptive reuse projects that utilized historic tax credits. Then, via the Freight House Pedestrian Bridge, attendees will visit Union Station and learn about their extensive restoration project before boarding the streetcar again to return to the Kansas City Marriott Downtown. Be sure to wear comfortable shoes! **Tickets available at registration. No tickets sold at event. Meet in the Kansas City Marriott Downtown lobby at the Central Street exit at 12:45 pm.**

Session Descriptions

Session Tracks

- F** Funding
- F** Fundamental
- O** Organization
- EV** Economic Vitality
- D** Design
- P** Promotion
- HP** Historic Preservation

WEDNESDAY, AUGUST 3, 2022

- 10:00 am - 5:00 pm** **Registration**
Count Basie Ballroom Foyer
- 10:00 am - 4:30 pm** **Main Street 5 & Dime**
Count Basie Ballroom
- 11:00 am - 4:00 pm** **Main Street Directors, St. Louis Main Streets, and Support Staff Meeting with Lunch***
Bennie Moten A/B and Julia Lee A/B
**By invitation only*

- 1:00 pm - 4:00 pm** **Educational Walking Tour of Kansas City Crossroads**
Crossroads Arts District
**ticketed event*

You will explore great places throughout the Crossroads Arts District which is a diverse, mixed-use community full of galleries, restaurants, locally-focused retail, technology, and design firms. Attendees will take advantage of the streetcar and then walk a short distance to DRAW Architecture and SFS Architecture. Both of these buildings are adaptive reuse projects that utilized historic tax credits. Then, via the Freight House Pedestrian Bridge, attendees will visit Union Station and learn about their extensive restoration project before boarding the streetcar again to return to the Kansas City Marriott Downtown. Be sure to wear comfortable shoes! **\$20 per person; tickets available at registration. No tickets sold at event. Meet in the Kansas City Marriott Downtown lobby at the Central Street exit at 12:45 pm.**

- 1:00 pm - 4:00 pm** **Educational Guided Scavenger Hunt Through Downtown Kansas City**
Downtown Kansas City
**ticketed event*

This adventurous tour of downtown Kansas City will explore the unique sites and architecture that make this downtown one of a kind. Using the streetcar, attendees will explore historic and cultural sites while making a game of the tour to see who can find the most sites or architectural features within the time allowed. The group will walk to several areas along the streetcar route to allow participants to explore and find clues while learning about Kansas City's history. Prizes will be awarded! **\$20 per person; tickets available at registration. No tickets sold at event. Meet in the Kansas City Marriott Downtown lobby at the Central Street exit at 12:45 pm.**

- 5:30 pm - 7:00 pm** **Evening Opening Reception**
Hotel Kansas City, 1228 Baltimore Avenue, Kansas City, MO 64105
**ticketed event*

This is a special treat for those that love old buildings. We will visit the beautiful, historic Hotel Kansas City, formerly the Kansas City Club, which is within walking distance from the Kansas City Marriott Downtown. We will enjoy the beauty and elegance of the President's Room for a reception during which self-guided tours will be available.

Your ticket includes one drink and light appetizers.

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THURSDAY, AUGUST 4, 2022

- 7:30 am - 4:30 pm** **Registration**
Count Basie Ballroom Foyer
 - 7:30 am - 4:30 pm** **Main Street 5 & Dime**
Count Basie Ballroom B/B1
 - 7:30 pm - 4:30 pm** **Main Street Expo**
Count Basie Ballroom B/B1
 - 7:30 am - 8:45 am** **Continental Breakfast in Expo**
Count Basie Ballroom B/B1
 - 9:00 am - 10:15 am** **Welcome & Opening Assembly with Keynote Address: Creating People-Centered Places**
Count Basie Ballroom B/B1
- Jason Roberts, founder of the Better Block, will provide a dynamic keynote on how to make real change in your community through placemaking.** Placemaking capitalizes on a local community's assets, inspirations, and potential with the full intent of creating public spaces that improve a community and bring people together while creating spaces where people want to be. Hear about small, simple changes that everyone can make to create dramatic ripple effects throughout your communities and districts.
- 10:15 am - 10:30 am** **Beverage Break in Expo**
Count Basie Ballroom B/B1

10:30 am – 10:55 am **Volunteerism in Your Community**

Julia Lee A/B



The session will give attendees an introduction to the Missouri Community Service Commission and National Service programming. Attendees will learn how to access federal AmeriCorps (the “domestic Peace Corps”) funds for their community and how to recruit, retain, and recognize community volunteers.

Speaker: Scott McFarland, Executive Director of the Missouri Community Service Commission

10:30 am – 11:45 am **Downtown Planning for Dummies**

Count Basie Ballroom A1



The process of downtown programming is a corridor activation process that will help Main Street organizations program the location and disburse retail, services, or amenities throughout a downtown. Many communities currently suffer from what is termed “hot spot” issues. This is caused by the consolidated development efforts of single blocks or small corridor areas. While it is great that these services are successful, it leaves the remainder of the corridors in poor condition. Understanding this is a detriment, the downtown programming training will provide tips, tricks, and strategies for conducting a gap or market analysis with publicly available data; determining the necessary mixture or distribution of services to make downtown the HUB of activity; documenting available spaces or amenities and their locations in an asset-based mapping format; and outlining strategies for partnerships or capacity improvement to guide development.

Speaker: Ben Levenger, President, Downtown Redevelopment Services, LLC

10:30 am – 11:45 am **You’ve Been Doing It Backwards: Building Strategic Marketing Plans for ROI**

Count Basie Ballroom A



Most businesses and organizations BOLD has worked with plan their marketing calendars and communications plans with the marketing tactics they want to utilize to get their message out to the audiences, leaving strategy to be crafted at the end. This is backwards. Strategic marketing and communication planning start with the ROI we hope to achieve - the measure of success, then moves to audiences and how we want them to engage. Identifying tactics doesn’t come in until later in the process. Dana will present the 9 steps to creating a strategic, ROI-driven marketing plan with calls to action you can measure. This discussion will move participants through high-level discussion of tracking their marketing results.

Speaker: Dana Thomas, Owner, BOLD Marketing

11:15 am – 11:40 am **Other Missouri Main Street Services to Advance Your Downtown Revitalization Efforts**

Julia Lee A/B



Missouri Main Street Connection offers specialized services and matching grants to energize your downtown revitalization efforts or your Main Street program. These opportunities range from training services to one- or two-year service grants specializing in expertise for specific projects, building renderings, board or committee strategic planning, business recruitment guide development, etc. Services can be tailored to your downtown or organizational needs. This session will highlight how these services could be used to strengthen your revitalization goals.

Speaker: Keith Winge, State Community Development Director, Missouri Main Street Connection, Inc.

11:30 am – 3:00 pm **Main Street Clinic**

Count Basie Ballroom B/B1

11:45 am – 1:30 pm **Lunch on your own**

1:30 pm – 2:30 pm **Revitalize - It Can Be Contagious!**

Julia Lee A/B



Transformation of a specific district within a Main Street Historic District can be not only of buildings longing for new life but also an infusion of new businesses and pop-up/micro shops. Transforming historic structures is not only a way of saving pieces of history that allows your community to retain a rich heritage, but also helps recruit new and outside-the-box businesses that can thrive in these settings. Modern architecture isn’t needed to attract cutting edge businesses. This session will highlight how to attract and adapt spaces as ownership changes. Make your buildings flexible, make your mind flexible, and most of all realize that historic buildings can adapt to change and still tell stories of the businesses that have come before as well as teach future generations your town’s rich history.

Speakers: Ed and Patrice Robertson, Property Owners; Sarah Arthaud, Web Designer, Pinpoint & Manager, EtchNPrint

1:30 pm – 2:45 pm **Building True Community with Design Thinking**

Count Basie Ballroom A1



Learn a new way of developing your work plan by using design thinking strategies to engage your community. We all know there can be a disconnect between our constituents, community members, and the Main Street organization. This training allows you to develop a program of work guided and built by the community you are serving. It’s fun, fast,



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and engages people of all ages. It removes the idea that Main Street is disconnected from the merchants, property owners, stakeholders, and community. Design thinking is a way that allows everyone to see your district in a new and inviting way. Your Main Street program can

become a catalyst for community development and the hub that you dream it can be. Improving your relationships with your entrepreneurs and community only happens when you make a full commitment to listening and then implementing the feedback that you receive, and this process allows for that. Let's improve our relationships and build better organizations in the process by doing work that matters to the community.

Speaker: Jackie Wolven, Executive Director, Main Street Eureka Springs & Do Good Work

1:30 pm – 2:45 pm
Count Basie Ballroom A

Signs of a Great Downtown
D HP

Discover the vital role quality signage can make in your community. This session will be a visually driven, multi-media journey through the history, decline, and re-emergence of excellent signage in our downtowns. Dave Eames and Ben Wine will specifically detail and give examples of how this impacts a sense of place and pride in a thriving downtown district, while offering steps and solutions to ignite better signage in your communities. This session will offer ideas and strategies for changing the mindset of business owners, landlords, and city governments. What can be done to change sign ordinances, upgrade existing signs, preserve vintage signs, and encourage memorable new signs? We have the answers.

Speakers: Dave Eames, Co-Owner, Fossil Forge; Ben Wine, Co-Owner, Fossil Forge

2:45 pm – 3:15 pm
Count Basie Ballroom B/B1

Beverage Break in Expo

3:15 pm – 4:00 pm
Julia Lee A/B

Historical Windows Restoration and Replacement
D HP

This session will provide an overview and discussion of historical window preservation and replacements. Why don't new windows last as long as the historical windows that were installed 70-100 years ago? How do I address the windows in my historic registered building during a building restoration project? How do I protect the historic significance of my building and keep in line with the State Historic Preservation Office? In addition to answering these questions, this session will also help you understand the significance of historical windows in keeping with the original building elevation.

Speakers: Brooks Gentlemen, Former Owner, Re-View Windows; Todd Maxwell, Founder, Re-View Windows

3:15 pm – 4:00 pm
Count Basie Ballroom A1

The Arts as a Catalyst Strategy
P D F F

One of the most powerful techniques to grow an innovative community and resilient downtown is the use the arts as a catalyst strategy. This session will teach you how to build partnerships with the arts to develop placemaking and programs that will help revitalize your downtown.

Speaker: Michael Donovan, Executive Director, Missouri Arts Council

3:15 pm – 4:00 pm
Count Basie Ballroom A

Bridging the Gap with Diverse Partnerships
O

How can a community champion and municipality align visions to spearhead revitalization efforts in their stagnant downtown? The presentation will outline strategies for how Maryville directed public and private investment toward Main Street objectives by identifying potential community partners and building mutually aligned relationships for improving downtowns. Maryville used creative strategies for public-private partnerships to become a catalyst for meaningful community change.

Speakers: Stephanie Campbell, Community Champion and Business Owner, Blue Willow Boutique; Greg McDanel, City Manager, City of Maryville

5:30 pm – 9:00 pm
Ophelia's Restaurant and Inn
201 N. Main Street,
Independence, MO 64050

ShowMe Bash & Pitch Party in Historic Downtown Independence
**ticketed event*

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The Pitch Party is the culmination of the MMSC Creative Space Activation Grant where one community will be awarded \$10,000! The winner will be chosen from five finalists who will "pitch" to the audience why their project should be awarded first place and receive \$10,000! There will be audience interaction to help the judges make their decision. Following the Pitch Party, shops and restaurants will be open until 8:00 pm for you to get acquainted with a variety of businesses on the Independence Square. Ticket-holders will receive \$5 Square Bucks to spend in local businesses, good August 4th only! Independence is blessed with many buildings with their own story. Come see historic buildings reimaged!

Join us for a fun-filled evening with friends old and new! Soak up the historical significance and ambiance of downtown Independence. **\$45 per person; tickets available at registration. No tickets sold at event. Transportation from the Kansas City Marriott Downtown, leaving from the Central Street exit, will be provided to and from the event beginning at 4:45 pm. Last bus leaves Independence by 9:00 pm.**

FRIDAY, AUGUST 5, 2022

7:30 am – 4:00 pm
Count Basie Ballroom Foyer

Registration

7:30 am – 4:00 pm
Count Basie Ballroom B/B1

Main Street 5 & Dime



MOMAINSTREETCONFERENCE.COM



EMPOWERING COMMUNITY REVITALIZATION



7:30 am – 12:00 pm
Count Basie Ballroom B/B1

Main Street Expo

7:30 am – 9:00 am
Count Basie Ballroom B/B1

Continental Breakfast in Expo

7:30 am – 12:00 pm
Count Basie Ballroom B/B1

Main Street Clinic

9:00 am – 10:00 am
Julia Lee A/B

How Community Improvement Districts (CID) and Entertainment Districts can Strengthen Your Community



Need sustainable funding for your community program? A CID may be a solution. CIDs are a great way for municipalities and community organizations to work cooperatively to provide long-term funding for Main Street activities. Additionally, entertainment districts are a newer tool for downtown revitalization providing guidance on outdoor dining, open containers, and recruitment of specific businesses to support an entertainment development strategy. This session discusses how these economic development tools work and how they are available to communities through Missouri state statutes. Discussion topics include details on setting up either a CID or entertainment district, identifying authority and partners, best practices for implementation, and ongoing reporting requirements.

Speaker: Mark Grimm, Vice Chairman, Gilmore Bell, P.C.

9:00 am – 10:00 am
Count Basie Ballroom A1

Get More Heritage/Culture Visitors into Small Towns: Social Media Content Ideas from the 8 Rural Culture Elements



We know that people who are drawn to heritage and cultural attractions

are a great fit for our Missouri Main Streets and downtowns, but what about smaller towns and rural areas? Do they have assets that can appeal to this sort of visitor? Using the 8 Rural Culture Elements from the Kansas Sampler Foundation - architecture, art, commerce, cuisine, customs, geography, history, and people – Shelia will share lots of ideas for using social media and online content to help promote your heritage/cultural offerings to exactly the sort of visitor who will appreciate them. You'll also learn ways to save yourself time by re-purposing one piece of this content into another, plus you will receive a handout summary of the ideas. This session is made possible through a grant provided by the National Endowment for the Humanities (NEH) as part of the American Rescue Plan Act (ARPA) and the NEH Sustaining the Humanities through the American Rescue Plan (SHARP) initiative.”

Speaker: Sheila Scarborough, Co-Founder, Tourism Currents

9:00 am – 10:00 am
Count Basie Ballroom A

Missouri Department of Economic Development Federal American Rescue Plan Act (ARPA) and Community Development Block Grant (CDBG) Programs



Missouri is set to receive approximately \$2.6 billion in relief funds through the ARPA. In Governor Parson's FY23 budget, he proposed approximately \$800 million for 10-12 programs that would support community and economic development projects. This session will focus on the status of those programs and how they could potentially be utilized in your communities.

Additionally, this session will highlight Missouri's CDBG Program including some changes to the program. This grant offers, to eligible Missouri communities, the funds to engage in revitalization efforts, to renew downtown areas, and to restore them to their former prominence as a center of community activity. CDBG's Downtown Revitalization program will allow for communities to make targeted investments in publicly-owned infrastructure and/or facilities; communities may also utilize CDBG funds to establish a local grant program to assist private



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-  Design
-  Promotion
-  Historic Preservation

property owners in improving downtown building facades and correcting code violations. Priority is given to projects that align with a locally-adopted plan, prioritize pedestrian improvements in infrastructure, and coordinate with an active downtown organization

capable of providing a coordinated redevelopment strategy.
Speakers: *Shad Burner, Director of Federal Initiatives, Missouri Department of Economic Development; Brandon Jensen, Program Manager, Missouri's Community Development Block Grant (CDBG)*

10:00 am – 10:30 am **Expo Giveaway and Beverage Break**
 Count Basie Ballroom B/B1

10:30 am – 10:55 am **StoryMapping Main Street: Using Digital Place-Based Narratives in the Main Street Approach™**
 Julia Lee A/B



Learn about ArcGIS StoryMaps, an online tool to create interactive multimedia narratives that instill a sense of place within our digital world. This session will explore how StoryMaps can be utilized for downtown revitalization and examine how others have used this platform. No GIS experience required.
Speaker: *Lily Clajus, Graduate Student, Southeast Missouri State University*

10:30 am – 11:45 am **Beyond Placemaking: What Are Some Strong Towns Approaches That Can Help Missouri's Smaller Communities?**
 Count Basie Ballroom A1



Embracing a “Strong Towns” approach to community development often means looking beyond simple solutions and large, top-down projects. This session will be a conversation between two Strong Towns proponents to discuss some of the pros and cons of that thinking for Missouri’s communities. How can towns adapt to more locally driven economies? What bottom-up approaches are effective? What big forces can be tamed or made to be useful for Main Streets and towns in general?
Speakers: *Kevin Klinkenberg, Executive Director, Midtown KC Now; Abby Kinney, Host, Upzoned Podcast, Strong Towns Network*

10:30 am – 11:45 am **Essential Tools for Successful Business Recruitment and Redevelopment**
 Count Basie Ballroom A



While the long-term impact of the pandemic is still unfolding, it is clear that downtown organizations will continue to need to build stronger partnerships with their property owners and adopt new strategies for attracting tenants that will fill vacancies and strengthen downtown’s

business mix. Drawing upon years of experience working with communities across the country, Hilary Greenberg of Greenberg Development Services, will walk participants through a “go to” list of essential tools that can be used to improve rental space and identify, contact, and recruit new tenants. Topics covered during the session will include how to build working partnerships with property owners and realtors, new financial tools that can better support investment as well as recommendations for strengthening downtown through selective business recruitment.

Speaker: *Hilary Greenberg, former Main Street Director, President of Greenberg Development Services*

11:15 am – 11:40 am **The Intersection of Humanities and Main Street**
 Julia Lee A/B



Join Missouri Humanities’ Executive Director, Ashley Beard-Fosnow, for an overview of the tools and resources available to Missouri nonprofit organizations to strengthen communities. Ashley will make the case for leveraging culture and humanities to spur community development. Don’t miss this chance to be “in the know” and get the latest information on grant opportunities, traveling exhibitions, workshops, and educational programming offered by Missouri Humanities to Main Streets and communities state-wide.

Speaker: *Ashley Beard-Fosnow, Executive Director, Missouri Humanities Council*

11:45 am – 1:30 pm **Lunch on your own**

1:30 pm – 2:30 pm **Creative Placemaking—It Sounds Good, But What Is It and How Does It Work?**
 Count Basie Ballroom B/B1



What defines a place—sensory engagement? Architecture? Social interaction? Traditions? Activities and events? Cultural Arts? History? The short answer is yes to all the above, the long answer is more complex. Placemaking builds upon what you have to work with to create inviting, functional public spaces that appeal to both residents and visitors. These spaces may exist for a day or a lifetime and are bound only by the limits of local vision and funding. Creative placemaking takes this one step further by integrating all forms of the arts. This session will help you understand what creative placemaking is, provide examples of what other communities have accomplished, steps for getting started, and how to tap into the value of partnerships between Main Street, Tourism, and Economic Development.

Speaker: *Vicky Soderberg, CEO, Cygnet Strategies*

2:30 pm – 2:45 pm **Beverage Break**
 Count Basie Ballroom

2:45 pm – 4:00 pm **Closing Assembly: Do It Scared, But Do It Anyway!**
 Count Basie Ballroom B/B1

India Wells-Carter, a Kansas City native, creative and entrepreneur, has stepped out of her comfort zone from the nonprofit world to entrepreneurship. She speaks to the power of using fear and the unknown to launch a business that authentically connects to community. India explains why if you are passionate about something, you should just go for it. “So, I decided I needed to go for it,” and advises her fellow entrepreneurs, “Do it scared, but do it anyway!”

KeyNOTE SpeaKERS



JASON ROBERTS, founder of the Better Block, is an urban planner, artist, and civic activist whose work has been dedicated to the creation of healthy, vibrant, and sustainable neighborhoods. In 2006, Jason helped to revive the Dallas streetcar system. He later spearheaded the city's effort in garnering a \$23 million dollar grant from the federal government to help reintroduce a modern streetcar system to Dallas. In 2010, Jason organized a series of "Better Block" projects, taking blighted blocks with vacant properties and converting them into temporary walkable districts with pop-up businesses, bike lanes, café seating, and landscaping. The project has become an open-sourced international movement featured in the *New York Times*, *Washington Post*, and *Dwell Magazine*. Jason has received a Champions of Change award from the US White House and has been showcased internationally for his work.

INDIA WELLS-CARTER, inspired by Kansas City's rich art culture and feel-good Midwestern vibes, sought to create a fresh, novel social experience for all to enjoy at Fresh Factory KC. A good selfie and a great party are just a few things India loves to celebrate! Prior to entrepreneurship, India served in a variety of educational nonprofit leadership roles within the region. She began her career with the University of Missouri-Columbia (her alma mater) and transitioned to the Kauffman Foundation, TNTP (formerly The New Teacher Project), and has since led local nonprofit programs supporting Kansas City students, educators, and families in KC. India is a champion for all people and seeks to ensure everyone has access to pursue their dreams -- like she did! She couldn't live her dreams without the support from her husband, inspiration from her son, and love of her community.



CHRIS GOODE is the founder of Ruby Jean's Juicery based in Kansas City, MO. Chris is a passionate entrepreneur who started his company in 2015 to honor the early death of his Grandmother Ruby Jean, who fought a short-lived battle with Type 2 diabetes. He adamantly believes if his grandmother had the knowledge of juicing and a healthy lifestyle, she would still be alive today. In addition to formerly serving on the Kansas City Parks & Rec board of commissioners where he was able to impact many areas of Kansas City, Chris recently launched a partnership with Kansas City Public Schools to provide fresh juice to three schools in a first-of-its-kind national pilot program. Chris also stands as the first person to ever attend Operation Breakthrough, a Kansas City community child-care center that provides a safe, loving, and educational environment for children in poverty, and now serves on their board of directors. Ultimately Chris has taken the platform of Ruby Jean's over its first seven years of business and leveraged it to generate tangible change and health awareness consistently throughout the Kansas City community and beyond.

Closing Assembly: Juicing for Community Enrichment

Chris Goode is the founder of Ruby Jean's Juicery based in Kansas City, MO. Once Chris was introduced to the world of juicing, a passion for healthy living was born. Chris is a passionate entrepreneur who started his company in 2015 to honor the early death of his Grandmother Ruby Jean, who fought a short-lived battle with Type 2 diabetes. He adamantly believes if his grandmother had the knowledge of juicing and a healthy lifestyle, she would still be alive today. Chris has made it his life's work to educate underrepresented communities and integrate the juicing culture in his hometown by locating the flagship Ruby Jean's in a food desert where he grew up near at 30th & Troost.

6:00 pm – 10:00 pm

Count Basie Ballroom C

Evening of Excellence Awards Ceremony & Dinner

**ticketed event*

Evening of Excellence returns and will be more dynamic than ever! We will gather in the Count Basie Ballroom Foyer at the Kansas City Marriott Downtown with a cash bar at 6:00 pm. Doors to the Count Basie Ballroom will open at 6:30 pm for everyone to be seated. The Evening of Excellence Awards Ceremony and Dinner will follow where we will have an awards presentation for Missouri communities' special projects and events. This evening is a celebration and recognition of the people, projects, and partnerships that represent the use of the Main Street Approach™ to revitalize traditional downtowns and neighborhood business districts. Join in the festivities of "Places Reimagined," and the people, projects, and partnerships that best represent the great accomplishments communities have made throughout the state in downtown revitalization. **\$160 per person; tickets available at registration. No tickets sold at the event.**

EMPOWERING
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SCHEDULE AT A GLANCE

WEDNESDAY, AUGUST 3, 2022

















10:00 am – 5:00 pm	Registration	Count Basie Ballroom Foyer
10:00 am – 4:30 pm	Main Street 5 & Dime	Count Basie Ballroom B/B1
11:00 am – 4:00 pm	Main Street Directors, St. Louis Main Streets, and Support Staff Meeting with Lunch <i>*by invitation only</i>	Bennie Moten A/B and Julia Lee A/B
1:00 pm – 4:00 pm	Educational Walking Tour of Kansas City Crossroads –Meet at Marriott Lobby Central Street exit at 12:45 pm; Tickets available at registration; No tickets sold at event.	Crossroads Arts District
1:00 pm – 4:00 pm	Educational Guided Scavenger Hunt Through Downtown Kansas City –Meet at Marriott Lobby Central Street exit at 12:45 pm; Tickets available at registration; No tickets sold at event.	Downtown Kansas City
5:30 pm – 7:00 pm	Evening Opening Reception —Meet at Marriott Lobby Central Street Exit at 5:15 pm to walk in groups; Tickets available at registration; No tickets sold at event.	Hotel Kansas City 1228 Baltimore Ave. Kansas City, MO 64105

THURSDAY, AUGUST 4, 2022

7:30 am – 4:30 pm	Registration	Count Basie Ballroom Foyer
7:30 am – 4:30 pm	Main Street 5 & Dime	Count Basie Ballroom B/B1
7:30 am – 4:30 pm	Main Street Expo	Count Basie Ballroom B/B1
7:30 am – 8:45 am	Continental Breakfast in Expo	Count Basie Ballroom B/B1
9:00 am – 10:15 am	Welcome and Opening Assembly with Keynote Address: Jason Roberts, Creating People-Centered Places	Count Basie Ballroom B/B1
10:15 am – 10:30 am	Beverage Break in Expo	Count Basie Ballroom B/B1
10:30 am – 10:55 am	Volunteerism in Your Community	Julia Lee A/B
10:30 am – 11:45 am	Downtown Planning for Dummies	Count Basie Ballroom A1
10:30 am – 11:45 am	You've Been Doing It Backwards: Building Strategic Marketing Plans for ROI	Count Basie Ballroom A
11:15 am – 11:40 am	Other Missouri Main Street Services to Advance Your Downtown Revitalization Efforts	Julia Lee A/B
11:30 am – 3:00 pm	Main Street Clinic	Count Basie Ballroom B/B1
11:45 am – 1:30 pm	Lunch on your own	
1:30 pm – 2:30 pm	Revitalize - It Can Be Contagious!	Julia Lee A/B
1:30 pm – 2:45 pm	Building True Community with Design Thinking	Count Basie Ballroom A1
1:30 pm – 2:45 pm	Signs of a Great Downtown	Count Basie Ballroom A

2:45 pm – 3:15pm	Beverage Break in Expo	Count Basie Ballroom B/B1
3:15 pm – 4:00 pm	Historical Windows Restoration and Replacement  	Julia Lee A/B
3:15 pm – 4:00 pm	The Arts as a Catalyst Strategy    	Count Basie Ballroom A1
3:15 pm – 4:00 pm	Bridging the Gap with Diverse Partnerships 	Count Basie Ballroom A
5:30 pm – 9:00 pm	ShowMe Bash & Pitch Party in Historic Downtown Independence –Buses begin loading at 4:45 pm at Central Street exit; Tickets available at registration; No tickets sold at event.	Ophelia's Restaurant and Inn, 201 N. Main Street, Independence, MO 64050

FRIDAY, AUGUST 5, 2022

7:30 am – 4:00 pm	Registration	Count Basie Ballroom Foyer
7:30 am – 4:00 pm	Main Street 5 & Dime	Count Basie Ballroom B/B1
7:30 am – 12:00 pm	Main Street Expo	Count Basie Ballroom B/B1
7:30 am – 9:00 am	Continental Breakfast in Expo	Count Basie Ballroom B/B1
7:30 am – 12:00 pm	Main Street Clinic	Count Basie Ballroom B/B1
9:00 am – 10:00 am	How Community Improvement Districts (CID) and Entertainment Districts can Strengthen Your Community   	Julia Lee A/B
9:00 am – 10:00 am	Get More Heritage/Culture Visitors into Small Towns: Social Media Content Ideas from the 8 Rural Culture Elements 	Count Basie Ballroom A1
9:00 am – 10:00 am	Missouri Department of Economic Development Federal American Rescue Plan Act (ARPA) and Community Development Block Grant (CDBG) Programs   	Count Basie Ballroom A
10:00 am – 10:30 am	Expo Giveaway and Beverage Break	Count Basie Ballroom B/B1
10:30 am – 10:55 am	StoryMapping Main Street: Using Digital Place-Based Narratives in the Main Street Approach™   	Julia Lee A/B
10:30 am – 11:45 am	Beyond Placemaking: What Are Some Strong Towns Approaches That Can Help Missouri's Smaller Communities? 	Count Basie Ballroom A1
10:30 am – 11:45 am	Essential Tools for Successful Business Recruitment and Redevelopment 	Count Basie Ballroom A
11:15 am – 11:40 am	The Intersection of Humanities and Main Street   	Julia Lee A/B
11:45 am – 1:30 pm	Lunch on your own	
1:30 pm – 2:30 pm	Creative Placemaking—It Sounds Good, But What Is It and How Does It Work? 	Count Basie Ballroom B/B1
2:30 pm – 2:45 pm	Beverage Break	Count Basie Ballroom B/B1
2:45 pm – 4:00 pm	Closing Assembly with Keynote Address: India Wells-Carter, Do It Scared, But Do It Anyway!; Chris Goode, Juicing for Community Enrichment	Count Basie Ballroom B/B1
6:00 pm – 10:00 pm	Evening of Excellence Awards Ceremony & Dinner Tickets available at registration; No tickets sold at event.	Count Basie Ballroom C

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Speaker Bios

Sarah Arthaud

Sarah Arthaud is the Office Manager and Web Designer for Pinpoint Tech and is the Designer and Manager of a new company, EtchNPrint which features laser etching and engraving as well as sublimation and vinyl printing for personal and commercial applications. Sarah oversees the general office operations for both businesses. As Web Designer, Sarah is responsible for her client's website design and works closely with them to create and build customized websites. Sarah is active in many community activities including Chillicothe Main Street, Kelly Poling Art District Board Member, and Chillicothe Chamber of Commerce. She also provides countless hours of volunteer service to organizations to host and build websites and social media pages for little to no cost to the organization.

Ashley Beard-Fosnow

Ashley Beard-Fosnow serves as the Executive Director for the Missouri Humanities Council. Her duties include development, advocacy, and management. Previously, Ashley served as the Executive Director of American Public Square. Prior to that role, she conducted research, program evaluation, and community assessments for institutions such as the Ewing Marion Kauffman Foundation and the City of Kansas City's Health Commission as an independent contractor for UMKC's Public Affairs Department. Ashley has worked for various nonprofit organizations throughout her career including the UMKC Foundation, Missouri Jobs with Justice, and Mother's Refuge with much of her focus on fundraising and development. ashley@mohumanities.org

Shad Burner

Shad Burner is the Director of Federal Initiatives for the Missouri Department of Economic Development (DED). In this role he is charged with building a team to oversee the deployment of hundreds of millions of dollars in federal COVID relief funds flowing through the department. Prior to his current role, Burner served as the Southeast Regional Manager for DED where he managed dozens of projects representing thousands of new jobs, hundreds of millions in private investment, and millions of dollars in grant dollars for community infrastructure. Shad is a Certified Economic Developer (CED), a 2020 Delta Leadership Institute graduate, and a 2021 graduate of Missouri Leadership Academy. He sits on the board of the Missouri Technology Corporation and serves on the board of the Missouri Economic Development Council.

Shad.Burner@ded.mo.gov

Stephanie Campbell

Stephanie Campbell has led many lives, but "community champion" is her favorite. Together with her fiancé Kent, they have taken on redevelopment of five separate buildings and focused on creative spaces and reclamation of the second story to make the projects cash flow. Aside from her development work, Stephanie is the founder of both Blue Willow Boutique and White Elm Mercantile, and the co-founder of Black Pony Brewing Company, all of which are in Downtown Maryville. stephanie@shopbluwillow.com

Lily Clajus

Lily Clajus is a graduate student from Southeast Missouri State University, and has spent the last year applying geographic information systems to the fields of public history, historic preservation, and downtown revitalization. She has partnered with Old Town Cape Inc., Cape Girardeau's Main Street organization, to create multiple, engaging Storymaps and has helped integrate GIS into Southeast Missouri State's historic preservation curriculum. lkclajus1s@semo.edu

Michael Donovan

Michael Donovan, Executive Director of the Missouri Arts Council, leads the state agency supporting the arts that create a stronger State of Missouri. He is responsible for developing a strategic and effective organization, supporting a professional staff, and creating training and professional development for nonprofit arts organizations. His focus includes expanded presence statewide, proportional and equitable grant funding, and building partnerships and creative communities. For over 40 years Michael has been a professional in the arts, serving on many cultural and community boards including the Mid-America Arts Alliance and grant panels for the NEA and several states and communities. As a writer and frequent speaker at conferences and workshops, his topics include program development, strategic planning, fundraising, and marketing.

michael.donovan@itgov.mo.gov

Dave Eames

Dave Eames is a downtown resident of Lee's Summit, MO and has two businesses in the historic heart of the city. Dave has worked professionally as a graphic designer and illustrator. He is co-owner of Fossil Forge, a sign and design shop. Dave is also a former board president of Downtown Lee's Summit Main Street. fossilforge@gmail.com

Brooks Gentlemen and Todd Maxwell

Brooks Gentlemen and Todd Maxwell owned and operated Re-View Windows in Kansas City. Re-View has completed over 100 window restoration/replication projects over the last 20 years including 11 State Capitols and 15 historic County Courthouses.

miles@reviewwindows.com

Chris Goode

Chris Goode is the founder of Ruby Jean's Juicery based in Kansas City, MO. Chris is a passionate entrepreneur who started his company in 2015 to honor the early death of his Grandmother Ruby Jean, who fought a short-lived battle with Type 2 diabetes. He adamantly believes if his grandmother had the knowledge of juicing and a healthy lifestyle, she would still be alive today. In addition to formerly serving on the Kansas City Parks & Rec board of commissioners where he was able to impact many areas of Kansas City, Chris recently launched a partnership with Kansas City Public Schools to provide fresh juice to three schools in a first-of-its-kind national pilot program. Chris also stands as the first person to ever attend Operation Breakthrough, a Kansas City community child-care center that provides a safe, loving, and educational environment for children in poverty, and now serves on their board of directors. Ultimately Chris has taken the platform of Ruby Jean's over its first seven years of business and leveraged

it to generate tangible change and health awareness consistently throughout the Kansas City community and beyond.

Hilary Greenberg

Greenberg Development Services is a North Carolina-based planning and economic development firm that works with local governments and downtown organizations that are involved with commercial leasing and redevelopment. The firm's particular areas of focus include market and commercial assessments, business recruitment and retention plans. Prior to establishing the company in 1986, Hilary Greenberg was the director of one of the earliest Main Street programs in the country. Ms. Greenberg began her career in city planning working for the City of Grand Rapids, Michigan and holds a master's degree in City Planning from University of North Carolina-Chapel Hill. Ms. Greenberg sits on several state and national boards and is a regular instructor for Main Street America's Institute of Advanced Principles.

hilarygreenberg28211@gmail.com

Mark Grimm

Mark D. Grimm is vice chairman of Gilmore Bell and a shareholder of the firm in the St. Louis office, where he has practiced law since 1988. He specializes in the areas of tax-exempt bond financing for state and local governments and in tax increment financing and other economic development incentives. Mark has represented numerous cities, counties and other political subdivisions on a wide range of projects, including general municipal improvements, schools and other public buildings, water and sewer utilities and road projects. He also advises cities and counties on the use of TIFs, TDDs, CIDs and other economic development programs.

Brandon Jensen

Currently, Brandon Jensen serves as the Program Manager, and previously served as the Chief Community Engagement and Planning Officer, for the State of Missouri's Community Development Block Grant program. His work includes ensuring compliance across all CDBG funding streams operated by the State of Missouri, as well as internal and external engagement opportunities to highlight the successes and opportunities offered by the CDBG program. Previously, he worked for the Southwest Missouri Council of Governments, providing economic development and long-range planning, as well as grant writing/administration services, to member communities in a ten-county area.

Brandon.Jenson@ded.mo.gov

Abby Kinney

Abby Kinney is an urban designer and planning consultant at Gould Evans Studio for City Design, based in Kansas City, Missouri, and holds a degree in Urban Planning + Design from the Department of Architecture, Urban Planning + Design at the University of Missouri Kansas City. She is also the host of the "Upzoned" podcast on the Strong Towns network. She grew up in Wildwood, MO.

abby.kinney@gouldevans.com

Kevin Klinkenberg

For 25 years, Kevin Klinkenberg has worked as an urban designer, planner, and architect. He's worked

in the private, public, and nonprofit sectors, and now leads Midtown KC Now as Executive Director. His past experience includes ten years as a partner and co-founder of 180 Urban Design & Architecture in Kansas City, which worked on projects in 27 states for all manner of public and private clients. He's also worked on his own as K2 Urban Design, with a goal to help public and private agencies make the transition to the next generation of planning and development. From the beginning, he's focused his energies on those who aim for successful walkable and sociable places. Kevin is the author of "Why I Walk: Taking a Step in the Right Direction" and "A House Hacking Catalog." He went to high school in Marshall, MO. kevin@midtownkcnow.org

Ben Levenger

Ben Levenger is an AICP planner, registered landscape architect, and Certified Economic Developer. He is the president of Downtown Redevelopment Services, LLC, a boutique planning firm specializing in assisting communities through comprehensive downtown planning and building adaptive re-use projects throughout the continental United States. ben@dtredevelopment.com

Greg McDanel

Greg McDanel has served as City Manager of Maryville since 2012. McDanel had worked for the City of Independence, Missouri and served as City Administrator of Cherryvale, Kansas, prior to returning to Maryville as City Manager. McDanel is an ICMA-Credentialed Manager and received the 2016 Public Service Award from the Northwest Missouri State University Alumni Association. McDanel was also named one of the "50 Missourian's You Should Know" and in the "40 Under Forty" 2020 class by Ingram's Magazine.

Scott McFarland

Scott is the Executive Director of the Missouri Community Service Commission, and the Director of AmeriCorps programs in Missouri. Scott hails from the Quad Cities area of Illinois. He was named the 2018 Outstanding Executive Director by America's Service Commissions and one of Springfield, Illinois' "Forty Under 40" by the Springfield Business Journal. He is an awardee of the President's Call to Service Lifetime Achievement Award for over 4,000 hours of volunteer service. In his personal and professional life, Scott continues to live by his motto, "better yourself by serving others." Scott.McFarland@ded.mo.gov

Jason Roberts

Jason, founder of the Better Block, is an urban planner, artist, and civic activist whose work has been dedicated to the creation of healthy, vibrant, and sustainable neighborhoods. In 2006, Jason helped to revive the Dallas streetcar system. He later spearheaded the city's effort in garnering a \$23 million dollar grant from the federal government to help reintroduce a modern streetcar system to Dallas. In 2010, Jason organized a series of "Better Block" projects, taking blighted blocks with vacant properties and converting them into temporary walkable districts with pop-up businesses, bike lanes, café seating, and landscaping. The project has become an open-sourced international movement featured in the New York Times, Washington Post, and Dwell Magazine. Jason has received a Champions of Change award

from the US White House and has been showcased internationally for his work. jason@betterblock.org

Ed and Patrice Robertson

Ed and Patrice are building owners in downtown Chillicothe. The past two years have included complete renovations of four buildings in the Kelly Poling Arts District as part of Main Street Chillicothe. Patrice currently serves as a board member for the City of Chillicothe on the Historic Preservation Committee and Chillicothe Housing Authority and Chillicothe Airport Board. Patrice is employed as a Certified Housing Inspector and Housing Specialist for the Department of Housing and Urban Development and provide services to a 13-county area in Northwest Missouri. Both Ed and Patrice have been active in Main Street Chillicothe, Chillicothe Chamber of Commerce, Kelly Poling Art District, and the Grand River Historical Museum.

patricerobertson@gmail.com

Sheila Scarborough

Sheila Scarborough is a speaker, trainer, and writer specializing in tourism, travel, and social media. She's written for many blogs and print publications and is also a certified Navy Master Training Specialist, with years of experience as an instructor. Along with Leslie McLellan, Sheila is part of the Tourism Currents team, offering online and in-person training in social media marketing for tourism, hospitality, and economic development. Sheila trains and speaks regularly about social media to a variety of audiences including public relations and marketing professionals, tourism and economic development experts, Main Street organizations, and Chambers of Commerce.

sheila@tourismcurrents.com

Vicky Soderberg

Vicky Soderberg works with destinations tired of watching their events wither, independent businesses close, and visitor numbers decline. She partners with communities who refuse to settle for the erosion of their sense of place or losing the qualities that make their towns special. Her engaging and educational workshops are based on practical experience gained in dozens of communities and provide attendees with information they can apply today. When she's not speaking, Vicky works with destinations to assess sense of place and destination assets. She gets plans off the shelf and into action, successfully bringing divergent opinions and agendas together. Whether the community is stalled during a plan implementation process or simply needs new perspective, she brings enthusiasm, creativity, and compassion to every stage of the process. With more than 30 years of tourism and Main Street experience. She is a passionate, committed professional who works with communities to become more resilient as they effectively build a place that attracts new businesses and retains existing ones; a place where tourism increases and visitors stay longer; a place residents are proud to call home. vicky@cygnetstrategies.com

Dana Thomas

Dana Thomas is the owner of BOLD based in Cape Girardeau, a multi-dimensional business partner in B2B and B2C growth. What started 14 years ago during the great recession has become a multi-million-dollar agency with clients in 20+ states, Canada, and Europe. BOLD handles all things related to internal

culture, sales, and marketing strategy. The BOLD team leads organizations to develop and embrace change to positively move culture, profits, and market share. dana@getboldmarketing.com

India Wells-Carter

India Wells-Carter, inspired by Kansas City's rich art culture and feel-good Midwestern vibes, sought to create a fresh, novel social experience for all to enjoy at Fresh Factory KC. A good selfie and a great party are just a few things India loves to celebrate! Prior to entrepreneurship, India served in a variety of educational nonprofit leadership roles within the region. She began her career with the University of Missouri-Columbia (her alma mater) and transitioned to the Kauffman Foundation, TNTP (formerly The New Teacher Project), and has since led local nonprofit programs supporting Kansas City students, educators, and families in KC. India is a champion for all people and seeks to ensure everyone has access to pursue their dreams -- like she did! She couldn't live her dreams without the support from her husband, inspiration from her son, and love of her community.

Ben Wine

Ben Wine is a downtown resident of Lee's Summit, MO and has two businesses in the historic heart of the city. Ben has extensive experience running businesses from restaurants to sign shops. Ben is a current board member of the Lumi Neon Museum and Lee's Summit's Community Improvement District as well as a proud supporter of Downtown Lee's Summit Main Street.

Keith Winge

Keith has been working to revitalize downtown communities since the mid-1990s and currently serves as the State Community Development Director for Missouri Main Street Connection. Prior to his role as Executive Director for Downtown Excelsior Partnership, he served as a board member and officer from 2006 to 2010. His downtown experience encompasses commercial district revitalization, grant writing, funding strategies, project management, tourism marketing, customer service experience, and community engagement. While in Excelsior Springs, Keith helped lead the effort to create a Community Improvement District to aid in the further expansion of tourism marketing and economic development in the Main Street district. Keith also has over 20 years of experience in hospitality management.

kwinge@momainstreet.org

Jackie Wolven

Jackie Wolven focuses her work on Real People & Places. Harnessing 25+ years in corporate, travel, and small business marketing, she brings a depth of understanding of how to tell your story authentically and with results for organizations and communities. She just launched the Do Good Work Book Club, focused on leadership and personal development and organizational health. A National Arts Strategy fellow, Main Street Director, Founder of a Nonprofit Coalition, and Etsy Maker City grant awardee, she understands Main Street organizations' broad needs, nonprofit organizations, and makers as entrepreneurs working together in an inclusive ecosystem. She is available for consulting with your organization and speaking nationwide. jackiewolven@gmail.com

EXHIBITORS



Brownfields Program, Missouri Department of Natural Resources

**Representative: Jacob Rohter,
Outreach Coordinator**

The Department of Natural Resources Brownfields Voluntary Cleanup Program (BVCP) offers assistance and oversight with both environmental assessments and cleanup of Brownfield properties. The BVCP provides assistance to help communities identify potential brownfield properties and provides environmental assessments for those properties. BVCP can guide property owners through the process of properly addressing suspected contamination issues and direct them to financial incentives.

1730 E. Elm Street, Jefferson City, MO 65102 | 573-526-4725
jacob.rohter@dnr.mo.gov | missouribrownfields.com



Cobblestone Hotels

**Representative: Josie Kilgore,
Brand President**

Cobblestone Hotels offers our guest "Big City Quality... Small Town Values" in every aspect of our hotels. We offer upper-midscale hotel

accommodations across the United States for those away from home on business or leisure. Complimentary Hot Breakfast Buffet, Wireless Internet, Daily Newspaper, and Onsite Convenience Stores are all staples in the Cobblestone Hotels Brand mixing convenience, comfort and extraordinary customer service to create a perfect and relaxing stay.

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jkilgore@cobblestonhotels.com | staycobblestone.com

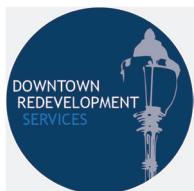


Cygnet Strategies

**Representatives: Vicky Soderberg
and Betsy McCarthy**

We help communities work with their strengths and overcome challenges to define their sense of place and clarify their identity. The result: a solid foundation for improving quality of life, enhancing the visitor experience and building a richer, more resilient business community.

115 Reeder's Alley, Helena, MT 59601 | 406-227-1213
betsy@cygnetstrategies.com | vicky@cygnetstrategies.com
cygnetstrategies.com



Downtown Redevelopment Services

Representative: Ben Levenger, President
DTRedevelopment is a company solely focused on providing communities with actionable plans that will build local capacity and create

critical assets necessary to facilitate a community based downtown revitalization process. Our team of architects, planners, landscape

architects, and economic development professionals will work with you community to build a framework for the short, mid, and long-term future.
100 E. Main Street, Suite A, Ravenna, OH, 44266 | 330-604-1810
ben@dtredevelopment.com | dtredevelopment.com



Energy Solutions Professionals

**Representative: Steve Spurgeon,
Business Development Manager**

Our mission is to provide exceptional energy-efficiency and facility-improvement services in a professional, people-oriented and cost-effective manner, with an emphasis on integrity and excellence
9218 Metcalf Ave Suite 274, Overland Park, KS 66212 | 913-381-2800
steve@energysp.com | energysp.com



Holiday Outdoor Decor

**Representative: Kelsey Fisher,
Marketing Manager**

Holiday Outdoor Decor is a distributor for some of the top manufacturers of quality, outdoor decorations products in the country, serving as a major distributor for Carpenter Decorating - the largest manufacturer of Christmas decorations in the country. We are a distributor for both Minleon LED and Intelligent lighting.
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kfisher@holidayoutdoordecor.com | holidayoutdoordecor.com

Main Street Clinic

Representatives: Missouri Main Street Connection Volunteers

Do you need to develop an idea for your downtown or the organization? Do you need advice from Main Street professionals? The Main Street Clinic is here to help. It will be staffed by a Main Street professional and a historic preservation professional to answer these questions and more. Stop by the Main Street Clinic for a consultation!



Marvin Windows

**Representative: Eric
Mason, Architectural
Market Manager**

As people spend more time indoors, we recognize that our work isn't just about building better windows and doors—it's about opening new possibilities for how people live, work, think, and feel inside a Marvin space. Since the day we opened our doors in 1912, as a family-owned and -operated cedar and lumber company, we've looked for ways to help people live better. We continue to evolve by raising the bar, building quality, beauty, and simplicity into people's everyday lives.

419 Wilson St., Liberty, MO 64068 | 816-399-9675
ericmason@marvin.com | marvin.com



MembershipWare
community improvement software

MembershipWare

**Representative:
Randy Schilling, CEO**
MembershipWare is a

software to energize your Main Street by providing tools to manage, promote & explore your Main Street virtually through a website & data-driven modules to ultimately boost economic vitality. We've provided tools to easily showcase your District's businesses, locations, properties,

history, events, news & more to drive more business revenue, tax dollars & community!

112 S. Main, Suite 2F, St. Charles, MO 63301 | 636-219-9930
randy@opostartups.com | membershipware.com



Missouri Community Service Commission

**Representative: Scott McFarland,
Executive Director**

The Missouri Community Service Commission's (MCSC) vision is a Missouri where every

Missourian knows they have the ability to volunteer in their community. MCSC is housed within the Harry S. Truman Building in Jefferson City, Missouri, and is a part of the Business and Community Solutions Division of the Missouri Department of Economic Development. MCSC promotes and recognizes service volunteers and oversees the AmeriCorps programs in Missouri.

Harry S. Truman Building, 301 W. High Street, Suite 770, Jefferson City, MO 65101 | 573-508-9610

Scott.McFarland@ded.mo.gov | showmeservice.org



Missouri Main Street Connection

Missouri Main Street Connection is the leading statewide nonprofit organization devoted to preservation-based economic development.

Through the Main Street America™ movement and our partners, we empower community revitalization by celebrating, supporting, and sustaining Missouri historic commercial districts in both rural and urban settings.

3044 Shepherd of The Hills Expressway, Suite 214, Branson, MO 65616 | 417-334-3014 | momainstreet.org



**MISSOURI
PRESERVATION**
*Preserving Place And Community
For Future Generations*

319 N. Fourth Street, #850, St. Louis, MO 63102 | 660-882-5946
director@preservemo.org | preservemo.org

Missouri Preservation

**Representative: Riley Price,
Executive Director**

Missouri Preservation advocates for, educates about, and assists in the preservation of architectural and historic landmarks that embody Missouri's unique heritage and sense of place.



Missouri State Historic Preservation Office

**Representatives: John Peterson,
CLG Coordinator and Andrew Dial,
Grant Manager**

The State Historic Preservation Office is the agency authorized to carry out the responsibilities of the National Historic Preservation Act of 1966, as amended. These activities include: reviewing nominations to the National Register of Historic Places, overseeing the state's architectural and archaeological survey programs, Section 106 Review and Compliance, managing Missouri's Certified Local Government Program, reviewing state and federal historic tax credit applications, and

administering Historic Preservation Grant programs.

1659 E. Elm Street, Jefferson City, MO 65101 | 573-751-7858
andrew.dial@dnr.mo.gov | mostateparks.com/page/84371/state-historic-preservation-office



Mon-Ray, Inc.

**Representative: Jim Nelson,
Sales Manager**

Mon-Ray storm windows, or secondary glazing windows, are specifically designed to blend into the existing

historic architecture. For 75 years, Mon-Ray has been recognized as an industry leader in providing unmatched air, water, structural and acoustical performance to improve the quality of your indoor environment. The products can be installed to the exterior or interior. Special shapes, custom colors, Low E, laminated, tempered and other glass options available.

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763-544-3646 | jnelson@monray.com | monray.com



RENAISSANCE
HISTORIC EXTERIORS

Renaissance Historic Exteriors

**Representative: Brian Lockie,
Business Development Specialist**

A Nationally recognized leader in the field of historical building restoration since 1992, we construct custom restoration

solutions for historical homes, churches, universities, courthouses, and state capitol buildings, including many buildings on the National Register of Historic Places. Skilled in both residential and commercial restoration, our full range of services include historical tile and slate roofing, architectural sheet metal, historical carpentry, historical masonry, gutters and downspouts, plus access to the largest inventory of historical roofing materials in the U.S. – Everything needed to restore your historical building, under one roof.

2306 Lemp Ave., St. Louis, MO, 63104 | 1-800-699-5695
blockie@historicexteriors.com | historicexteriors.com



STRATA Architecture

**Representatives: Trudy Faulkner
and Angie Gaebler, AIA**

STRATA Architecture Inc. is a woman owned, full service firm with extensive

experience in preservation, adaptive reuse, new construction, and planning in both commercial and residential construction. Representing over 30+ years of architectural experience, our firm specializes in existing buildings and sites, adaptive reuse, smart growth and new construction with emphasis working within existing contexts. With a special emphasis on contextual suitability, our design approach responds to the unique challenges of each project with the goal of both satisfying the client and developing sound and appropriate architectural solutions.

1701 Oak Street, Suite 100, Kansas City, KS 64108 | 816-474-0900
trudy@strata-arch.com | angie@strata-arch.com | strata-arch.com

Accredited Tier Main Street Programs

These seven state and nationally accredited Main Street programs have demonstrated their economic development work through a rigorous six-point criteria established by Main Street America and Missouri Main Street Connection utilizing the Main Street Approach™ and principles for success.



OLD TOWN CAPE INC.

A river town situated on the Mighty Mississippi, their business and cultural makeup is a blend of both historic charm and modern technology; new businesses and ones that have been rooted in the district for more than 75 years; creative spaces mixed with retail, culinary delights, financial outlets, educational institutions and more. One really can find a little bit of everything in downtown Cape Girardeau.



Main Street Chillicothe

property and business owners; stimulating economic development through its design, economic vitality, and organization committees; and promoting Chillicothe as an attractive city in which to shop, dine, work, live, and be entertained.



DOWNTOWN EXCELSIOR PARTNERSHIP

Cape Girardeau

Old Town Cape, Inc., is a community-driven, nonprofit organization that utilizes the Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri.

Chillicothe

The purpose of Main Street Chillicothe is to enhance the vitality of the downtown by preservation of its architectural, commercial, and cultural heritage; encouraging education and community awareness of resources available to

Excelsior Springs

Downtown Excelsior Partnership (DEP) was formed in 2006 by local businesses, individuals, and downtown building owners to create a vibrant downtown Excelsior Springs.

With hard work, planning, and many volunteers, DEP has grown into an organization providing a grassroots effort to revitalize our downtown. DEP has worked hard to shape the future of Excelsior Springs and develop downtown as a dynamic place to live, work, shop, dine, and stay.



DOWNTOWN LEE'S SUMMIT MAIN STREET

Downtown Lee's Summit. The mission of Downtown Lee's Summit Main Street is to promote, enhance, and preserve the heart of our city by cultivating a diverse mix of businesses, cultural and family-friendly events, unique housing options, and inclusive public spaces. DLSMS has won multiple state and national awards for excellence in downtown revitalization and management, including the 2010 Great American Main Street Award®. In 2019, Downtown Lee's Summit was named America's Great Neighborhood by the American Planning Association.



Lee's Summit

Founded in 1989 by a group of visionary business and civic leaders to revitalize the heart of their community, Downtown Lee's Summit Main Street, Inc. (DLSMS) is a nationally recognized and accredited 501c3 nonprofit organization dedicated to the revitalization of

Liberty

Historic downtown is the focal point of Liberty, established in 1822 as the Clay County seat. Over 230 architecturally significant century homes, historic sites of the Civil War, Mormon history and Jesse James history are all supported by narrated self-guided walking tours. Liberty offers an original

historic shopping district, with exceptional choices for dining, home décor, clothing, antiques, jewelry and many specialty shops. Liberty is the home of William Jewell College, established in 1849. Join the fun in downtown during Liberty Arts Squared, Taste of Liberty, Let's Wine About Winter, Dog

Days of Summer Craft Beer Crawl, Farmers' Market, classic car cruises and more.



Warrensburg
Downtown Warrensburg is alive with shopping, entertainment, and fine dining experiences as well as the casual and fun places to drop in for breakfast or lunch. A panorama of activities is spread out from spring to winter. The centerpiece is the Courthouse Square, featuring the statue of "Old Drum," a tribute

to man's best friend. Although nostalgia is around every corner, memories share the spotlight with the younger generation at Central Missouri State University. Located in the center of the country's heartland, Warrensburg is an hour's drive from Kansas City and four hours from St. Louis.



of the State's finest wineries, make it an ideal place to live, work, and visit. The City of Washington has several "firsts" in the Missouri's preservation world, from being chosen as one the first five pilot communities for the Missouri Main Street program in 1989 to being chosen for Missouri's first class of DREAM communities in 2008. Downtown Washington Inc. is an Accredited Main Street program and has spearheaded several downtown historic renovation and preservation projects, showing its dedication to preserving America's heritage.

Washington
Winner of the Great American Main Street Award® in 2012, Downtown Washington is a fine example of a Main Street program that puts every element of the Main Street Approach™ into action. Washington's location on the Missouri River, surrounded by some

ASSOCIATE TIER MAIN STREET PROGRAMS

THE BANK OF
Relationships to Build On

LIVE WELL. BANK WELL.

THE BANK OF MISSOURI
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These three Main Street programs are working towards accreditation by building upon their successes and continuing to forge relationships with stakeholders and increase funding for their economic development priorities.



MOMAINSTREETCONFERENCE.COM

For more info on Community Programs, call Missouri Main Street Connection at 417-334-3014.

AFFILIATE TIER MAIN STREET PROGRAMS

These Main Street programs are growing and building their program using the Main Street Approach™ and principles. This tier includes the Community Empowerment Grant and St. Louis Main Streets programs.

Main Street Albany
 Electric City Downtown
 Main Street Cameron, Inc.
 Canton Main Street
 Fayette Main Street
 Glasgow Main Street
 Love The Harrisonville Square
 Uptown Jackson Revitalization Organization
 Main Street Kirksville
 Knob Noster Revitalization Commission
 Downtown Marceline, Inc.
 Maryville Downtown Improvement Organization

Downtown Monroe City
 Historic River District
 Pacific Partnership
 Main Street Parkville Association
 Pleasant Hill Historic District
 Raytown Main Street
 Sedalia Special Business and Cultural District
 Historic Downtown Sikeston
 Smithville Main Street
 St. Charles Main Street
 Main Street Trenton
 Main Street Willow Springs



Downtown Ashland Betterment Coalition
 Downtown Bethany Inc.
 Downtown Brookfield - Main Street
 Campbell Main Street
 My Hometown Carrollton
 Vision Carthage
 Charleston Revitalization Movement
 Gallatin, Missouri*
 Grain Valley, Missouri*

Lebanon Missouri Main Street
 Milan, Missouri*
 Salisbury, Missouri*
 Sparta, Missouri*
 St. Joseph Main Street
 Vienna Chamber of Commerce/
 Main Street

**These communities are new to the Community Empowerment Grant program and are currently establishing their Main Street nonprofits.*



Delmar Main Street
 Dutchtown Main Streets
 Laclede's Landing Main Street

For more info on Community Programs, call Missouri Main Street Connection at 417-334-3014.

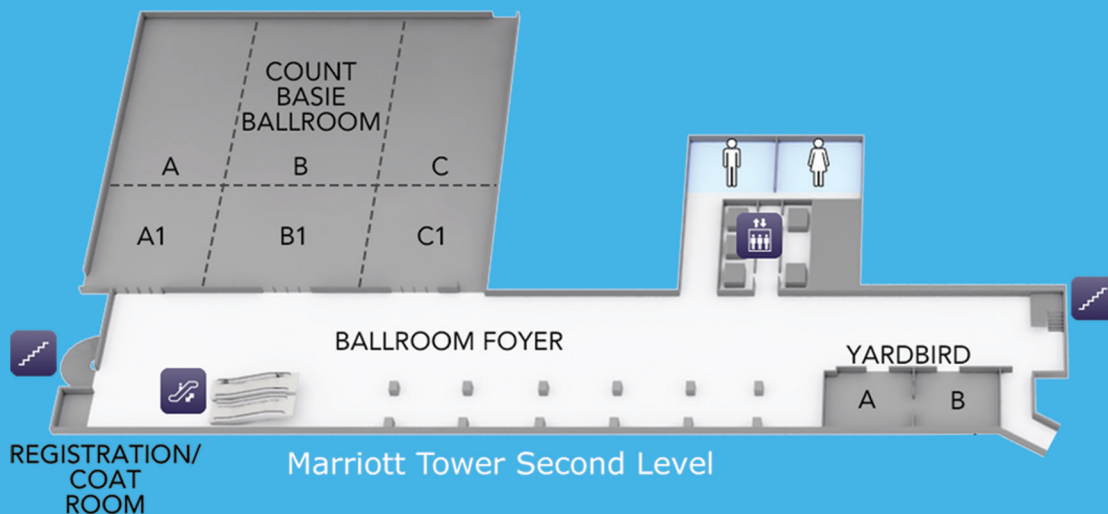
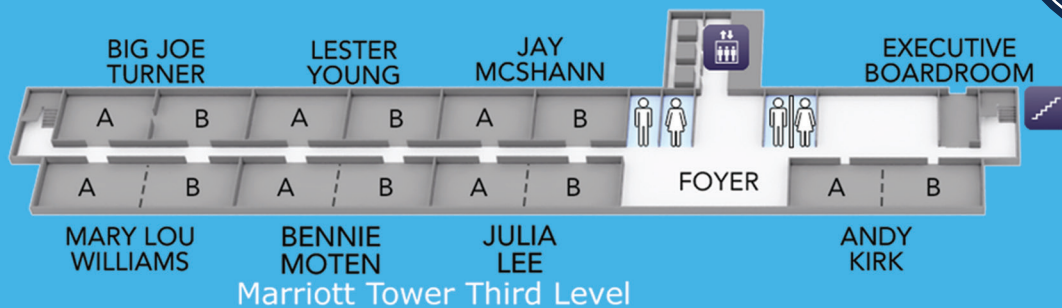
U.S. Bancorp Community Development Corporation

is committed to centering equity in everything we do, resulting in **more equitable community development that increases capital to historically underserved communities.**



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HOTEL Map



TOUR DEPARTURES AND BUS LOADING AREA

KANSAS CITY MARRIOTT DOWNTOWN
 200 W. 12th Street, Kansas City, MO 64105
 816-421-6800



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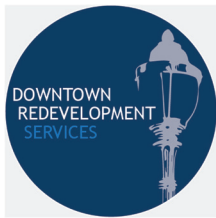
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