



PHYSICAL
 CIVIC
 ECONOMIC
 SOCIAL

People Centered
 REVITALIZATION

ST. LOUIS, MO
 JULY 26-28, 2023



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

MISSOURI'S PREMIER
Downtown
 REVITALIZATION
 CONFERENCE
 ST. LOUIS // JULY 26-28, 2023

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 invite you to join us as we celebrate people-centered revitalization and explore the strategies and techniques that will make our communities better places to live, work, and visit. We thank you for your dedication and commitment to making your historic commercial districts vibrant, active, and alive. Whether you are from a small rural downtown, urban business district, or somewhere in between, the conference will provide educational opportunities and bring together Main Streeters from various backgrounds to design, organize, restructure, and promote your downtown and district. 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, Team, Main Street Board of Directors, and Advisory Board

We recognize our Partners in the Field



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

Robert (Bob) Lewis, President

Assistant Professor, Urban Planning & Development
St. Louis University

Steven Hoffman, Immediate Past President

Professor, Dept. of History & Anthropology
Southeast Missouri State University

Christine (Chris) Johnston, Vice President

Retired Partner, MarksNelson, LLC

Bridgette Kelch, Treasurer

Executive Director, East Central College
Foundation

Dawn Dauer, Secretary

Chief Banking Officer, The Bank of Missouri

Karen Bode Baxter

Preservation Specialist/Consultant

Christina Carver

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

William (Bill) Emmons

Adjunct Lecturer, Washington University

Robert Espeland

Vice-President,
U.S. Bancorp Impact Finance

Mark Pauley

Deputy Director, Environmental Improvement
and Energy Resources Authority
Missouri Department of Natural Resources

Russ Volmert

Capital Projects Manager, Forest Park Forever

ADVISORY MEMBERS

Senator Mike Cierpiot

District 8

Dana Gould

Principal, SFS Architecture, Inc.

Mark Grimm

Chairman, Gilmore and Bell

Erica Hagan

Delmar Main Street

Jason Hall

Chief Executive Officer, Greater St. Louis, Inc.

Richard Sheets

Executive Director,
Missouri Municipal League

Julie Turnipseed

Executive Director, Anderson County
Development Agency

John Vietmeier

Downtown Washington

Senator Brian Williams

District 14

MISSOURI MAIN STREET STAFF & CONTACT INFORMATION

Gayla Roten, State Director

glroten@momainstreet.org

Keith Winge, State Community

Development Director
kwinge@momainstreet.org

Ben White, Senior Program Specialist

ben@momainstreet.org

Diane Hannah, Special Projects Coordinator

diane@momainstreet.org

Katelyn Brotherton, Strategic Partnership

Coordinator
katelyn@momainstreet.org

Logan Breer, Communication & Brand

Specialist
logan@momainstreet.org

Marla Mills, Program Manager

marla@momainstreet.org

Staci Cox, Executive Office Assistant

staci@momainstreet.org

Kathy Wilkerson, Operations & Resource

Support
kathy@momainstreet.org

Lorra Harrison, Bookkeeper & Office Manager

lorra@momainstreet.org



TABLE OF Contents

2	Welcome from Missouri Main Street Connection
3	Board of Directors & Advisory Members
4-5	Conference Highlights
5	Important Conference Information
6-12	Session Descriptions
12	Keynote Speaker
14-15	Schedule at a Glance
16-17	Main Street Partners
18-20	Speaker Bios
20-22	Exhibitors
24-26	Community Programs
27	Hotel Map
28	This Conference is brought to you by...

Missouri Main Street Connection, Inc.

Mailing Address: PO Box 1066, Branson, MO 65615-1066

Street Address: 3044 Shepherd of the Hills Expwy, Suite 214, Branson, MO 65616

Phone: (417) 334-3014

MissouriMainStreetConnection @momainstreet

Conference Highlights

EVENING OPENING RECEPTION

Crown Room at Budweiser Brew House in Ballpark Village, 601 Clark Avenue, St. Louis, MO 63102

Wednesday, July 26, 2023 6:30 pm to 8:00 pm
\$50 per person

Join us as we kick off the conference at Ballpark Village. The Crown Room is located on the second level of Budweiser Brew House and offers guests a fun atmosphere to connect with old friends and make new ones.

Ballpark Village brings an upscale hospitality experience to downtown St. Louis and Ballpark Village's neighborhood. Yes, it is a neighborhood with people that live, visit, and work in Ballpark Village while also offering a spectacular destination for sports fans, families, and visitors.

Your ticket includes tasty appetizers and one drink. You will find plenty of great places to eat dinner when you leave the Crown Room to explore Ballpark Village.

Attire – Business Casual.

Tickets available (\$50), until sold out, at the conference registration desk. Must be pre-purchased, no tickets sold at event. Meet at 6:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark.

SHOWME BASH & PITCH PARTY

Armory STL, 3660 Market Street, St. Louis, MO 63110

Thursday, July 27, 2023 6:00 pm to 9:00 pm
\$80 per person

The ShowMe Bash will be held at the historic Armory in St. Louis, a new third place. Join us for a fun-filled evening with friends old and new! The Armory STL is a historic St. Louis landmark that has been revolutionized into the ultimate celebratory entertainment destination! It was designed by St. Louis City architect Albert Osburg in 1938 to house the 138th Infantry Missouri National Guard Armory. In 1959 it became home to the St. Louis Tennis Club. In 1971 it became home to an indoor sports league, national bowling tournaments and even a concert venue for performances by Ike & Tina Turner, The Grateful Dead, and The Byrds! While you are there you can view the space looking through the lens of revitalizing one of your own vacant buildings! Your ticket includes an American-fare style dinner and one drink, and endless entertainment in the biggest bar in STL!

To kick-off the ShowMe Bash will be this year's Pitch Party, 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 and dinner, the attendees will



be able to enjoy 250,000 square feet of a variety of immersive, fun, unforgettable entertainment experiences. Cash bar available. The ShowMe Bash is sponsored by BOLD Marketing and US Bank. The Pitch Party is sponsored by Artificial Ice Events.

Attire – Sporty Casual.

Tickets available (\$80), until sold out, at the conference registration desk. Must be pre-purchased, no tickets sold at event. Transportation begins loading at 5:45 pm from the Walnut Street exit of the Hilton St. Louis at the Ballpark. The last bus leaves the Armory STL to go back to the hotel by 9:00 pm.

EVENING OF EXCELLENCE AWARDS CEREMONY & DINNER

Hilton St. Louis at the Ballpark, 1 South Broadway, St. Louis, MO 63102

Friday, July 28, 2023

Evening of Excellence Reception 6:00 pm to 6:30 pm

Arch View Foyer

Evening of Excellence Awards Ceremony and Dinner 6:30 pm to 10:00 pm

Arch View Ballroom

\$160 per person

Evening of Excellence will honor the efforts of those working tirelessly to revitalize Missouri's Main Street communities and districts. The evening awards are an opportunity for Main Street communities and districts to showcase their significant efforts in community revitalization. Share in the inspirational stories of leadership and partnerships that best represent the great accomplishments Main Street communities and districts have made throughout the state in downtown and district revitalization.

Your reservation includes a wonderful four-course dinner with an exceptional awards ceremony that will enlighten and inspire you to go home with new ideas and inspiration. The Evening of Excellence is sponsored by Greater St. Louis, Inc.

Attire – Semiformal.

Tickets available for individuals (\$160), until sold out, at the conference registration desk. No VIP tables will be sold at the conference registration desk. Must be pre-purchased, no tickets sold at event.



MAIN STREET CLINIC

Grand Ballroom Expo Area

Thursday, July 27, 2023; 11:30 am to 3:00 pm

Friday, July 28, 2023; 7:30 am to 12:00 pm

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 Main Street and historic preservation professionals to answer these questions and more. Stop by the Main Street Clinic in the Grand 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 Grand Foyer. We invite you to pick up all conference registration materials here. Conference registration fees include admission to the conference's free events: Educational Sessions, Opening Assembly, General Session, 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 for hours.**

SESSIONS

All sessions will take place in the Ballpark II & III, Broadway I & II, and Lindbergh rooms on the Lobby Level and the Grand Ballroom on the second level of the hotel. We invite you to see the hotel layout map in this program.

LEGEND

The Legend seen below 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 may be purchased during the conference at Registration, unless the event is sold-out. **No tickets are sold onsite at the events.**

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 Urban, Fundamental (for first-time attendees), Civic, Economic, Physical, Social, 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

-  Urban*
-  Fundamental
-  Civic
-  Economic
-  Physical
-  Social
-  Historic Preservation

*SLDC—sponsor of Urban Main Street Forum and Urban Track

TRANSPORTATION DEPARTURES

Transportation provided for the Educational Tours and the ShowMe Bash at the Armory STL will depart from the Walnut Street exit of the Hilton St. Louis at the Ballpark lobby. **Refer to the schedule for departure times.**

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 – 4:00 pm | Friday: 7:30 am – 12:00 pm

See complete descriptions of our exhibitors and the products and services they offer on page 20.

Cancellation Policy: All cancellations for conference registration and special event tickets must be submitted in writing. Cancellations received after July 1, 2023 will receive a 50% refund. No refunds or exchanges for tickets will be made after July 18, 2023.

In the Field Educational Tours

MAKERS AND SHAKERS IN DELMAR MAIN STREET DISTRICT

Wednesday, July 26th 2:30 pm to 6:00 pm

This tour will explore the movers and shakers in the Delmar Boulevard Main Street district featuring the Maker District with Third Degree Glass Factory, a working glass studio and event space that was previously a 1930's car dealership; Craft Alliance, a maker space for jewelry, pottery, and other artists; and MADE, a shared workshop for woodworking, fabrication, metalwork, etc. for the home and commercial entrepreneur. We will also tour Delmar Divine and Kingsway Development which reimagines previously abandoned buildings. Delmar Divine, previously a hospital and nursing school, is now a non-profit where multiple organizations are housed and collaborate together to forge partnerships to move St. Louis forward. **Tickets available (\$25), until sold out, at the conference registration desk. A maximum of 28 tickets available. No tickets sold at event. Meet at 2:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark.**

FOOD ENTREPRENEURS ARE SHAKING UP THE FOOD INDUSTRY

Wednesday, July 26th 2:30 pm to 6:00 pm

This group will tour the Dutchtown Main Streets and Soulard districts to learn about the food entrepreneur ecosystem in place in each district. The Historic Soulard Farmers Market provides customer-centered food distribution through fresh produce, but also baked and prepared food products. Dutchtown Main Streets has two entities working to support the home-based and microenterprise individuals wanting to start a food-based business – Neighborhood Innovation Center (NIC) that provides coaching, business skills training, and tech support and Urban Eats, a food incubator space providing both commercial kitchen space and food hall style retail space for enterprising food entrepreneurs. **Tickets available (\$25), until sold out, at the conference registration desk. A maximum of 28 tickets available. No tickets sold at event. Meet at 2:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark.**

Session Descriptions

WEDNESDAY, JULY 26, 2023

10:00 am – 5:30 pm **Registration**
Grand Foyer

10:00 am – 5:00 pm **Main Street 5 & Dime**
Grand Ballroom

10:00 am – 11:30 am **Urban Main Street Forum***
Broadway I and II
**By invitation only*



11:00 am – 2:00 pm **Main Street Directors Meeting with Lunch***
Lindbergh Room
**Open only to contracted Main Street Executive Directors*

11:00 am – 2:00 pm **Support Staff Meeting with Lunch***
Lindbergh Room
**Open only to those communities with a full-time director*

2:30 pm – 5:30 pm **Missouri's New CDBG Program: Successful Projects that Revitalize Downtown**



Missouri's Department of Economic Development is unveiling the newly revamped Community Development Block Grant (CDBG) Downtown Revitalization Fund. Brandon Jenson, CDBG Program Manager, will share the details of the new program and how it can be used in your downtown or district. With \$1.5 million allocated to the downtown fund, you will want to learn the details of the program and how to prepare a winning application. Iowa's CDBG Program was the model for Missouri's "new" Downtown Revitalization Fund. Iowa Main Streeters led by Jim Thompson, a familiar face to Missouri Main Street, will share how they have successfully used CDBG grant funds to jump start their Main Street efforts in communities small and large.

Speakers: Brandon Jenson, Missouri Department of Economic Development; Jim Thompson, Iowa Economic Development Authority; Lisa Kremer, Buchanan County (Iowa) Economic Development Commission

2:30 pm – 6:00 pm **Educational Tour: Makers and Shakers in Delmar Main Street District**
Delmar Main Street District
**ticketed event*

This tour will explore the movers and shakers in the Delmar Boulevard Main Street district featuring the Maker District with Third Degree Glass Factory, a working glass studio and event space that was previously a 1930's car dealership; Craft Alliance, a maker space for jewelry, pottery, and other artists; and MADE, a shared workshop for woodworking, fabrication, metalwork, etc. for the home and commercial entrepreneur. We will also tour Delmar Divine and Kingsway Development which

reimagines previously abandoned buildings. Delmar Divine, previously a hospital and nursing school, is now a non-profit where multiple organizations are housed and collaborate together to

forge partnerships to move St. Louis forward.

\$25 per person; tickets available at the conference registration desk. A maximum of 28 tickets available. No tickets sold at event. Meet in hotel at 2:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark to board transportation.

2:30 pm – 6:00 pm **Educational Tour: Food Entrepreneurs Are Shaking up the Food Industry**
Soulard and Dutchtown Districts
**ticketed event*

This group will tour the Dutchtown Main Streets and Soulard districts to learn about the food entrepreneur ecosystem in place in each district. The Historic Soulard Farmers Market provides customer-centered food distribution through fresh produce, but also baked and prepared food products. Dutchtown Main Streets has two entities working to support the home-based and microenterprise individuals wanting to start a food-based business – Neighborhood Innovation Center (NIC) that provides coaching, business skills training, and tech support and Urban Eats, a food incubator space providing both commercial kitchen space and food hall style retail space for enterprising food entrepreneurs.

\$25 per person; tickets available at the conference registration desk. A maximum of 28 tickets available. No tickets sold at event. Meet at 2:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark to board transportation.

6:30 pm – 8:00 pm **Evening Opening Reception**
Crown Room at the Budweiser Brew House in Ballpark Village, 601 Clark Ave., St. Louis, 63102
**ticketed event*

Join us as we kick off the conference at Ballpark Village. The Crown Room is located on the second level of Budweiser Brew House and offers guests a fun atmosphere to connect with old friends and make new ones.

Ballpark Village brings an upscale hospitality experience to downtown St. Louis and Ballpark Village's neighborhood. Yes, it is a neighborhood with people that live, visit, and work in Ballpark Village while also offering a spectacular destination for sports fans, families, and visitors.

Your ticket includes tasty appetizers and one drink. You will find plenty of great places to eat dinner when you leave the Crown Room to explore Ballpark Village. *Attire – Business Casual.*

\$50 per person; Tickets available at the conference registration desk. Must be pre-purchased, no tickets sold at event. Meet at 6:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark to walk together.

Session Tracks

- Urban*
- Fundamental
- Civic
- Economic
- Physical
- Social
- Historic Preservation

*SLDC—sponsor of Urban Main Street Forum and Urban Track

7:30 am – 4:00 pm

Grand Foyer

Registration

7:30 am – 4:00 pm

Grand Ballroom

Main Street 5 & Dime

7:30 am – 4:00 pm

Grand Ballroom

Main Street Expo

7:30 am – 8:30 am

Grand Ballroom

Continental Breakfast in Expo

8:30 am – 9:45 am

Grand Ballroom

Welcome & Opening Assembly: *Celebration of People!*

You are invited to join us Thursday morning for our **Welcome and Opening Assembly** in the Grand Ballroom at the Hilton St. Louis at the Ballpark hotel. We will have a rapid-fire presentation from several organizations about the good things happening in our Main Street communities.

We will celebrate the “people” in **People-Centered Revitalization**. It takes people to create the places we want to be, the businesses we want to encourage, and the communities we want to support. The success of Main Street, urban and rural, is all about people that make a difference using the Main Street methodology. We will hear from people that have been on the inside working to build, develop, and form their communities while successfully creating change and discovering the power in **People-Centered Revitalization**. YOU can be a catalyst to boost the local economy while putting community vision in action!

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

– Margaret Mead.

9:45 am – 10:15 am

Grand Ballroom

Beverage Break in Expo

10:15 am – 10:45 am

Broadway I and II

Measure Twice, Cut Once



Wiktionary defines this classic proverb as: “to plan and prepare in a careful, thorough manner before taking action.” This sage advice is

not only relevant to the simplest of construction projects, but it’s also important in the high-level planning for historically significant buildings. Feasibility studies, facility condition assessments, master plans, and historic structure reports act as thoughtful guides for a historic property owner. These studies are prepared by consultants specializing in historic properties. They include historical backgrounds, existing conditions assessments, and recommendations for treatments which may include phasing plans and cost estimates, so property owners can create long-term capital improvement plans and maintenance plans for their historic properties.

Speaker: Dana Gould, SFS Architecture

10:15 am – 11:30 am

Ballpark II and III

Main Street’s Role in Addressing Social and Economic Challenges



Main Street commercial corridors and their surrounding communities are not isolated from the realities of the modern world and in many cases face numerous social and economic challenges that demand innovative solutions that stretch beyond our core focus of place-based economic development. This session aims to discuss the role that local Main Street districts and neighborhood commercial corridors, as the center of community activity, can play in addressing these pressing issues. The session will explore ways the Main Street framework must evolve and adapt to effectively tackle social and economic challenges in collaboration with other key stakeholders in the community.

Speakers: Gustavo Ustariz, Main Street America; Anwar Saleem, H Street Main Street Inc., Washington D.C.

10:15 am – 11:30 am

Lindbergh Room

Microenterprise Financing for Downtown Development



Many entrepreneurs who could enliven your downtown are too small, too new, or too credit-challenged for banks to finance yet. This session will explain the world of microenterprise financing and credit building for developing your community’s pipeline of bankable businesses and their eventual downtown investments. Participants will also learn about available microenterprise financing and credit building resources in Missouri. The session will explore how communities can proactively work with them to strengthen Main Street’s entrepreneurial ecosystem.

Speakers: Patty Cantrell, New Growth Capital, Inc.; Sheridan Garman-Neeman, New Growth Capital, Inc.



11:00 am – 11:30 am **Energy Saving Solutions Uncover Hidden Revenue Streams for Facility Renewal**

Regardless of the size of your building, guaranteed energy saving projects offer an innovative approach to paying for building upgrades. Building owners can tap into the potential energy and operating savings found in these projects, and leverage the funds from savings to pay for business operations or other building improvements! The key is understanding what types of activities and improvements may yield energy savings, and how to structure the financing for the improvements, in order to unlock 20%-30% savings in energy and operating costs.

Speaker: Steven Spurgeon, Energy Solutions Professionals, LLC



11:30 am – 1:30 pm **Lunch On Your Own**

11:30 am – 3:00 pm **Main Street Clinic**
Grand Ballroom
No Appointment Needed!

1:30 pm – 2:15 pm **Main Street Redevelopment - Uniting the Art and Science of Main Street Revitalization**
Ballpark II and III

Making great Main Street places for people doesn't happen with just a great idea, a grand vision, or with finance know-how. Instead, it comes from a mix of art and science. Great revitalization projects require alternating between fulfilling a vision (art) and executing the business and finance tasks (science) to make your redevelopment succeed. This session will outline the necessary steps for successful redevelopment projects and illustrate the interplay between the art and science of redevelopment. Attendees will be able to categorize the different types of redevelopment activities - "art" or "science" and have an understanding of the back-and-forth between them throughout a successful revitalization project. The session will also share strategies, tactics, and tools that can help bring it all together into successful people-driven Main Street projects.

Speaker: Nathan Rauh, Naismith-Allen, Inc.



1:30 pm – 2:15 pm **Small Area Planning and YOUR Downtown**
Broadway I and II

Most communities suffer from an area that is "underutilized". This may be a Brownfield, a block of buildings, or underutilized land around the periphery of downtown, but it is negatively impacting the overall community fabric. Imagine if there was a process that would outline a unified community vision for the area, as well as prepare necessary documentation to help move the project from an idea to implementation. This is where small area planning comes into play. A small area plan is a highest and best use planning process that helps identify the maximally productive uses for a downtown. Through this process, a community will:

- Conduct necessary background or investigatory analysis
- Conduct scenario planning and use assessments
- Prepare visual documentation and implementation steps



- Conduct an economic impact analysis and construction proforma
- In this session, we will cover the process of small area planning, and outline how it can be used to prepare necessary documentation that will expedite the development process.

Speaker: Ben Levenger, Downtown Redevelopment Services, LLC

1:30 pm – 2:15 pm **Historic Tax Credits: An Overview**
Lindbergh Room

Missouri State and Federal Historic Tax Credit Programs provide an incentive for the redevelopment of commercial and residential historic structures, as well as an important source of financing for these projects. This session will provide an overview of the characteristics of these historic tax credit programs, the tax benefits received by developers who earn these tax credits, and some pitfalls to avoid when utilizing these tax benefits. This session will also aim to discuss the syndication and sale of these tax credits. **This session brought to you by Thompson Coburn LLP.**

Speakers: Garrett Fischer, Thompson Coburn LLP; Elizabeth Feldmeir, Thompson Coburn LLP



2:15 pm – 2:45 pm **Beverage Break in Expo**
Grand Ballroom

2:45 pm – 3:45 pm **Integrating Your Downtown into the Community Housing Cycle**
Broadway I and II

Communities go through a four-step housing cycle, each providing critical housing for a phase in an individual's or family's life. Over the past 50 years, the United States has not followed this simple and efficient cycle, leaving a massive gap in available housing (both in amount and typology). While the suburban areas will continue to dominate the single-family housing, downtown corridors can retake their rightful place for the remaining elements of the housing cycle. Through this session, participants will be provided with the following: background of the standard 4-step housing cycle; what is included in each element; strategies for integrating downtown into upper floors and mixed-use areas; how to prepare sample proformas; learn how to "talk developer" to encourage housing development; and tips and roadblocks for downtown housing, based on case studies.

While this session is timely, it is also a method that will improve residents' quality of life long term, spurring a balanced and continuous housing cycle that fosters life-long residents within a community.

Speaker: Ben Levenger, Downtown Redevelopment Services, LLC

Session Tracks

- Urban***
- Fundamental**
- Civic**
- Economic**
- Physical**
- Social**
- Historic Preservation**

*SLDC—sponsor of Urban Main Street Forum and Urban Track





2:45 pm – 3:45 pm
Ballpark II and III

Playing in the Same Sandbox



Main Street America leads a collaborative movement with the mission of advancing shared prosperity. This session explores the power of collaboration and cooperation in achieving shared goals between local Main Street corridors located near each other. In today's competitive economic market with interconnected communities, success often depends on the ability to build strong relationships, foster teamwork, and bridge diverse perspectives. This session aims to inspire participants to embrace collaboration as a powerful tool for innovation, problem-solving, and growth of their commercial districts. Participants will gain an understanding of the power of collaboration with practical insights and examples to foster a culture of collaboration within local programs.

Speaker: Gustavo Ustariz, Main Street America

2:45 pm – 3:45 pm
Lindbergh Room

Storefront Designs in Historic Districts



A business's storefront is its calling card. Ensuring changes relate well to the building and historic district where it is located, while protecting the architecturally and historically significant features of the building and district, can be a challenge for business owners primarily concerned with running their businesses. Learn about preserving and improving historic facades and storefronts to increase the vitality of commercial districts and local businesses.

Speaker: Lisa Mullins Thompson, Main Street America

3:45 pm – 4:00 pm
Grand Ballroom

Break

4:00 pm – 4:45 pm
Broadway I and II

The Certified Local Government Program: Best Practices for Local Historic Preservation



Missouri communities receive many benefits by participating in both the Main Street and Certified Local Government (CLG) programs. This presentation will focus on the benefits of the CLG program. Historic preservation happens on the local level, and it works best when

citizens and the local government are pursuing common goals. The CLG program provides a time-tested framework for running a historic preservation program, which involves local government and residents working together with state and federal partners. Your State Historic Preservation Office (SHPO) supports local preservation efforts through coordinating the CLG program, offering sub-grants from the Historic Preservation Fund (HPF), and providing technical assistance from SHPO staff. This presentation will showcase the benefits of the CLG program for local communities followed by an overview of funding opportunities for historic preservation. Participants will be given ideas for best practices to operate and fund their historic preservation programs.

Speakers: John Peterson, Missouri State Historic Preservation Office; Andrew Dial, Missouri State Historic Preservation Office

4:00 pm – 4:45 pm
Ballpark II and III

Power of Collaboration: Neighborhood-Based Tools for Addressing Commercial Problem Properties



Whether it is engaging local government processes or taking on a court action itself, grassroots neighborhood organizations have tremendous power to drive positive change in their neighborhoods, especially as it relates to commercial nuisance properties. This panel will share stories of how neighborhoods have engaged with these systems to improve the quality of life in their community.

Speakers: James Bax, Neighborhood Advocacy Group, Legal Services of Eastern Missouri; Brittany Hubbard, Neighborhood Advocacy Group, Legal Services of Eastern Missouri

4:00 pm – 4:45 pm
Lindbergh Room

Bitesize Placemaking



Downtown Lee's Summit will illustrate how a series of small, incremental placemaking activities have helped to transform their downtown over the last decade. The session will also highlight the important role of heritage and history in placemaking and how placemaking can be used to help build a community's pride in its downtown.

Speakers: Donnie Rodgers, Downtown Lee's Summit Main Street; Dave Eames, Fossil Forge, Lee's Summit; Ben Wine, Fossil Forge, Lee's Summit



6:00 pm – 9:00 pm **ShowMe Bash & Pitch Party**

Armory STL
3660 Market Street
St. Louis, MO 63110

**ticketed event*

The ShowMe Bash will be held at the historic Armory in St. Louis, a new third place. Join us for a fun-filled evening with friends old and new! The Armory STL is a historic St. Louis landmark that has been revolutionized into the ultimate celebratory entertainment destination! It was designed by St. Louis City architect Albert Osburg in 1938 to house the 138th Infantry Missouri National Guard Armory. In 1959 it became home to the St. Louis Tennis Club. In 1971 it became home to an indoor sports league, national bowling tournaments and even a concert venue for performances by Ike & Tina Turner, The Grateful Dead, and The Byrds! While you are there you can view the space looking through the lens of revitalizing one of your own vacant buildings! Your ticket includes an American-fare style dinner and one drink, and endless entertainment in the biggest bar in STL!

To kick-off the ShowMe Bash will be this year's Pitch Party, the culmination of the *MMSA 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 and dinner, the attendees will be able to enjoy 250,000 square feet of a variety of immersive, fun, unforgettable entertainment experiences. Cash bar available. **The ShowMe Bash is sponsored by BOLD Marketing and US Bank. The Pitch Party is sponsored by Artificial Ice Events.** *Attire – Sporty Casual.*

\$80 per person; Tickets available at the conference registration desk. Must be pre-purchased, no tickets sold at event. Transportation begins loading at 5:45 pm from the Walnut Street exit of the Hilton St. Louis at the Ballpark. The last bus leaves the Armory STL by 9:00 pm to go back to the hotel.

FRIDAY, JULY 28, 2023

7:30 am – 4:00 pm **Registration**

Grand Foyer

7:30 am – 4:00 pm **Main Street 5 & Dime**

Grand Ballroom

7:30 am – 12:00 pm **Main Street Expo**

Grand Ballroom

7:30 am – 8:30 am

Grand Ballroom

Continental Breakfast in Expo

7:30 am – 12:00 pm

Grand Ballroom

Main Street Clinic
No Appointment Needed!

8:30 am – 9:30 am

Grand Ballroom

**General Session:
A Recipe For Place**



The food we consume and the places we inhabit share a history. The story of cooking and placemaking are forever intertwined, yet food has had quite a renaissance as of late, while our cities and towns remain stuck in their worst version. However, there is much we can learn about improving our places by looking more closely at the recent food movement. We can begin to understand what it will take to restore human habitats to the level of quality all of us deserve and why it will be the key to our health as well.

Speaker: Jeff Siegler, Revitalize or Die

9:30 am – 10:30 am

Grand Ballroom

Expo Giveaway and Beverage Break

10:30 am – 11:00 am

Broadway I and II

Find Your Community's 'Unicorn': Discover the Possibilities When You Ignite an Entrepreneur



As Main Streets across the country rebuild, revitalize, and reimagine, their need to ignite passion in their people is paramount to success. For many, it just takes one such person to really turn the tide for a community. In this session, we'll explore what happened when a fledgling Main Street community, progressive city leadership, and an energetic entrepreneur found one another.

Speakers: Stephanie Campbell Yount, Entrepreneur; Greg McDanel, City of Maryville

10:30 am – 11:45 am

Ballpark II and III

Leading People to Purpose



We believe in our mission and our cause. We understand the stakes and what is needed for next steps. Why can't the larger community see what we see and get engaged? This session will help you identify your core values as an organization, how you want to be perceived in the market, and then how to transfer that into actionable purpose for members of the community to engage. If it is your purpose, they may

- U **Urban***
- F **Fundamental**
- C **Civic**
- E **Economic**
- P **Physical**
- S **Social**
- HP **Historic Preservation**

*SLDC—sponsor of Urban Main Street Forum and Urban Track

remain bystanders until the hard work is complete. If it is perceived as their purpose, they become ambassadors and doers. This session takes you through the journey of self-awareness as an organization and helps identify opportunities in messaging to blend your priorities with your audiences' need for fulfillment.

as they compete for coverage in the magazine, and she knows the secrets to getting an editor's attention. In this session, Sandy will give you the tips and tools you need to recruit a top-notch volunteer team and make the most of your promotional efforts. You'll learn how to maximize your town's marketing budget and gain insights on how to get noticed with no budget at all.

Speaker: Sandy Selby, Missouri Life Magazine

11:45 am – 1:30 pm Lunch On Your Own

1:30 pm – 2:15 pm Badass Your Board

Broadway I and II

C F

Most boards are comprised of people who enjoy downtown and are free on Monday evenings at 6pm. This is not good enough. Board roles are absolutely critical in our effort to revitalize downtown and we must take the role of board members much more seriously. We must badass our boards. Learn strategies to go from an apathetic, average board to a board full of revitalization rock stars.

Speaker: Jeff Siegler, Revitalize or Die

1:30 pm – 2:15 pm The Organization Driven Art of Partnering REALTORS® with Revitalization

Ballpark II and III

C S P F

Main Street programs and REALTOR® programs make for the perfect partnership for revitalization of our Missouri communities. The National Association of REALTORS® offers programs that can help communities advance an array of community programs, governmental policies, and land initiatives with its Smart Growth Principles. The goal is to build better communities through a collaborative effort with the local REALTOR® association and other organizations within the community, expressly our Missouri Main Street programs. Training, tool kits, and grants are readily available for our local REALTOR® associations to work with local Main Street programs.

Speakers: Debbie Kendrick, See Real Estate; Amanda Nemeth, Franklin County Board of REALTORS

1:30 pm – 2:15 pm Beg, Borrow and Steal: How to Leverage Your Local Resources for Your Main Street Program

Lindbergh Room

C F

Out of the box thinking is what you need when planning events for your program, especially when you have a small budget. That is what staff from Warrensburg Main Street have learned with impressive results

Speaker: Dana Thomas, BOLD Marketing

10:30 am – 11:45 am Successful Event Planning and Then Measuring Their Impact

Lindbergh Room

S E C F

Events are part of the success of a Main Street district and the volunteer-led planning process is vital to that event's success. Volunteers brainstorm, identify the steps and milestones, and communicate the goals and outcomes to the board of directors through an action plan. That action plan then guides the committee's actions from start to a successful finish. Then, what happens after the event? Was it successful? Did we attract the intended audience? Did our Main Street businesses benefit? Learn how to measure the impacts from events through geo-fencing technology, post-event customer surveys, business surveys, etc. Using these tools, the Promotion Committee will be able to report not only the impact to the board of directors, but also business owners and city officials.

Speakers: Lyndsey Baxter, Downtown Excelsior Partnership; Tyler King, Downtown Washington, Inc; Cassidy Desmond, Downtown Washington, Inc.

11:15 am – 11:45 am People-Powered Promotion for Small Towns

Broadway I and II

S F

Sandy Selby has been on both sides of the promotion equation. As the former executive director of Friends of Arrow Rock, she led the effort to bring attention to the historic community of Arrow Rock, Mo. (population 56!). Limited financial and human resources were part of the challenge, but she and a small team of talented volunteers, each one tapped for their unique skillset, executed impressive projects and built successful new events. Now, as the editor-in-chief of Missouri Life magazine, she's the one evaluating the promotional and marketing efforts of small towns





at their events. During the session, discover examples to take home with you on how this local program has engaged partnerships in the community, leveraged these partnerships for resources and volunteers, ripped off and duplicated (a Main Street staple) with a local twist which can even work for your organization, and expanded their circle of volunteers broadening their diversity to reflect the community.
Speakers: Jill Purvis, Warrensburg Main Street; Jamie DeBacker, Warrensburg Main Street

2:15 pm – 2:30 pm Beverage Break
Grand Ballroom

2:30 pm – 4:00 pm Closing Assembly with Keynote Address: "People Impacting Preservation!"
Grand Ballroom

You will want to be present for one of the highlights of the conference when Donovan Rypkema will show you the projects, places, and numbers that prove why we do what we do when he delivers the closing keynote address. Donovan is principal of *PlaceEconomics*, a Washington, D.C.-based real estate and economic development consulting firm. Rypkema has worked with such groups as the Urban Land Institute, the Mayors' Institute on City Design, the American Planning Association, Smart Growth America, and the National Trust for Historic Preservation. Rypkema's book, *The Economics of*

Historic Preservation: A Community Leader's Guide is widely used by preservationists nationwide and has been translated into Russian, Georgian, and Korean. **The Closing Assembly is sponsored by Karen Bode Baxter, Preservation Specialist.**
Speaker: Donovan Rypkema, PlaceEconomics

6:00 pm – 10:00 pm Evening of Excellence Awards Ceremony and Dinner
Arch View Ballroom
**ticketed event*

We will gather in the Arch View Foyer with a cash bar at 6:00 pm. Doors open to the Arch View Ballroom at 6:30 pm. Evening of Excellence will honor the efforts of those working tirelessly to revitalize Missouri's Main Street communities and districts. The evening awards are an opportunity for Main Street communities and districts to showcase their significant efforts in community revitalization. Share in the inspirational stories of leadership and partnerships that best represent the great accomplishments Main Street communities and districts have made throughout the state in downtown and district revitalization. Your reservation includes a wonderful four-course dinner with an exceptional awards ceremony that will enlighten and inspire you to go home with new ideas and inspiration. **The Evening of Excellence is sponsored by Greater St. Louis, Inc. Attire – Semiformal. \$160 per person; Tickets available at the conference registration desk. Must be pre-purchased, no tickets sold at event.**

Keynote Speaker



DONOVAN RYPKEMA will show you the projects, places, and numbers that prove why we do what we do when he delivers the closing keynote address on Friday, July 28, at 2:30 pm. Donovan is principal of *PlaceEconomics*, a Washington, D.C.-based real estate and economic development consulting firm.

"PEOPLE IMPACTING PRESERVATION!"
FRIDAY, JULY 28TH, 2:30 PM

We are proud to support the Missouri Main Street Connection and its **TOTAL COMMITMENT** to supporting our community



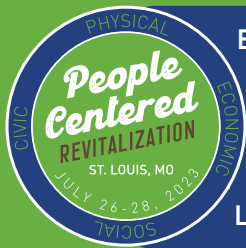
Conference Raffle

Win an ARCY mural, a big chair, or lots of other great prizes!

The conference raffle runs only during the three days of conference. Be sure to buy your tickets at the Main Street 5 & Dime, or from MMSC Board members Julie Turnipseed or Russ Volmert!



\$10 per ticket or 3/\$25



Buy three tickets or more and become an artist on your own special part of the "Love Where You Live" coloring mural here at conference. Your purchase includes markers and a sample piece of the "Love Where You Live" coloring mural to take home!*

*While supplies last.

BOLD

What Part of Your Marketing is Working? Better yet - what isn't?

An unbiased, extensive review of marketing tactics can help your team identify strategies that are not working or underperforming, and find solutions to boost marketing effectiveness and lead generation.

Let **BOLD** analyze your current strategies. Then, get a detailed report of key findings with recommendations that can be implemented immediately.

All in 2 weeks or less.

Let's get started. Scan the QR code to learn more.



Marketing you can't live without. Solutions you didn't know existed.

CONTACT

Dana Thomas, Owner
dana@getboldmarketing.com
(573) 803-0676

GetBOLDMarketing.com/Marketing-Audit



CREATING JOBS + EXPANDING INCLUSIVE ECONOMIC GROWTH

Realizing our shared vision for meaningful and positive growth will require investment, collaboration, and participation from all.

Join us at www.GreaterSTLinc.com





GREATER ST. LOUIS INC.

Schedule At A Glance




















Session Tracks
















-  Urban*
 -  Fundamental
 -  Civic
 -  Economic
 -  Physical
 -  Social
 -  Historic Preservation
- *SLDC—sponsor of Urban Main Street Forum and Urban Track

WEDNESDAY, JULY 26, 2023




















10:00 am – 5:30 pm	Registration	Grand Foyer
10:00 am – 5:00 pm	Main Street 5 & Dime	Grand Ballroom
10:00 am – 11:30 am	Urban Main Street Forum  *By invitation only 	Broadway I & II
11:00 am – 2:00 pm	Main Street Directors Meeting with Lunch *Open only to contracted Main Street Executive Directors	Lindbergh Room
11:00 am – 2:00 pm	Support Staff Meeting with Lunch *Open only to those communities with full-time director	Lindbergh Room
2:30 pm – 5:30 pm	Missouri's New CDBG Program: Successful Projects that Revitalize Downtown    	Broadway I & II
2:30 pm – 6:00 pm	Educational Tour: Makers and Shakers in Delmar Main Street District –Meet at 2:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark Tickets available at registration; No tickets sold at event.	Delmar Main Street District
2:30 pm – 6:00 pm	Educational Tour: Food Entrepreneurs Are Shaking Up the Food Industry –Meet at 2:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark Tickets available at registration; No tickets sold at event.	Dutchtown/Soulard Districts
6:30 pm – 8:00 pm	Evening Opening Reception –Meet at 6:15 pm at the Walnut Street exit of the Hilton St. Louis at the Ballpark to walk together. Tickets available at registration; No tickets sold at event.	Crown Room at the Budweiser Brew House in Ballpark Village, 601 Clark Ave., St. Louis, MO 63102

THURSDAY, JULY 27, 2023

7:30 am – 4:00 pm	Registration	Grand Foyer
7:30 am – 4:00 pm	Main Street 5 & Dime	Grand Ballroom
7:30 am – 4:00 pm	Main Street Expo	Grand Ballroom
7:30 am – 8:30 am	Continental Breakfast in Expo	Grand Ballroom
8:30 am – 9:45 am	Welcome and Opening Assembly: Celebration of People!	Grand Ballroom
9:45 am – 10:15 am	Beverage Break in Expo	Grand Ballroom
10:15 am – 10:45 am	Measure Twice, Cut Once   	Broadway I & II
10:15 am – 11:30 am	Main Street's Role in Addressing Social and Economic Challenges   	Ballpark II & III
10:15 am – 11:30 am	Microenterprise Financing for Downtown Development 	Lindbergh Room
11:00 am – 11:30 am	Energy Saving Solutions Uncover Hidden Revenue Streams for Facility Renewal  	Broadway I & II
11:30 am – 1:30 pm	Lunch On Your Own	
11:30 am – 3:00 pm	Main Street Clinic –No Appointment Needed!	Grand Ballroom
1:30 pm – 2:15 pm	Main Street Redevelopment – Uniting the Art and Science of Main Street Revitalization    	Ballpark II & III
1:30 pm – 2:15 pm	Small Area Planning and YOUR Downtown   	Broadway I & II
1:30 pm – 2:15 pm	Historic Tax Credits: An Overview   	Lindbergh Room

2:15 pm – 2:45 pm	Beverage Break in Expo	Grand Ballroom
2:45 pm – 3:45 pm	Integrating Your Downtown into the Community Housing Cycle  	Broadway I & II
2:45 pm – 3:45 pm	Playing in the Same Sandbox   	Ballpark II & III
2:45 pm – 3:45 pm	Storefront Designs in Historic Districts   	Lindbergh Room
3:45 pm – 4:00 pm	Break	Grand Ballroom
4:00 pm – 4:45 pm	The Certified Local Government Program: Best Practices for Local Historic Preservation    	Broadway I & II
4:00 pm – 4:45 pm	Power of Collaboration: Neighborhood-Based Tools for Addressing Commercial Problem Properties 	Ballpark II & III
4:00 pm – 4:45 pm	Bitesize Placemaking  	Lindbergh Room
6:00 pm – 9:00 pm	ShowMe Bash & Pitch Party at the Armory STL –Buses begin loading at 5:45 pm at Walnut Street exit of the Hilton St. Louis at the Ballpark Tickets available at registration; No tickets sold at event.	The Armory STL, 3660 Market Street St. Louis, MO 63110

FRIDAY, JULY 28, 2023

7:30 am – 4:00 pm	Registration	Grand Foyer
7:30 am – 4:00 pm	Main Street 5 & Dime	Grand Ballroom
7:30 am – 12:00 pm	Main Street Expo	Grand Ballroom
7:30 am – 8:30 am	Continental Breakfast in Expo	Grand Ballroom
7:30 am – 12:00 pm	Main Street Clinic –No Appointment Needed!	Grand Ballroom
8:30 am – 9:30 am	General Session: A Recipe for Place  	Grand Ballroom
9:30 am – 10:30 am	Expo Giveaway and Beverage Break	Grand Ballroom
10:30 am – 11:00 am	Find Your Community's 'Unicorn': Discover the Possibilities When You Ignite an Entrepreneur 	Broadway I & II
10:30 am – 11:45 am	Leading People to Purpose  	Ballpark II & III
10:30 am – 11:45 am	Successful Event Planning and Then Measuring Their Impact    	Lindbergh Room
11:15 am – 11:45 am	People-Powered Promotion for Small Towns  	Broadway I & II
11:45 am – 1:30 pm	Lunch On Your Own	
1:30 pm – 2:15 pm	Badass Your Board  	Broadway I & II
1:30 pm – 2:15 pm	The Organization Driven Art of Partnering REALTORS® with Revitalization    	Ballpark II & III
1:30 pm – 2:15 pm	Beg, Borrow and Steal: How to Leverage Your Local Resources for Your Main Street Program  	Lindbergh Room
2:15 pm – 2:30 pm	Beverage Break	Grand Ballroom
2:30 pm – 4:00 pm	Closing Assembly with Keynote Address: Donovan Rypkema, “People Impacting Preservation!”	Grand Ballroom
6:00 pm – 6:30 pm	Evening of Excellence Reception	Arch View Foyer
6:30 pm – 10:00 pm	Evening of Excellence Awards Ceremony & Dinner Tickets available at registration; No tickets sold at event.	Arch View Ballroom



Commerce Bank

Member FDIC

Commerce Bank
8000 Forsyth Blvd., Suite 920
St. Louis, MO 63105
Phone: 314-726-2255
www.commercebank.com

GREATER ST. LOUIS INC.

Greater St. Louis, Inc.
One Metropolitan Square, Suite 2200
211 N Broadway
St. Louis, MO 63102
Phone: 314-231-5555
www.greaterstlinc.com



ST. LOUIS DEVELOPMENT CORPORATION

St. Louis Development Corporation
1520 Market St., Suite 2000
St. Louis, MO 63103
Phone: 314-657-3700
www.stlouis-mo.gov/sldc

BOLD

BOLD Marketing
1922 Independence Street
Cape Girardeau, MO 63703
Phone: 573-803-0676
www.getboldmarketing.com



**U.S. Bancorp Impact
Finance**
1307 Washington Avenue, Suite 300
St. Louis, MO 63103
Phone: 314-335-2600
www.usbank.com/impactfinance



Build A Bear
415 South 18th Street, Suite 200
St. Louis, MO 63103
Phone: 314-423-8000
www.buildabear.com



Thompson Coburn, LLP
One US Bank Plaza
St. Louis, MO 63101
Phone: 314-552-6503
www.thompsoncoburn.com



The Bank of Missouri
3427 William Street
Cape Girardeau, MO 63701
Phone: 573-335-3100
www.bankofmissouri.com

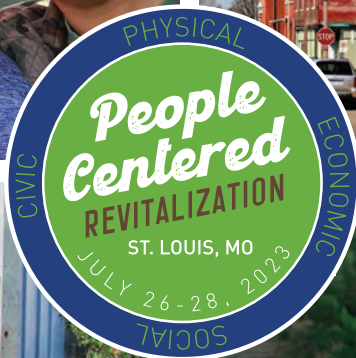


Karen Bode Baxter
Preservation Consultant
St. Louis, MO

**Karen Bode Baxter,
Preservation Specialist**
5811 Delor Street
St. Louis, MO 63109
Phone: 314-353-0593
Email: karen@bodebaxter.com



**Fora Planning &
Design, LLC**
Phone: 314-537-7707
Email: rgvolmert@att.net



Artificial Ice Events
 147 Summit Street, Unit #3A,
 Peabody, MA 01960
 Phone: 800-275-0185
www.artificialiceevents.com



Bank of Washington
 200 West Main Street,
 Washington, MO 63090
 Phone: 636-239-7831
www.bankofwashington.com



Gilmore & Bell, P.C.
 One Metropolitan Square,
 211 N. Broadway, Suite 200,
 St. Louis, MO 63102
 Phone: 314-436-1000
www.gilmorebell.com



MarksNelson
 Certified Public Accountants & Business Advisors
MarksNelson, LLC
 6800 W 115th St #3511,
 Overland Park, KS 66211
 Phone: 816-743-7700
www.mnadvisors.com



sfsarchitecture

SFS Architecture
 2100 Central St. Suite 31,
 Kansas City, MO 64108
 Phone: 816-474-1397
www.sfsarch.com



Southeast Missouri State University
 Historic Preservation Program
 One University Plaza, MS 2960
 Carnahan Hall 311E
 Cape Girardeau, MO 63701
 Phone: 573-651-2146
www.semo.edu



SWT Design, Inc.
 7722 Big Bend Blvd.
 St. Louis, MO 63119
 Phone: 314-644-5700
www.swtdesign.com



Rubin Brown
 7676 Forsyth Blvd, Suite 2100,
 St. Louis, MO 63105
 Phone: 314-290-3300
www.rubinbrown.com



Energy Solutions Professionals, LLC
 6400 W. 95th Street, Suite 202,
 Overland Park, KS 66212
 Phone: 913-381-2800
www.energyesp.com

SPEAKER BIOS

James (Jim) Bax

Jim Bax is a licensed attorney with the Neighborhood Advocacy Group of Legal Services of Eastern Missouri. Jim has years of trial experience in both state and federal courts. Jim's focus with the Neighborhood Advocacy Group is reducing nuisance properties through litigation. jbax@lsem.org

Lyndsey Baxter

Currently the Executive Director of the Downtown Excelsior Partnership, Inc., Lyndsey Baxter is in her ninth year of leading the organization in downtown Excelsior Springs, MO. Being a lifelong resident of the community, she has always wanted to see downtown succeed and in her tenure as the director, Downtown Excelsior Springs has shown significant growth in revitalization, private investment, and consumer spending. Lyndsey is dedicated to establishing and assisting local businesses with tools to promote positive economic development and local culture. exec@visitesprings.com

Stephanie Campbell Yount

Stephanie Campbell Yount has led many lives, but "community champion" is her favorite. As an entrepreneur in Maryville, MO, and Main Street Board Member, Stephanie has made supporting the revitalization of her hometown's Main Street a passion project. Together with her husband Kent, she owns six downtown buildings and four business ventures, including a boutique, short-term rentals, and a brewery. She holds a Bachelor's degree in Accounting and a Master's degree in Public Administration. stephanie@shopbluwillow.com

Patty Cantrell

Patty Cantrell from New Growth Capital has led the development of west central Missouri's START HERE Business Acceleration Network, microenterprise financing and credit building services, and startup of the SBA-designated rural New Growth Women's Business Center. She holds a Masters' degree in Business Administration and Bachelors' degrees in Economics and Political Science. She brings a career in community economic development and business journalism to her rural Missouri work. pcantrell@newgrowthmo.org

Jamie DeBacker

Jamie DeBacker was born and raised in Warrensburg, MO. Being the daughter of a downtown business owner, she is familiar with the importance to support locally. She watched her mother grow into a successful business woman which later inspired Jamie to pursue a degree in Business Administration. Jamie joined the Warrensburg Main Street team in 2019 as the Events Coordinator and promoted to Assistant Director in 2021. events@warrensburgmainstreet.org

Cassidy Desmond

Cassidy Desmond is the Assistant Director for Downtown Washington, Inc. She is currently the coordinator of the Fall Festival of the Arts & Crafts, BBQ & Bluesfest and Art Fair & Winefest committees. Cassidy's job is to keep all the details of the events on track, including booking bands and food vendors, locating volunteers, and acting as the liaison between

the City of Washington and the committees. The committees make the decisions together & Cassidy oversees putting those decisions in motion. events@downtownwashmo.org

Andrew Dial

Andrew Dial is the Grants Manager at the MO State Historic Preservation Office. His duties include applying for the SHPO's annual funding from the National Park Service and distributing sub-grants to communities throughout Missouri. Andrew holds a PhD in History from McGill University and has been awarded fellowships from Georgetown University, the Fulbright Commission, and the American Philosophical Society. andrew.dial@dnr.mo.gov

Dave Eames

Dave Eames is a downtown resident of Lee's Summit, MO. He 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 a former board president of Downtown Lee's Summit Main Street. fossilforge@gmail.com

Elizabeth Feldmeir

Elizabeth Feldmeir is a nationally known community development and tax credit advisor. For more than a decade, she has worked directly on several billion dollars in tax credit transactions and represents lenders, investors, community development entities and developers. She is recognized for her ability to collaborate with parties in a transaction and her understanding of her clients' businesses and their priorities. Elizabeth combines traditional financing with tax incentives in order to finance the expansion of operating businesses and commercial developments. She has also represents clients during the acquisition, development, construction, sale and management of commercial and multifamily residential property. efeldmeir@thompsoncoburn.com

Garrett Fischer

Garrett Fischer is a partner at Thompson Coburn LLP in St. Louis, MO, where he counsels banks, financial institutions and other businesses on a variety of tax credit, commercial transaction, and regulatory issues. Garrett has extensive experience with structuring the purchase and sale of transferable state tax credits, as well as the allocation of state tax credits through sophisticated, multi-tiered project investment funds. Garrett also often represents lenders and borrowers in a wide variety of secured and unsecured commercial finance transactions, including single bank and syndicated credit facilities, and Garrett frequently provides guidance on the myriad of federal and state laws and regulations impacting lenders. Garrett is a graduate of Rockhurst University in Kansas City, MO, and he earned his law degree and a Master of Laws in Taxation from Washington University School of Law in St. Louis, MO. gfischer@thompsoncoburn.com

Sheridan Garman-Neeman

Sheridan Garman-Neeman, Chief Community Wealth Building Officer of New Growth CDC, is a powerful leader and excellent manager. She now leads New Growth after several years building a partner nonprofit in the region and being part of New Growth's founding in 2017. She brings an extensive background in business, finance, and economic development to her executive director work. sgarman@newgrowthmo.org

Dana Gould

Dana Gould has dedicated her 28-year career to the appropriate treatment of historic properties including preservation, restoration, and rehabilitation. Recognizing the cultural significance historic buildings represent within their communities, Dana works with property owners to evaluate the potential value of their existing building. She takes the time to understand each property, delving into the history, significance, and construction of the building before developing comprehensive solutions. dgould@sfsarch.com

Brittany Hubbard

Brittany Hubbard is a licensed attorney with Neighborhood Advocacy Group of Legal Services of Eastern Missouri. Her focus throughout her employment with legal services has been advocating for neighborhood associations to eliminate problem properties, both commercial and residential. She has had success in guiding her clients through local government processes and the legal knowledge to achieve their intended goal. bvhubbard@lsem.org

Brandon Jenson

Currently, Brandon Jenson 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 (CDBG) 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. brandon.jenson@ded.mo.gov

Tyler King

Tyler King is the Executive Director of Downtown Washington, Inc. and the Historic Washington Foundation. Tyler oversees all aspects of each organization, as well as taking care of all the executive decisions about the events for both organizations. Tyler has more than 13 years experience in event planning, community relations, media relations, marketing, and management, and holds a real estate license. tyler@downtownwashmo.org

Lisa Kremer

Lisa Kremer is a former Main Street Program Manager at Hampton, Iowa and former Executive Director of Win-Worth BETCO, the first joint county Economic Development program in Iowa. She served as the initial director for both programs and had the opportunity to build both from the ground up. Currently, Lisa is the Executive Director of the Buchanan County (Iowa) Economic Development Commission (BCEDC) and has been in this position for three years. Lisa worked extensively with the downtown revitalization of Independence, Iowa, the county seat of Buchanan County. Since she began, she has worked and secured several Catalyst Grants, a Downtown Upper Story Housing grant and has worked with the city chamber to secure two CDBG Downtown Revitalization grants, one being a COVID grant. She has worked on workforce housing, tourism, business development, and industry retention and recruitment to name a few areas of her range of duties.

Debbie LaRue Kendrick

Debbie LaRue Kendrick, a 33-year REALTOR® Designated Broker of See Real Estate, has been a lifetime top producer and instructor in her industry and

an advocate for property rights at both the state & local levels. Her accolades include being the five-time Past President and current State Director of the Mark Twain Association of REALTORS®, on the Board of Directors of Downtown Monroe City Revitalization, and on the Monroe City Development Corp where she works toward partnering realtors and revitalization. debbie.kendrick@seerealestate.com

Ben Levenger

Ben Levenger is an AICP Planner, registered landscape architect, and a Certified Economic Developer. He is the President of Downtown Redevelopment Services, LLC, a planning firm specializing in assisting communities through comprehensive downtown planning. He has worked in over 30 states and consults for federal agencies on economic development best practices. ben@dtredevelopment.com

Greg McDanel

Greg McDanel has served as City Manager of Maryville since 2012. Born and raised in Marshall, MO, Greg worked for the City of Independence, MO, and served as City Administrator of Cherryvale, Kansas, prior to returning to Maryville as City Manager. Greg is an ICMA-Credentialed Manager and received the 2016 Public Service Award from the Northwest Missouri State University Alumni Association. Greg was also named one of the "50 Missourians You Should Know" and in the "40 Under Forty" 2020 class by Ingramis Magazine. gmcDaniel@maryville.org

Lisa Mullins Thompson

Lisa Mullins Thompson serves Main Street America as a Senior Program Officer for Revitalization Services. Lisa brings to MSA a broad professional background in historic preservation, strategic planning, public relations, small business and economic development in both the private and public sector. Prior to joining MSA, Lisa most recent employment was with the Kentucky Heritage Council, where she served as a Historic Preservation Coordinator and as a Resource Specialist for the Kentucky Main Street Program. Lisa previously worked for the National Trust for Historic Preservation, and as Executive Director of two Main Street programs in Annapolis, MD and Paducah, KY. lthompson@mainstreet.org

Amanda Nemeth

Amanda Nemeth is the Association Executive for the Franklin County Board of REALTORS®. Amanda is a long time active member of the Pacific Partnership, the Pacific Eagles #3842, a small business owner of Little Ireland Coffee, Pacific Chamber of Commerce, and a wife and mother of five children. Amanda works with her local Main Street program to partner realtors and revitalization. febr.office@gmail.com

John Peterson

John Peterson is SHPO's Certified Local Government (CLG) Coordinator. He promotes local historic preservation by collaborating with local, state, and federal partners. John has worked for a variety of local, state, and federal agencies. John has Master's degrees in Anthropology from the University of Nebraska and Educational Studies from Western Governors University. john.peterson@dnr.mo.gov

Jill Purvis

Jill Purvis, originally from Branson, MO, grew up the

daughter of a small town business owner which gave her a passion for the community and all things local. Jill holds a Bachelor of Science in Education from the University of Central Oklahoma. Jill has been working with Warrensburg Main Street since 2012 and has served as the Executive Director since 2019. director@warrensburgmainstreet.org

Nathan Rauh

Nathan Rauh is an architect and developer with 25 years of experience in the design, real estate development, and construction industry. He has practiced architecture and worked as a developer with unique expertise in mixed-use, multi-family, and senior housing projects in urban and Main Street settings. Currently he leads Naismith-Allen, Inc., a boutique firm providing planning, development, architecture, and design services focused on infill, Main Street, and historic renovation projects. nathan.rauh@naismith-allen.com

Donnie Rodgers

Donnie Rodgers is the Executive Director of Downtown Lee's Summit Main Street in Lee's Summit, MO, a community of more than 100,000 residents just outside of Kansas City. He has been with Downtown Lee's Summit Main Street since February 2014. He holds a Master's degree in Community Development and a Bachelor's degree in Architecture. He was part of the first cohort to complete the Main Street America Revitalization Professional certification. donnie@downtownls.org

Donovan Rypkema

Donovan D. Rypkema is principal of PlaceEconomics, a Washington, D.C.-based real estate and economic development consulting firm. The work of the firm is at the nexus of historic preservation and economics. He has undertaken assignments for public and non-profit sector clients in 49 US states. Rypkema was educated at Columbia University receiving a Master of Science degree in Historic Preservation. He is author of several publications including *Community Initiated Development*, *The Economics of Rehabilitation*, and the *Feasibility Assessment Manual for Reusing Historic Buildings*. Rypkema's book, *The Economics of Historic Preservation: A Community Leader's Guide* is widely used by preservationists nationwide and has been translated in to Russian, Georgian, and Korean. Rypkema has worked with such groups as the Urban Land Institute, the Mayors' Institute on City Design, the American Planning Association, Smart Growth America, the National Trust for Historic Preservation and the International Downtown Association. Federal Government clients have included the U.S. Army, the Department of State, the Department of Housing and Urban Development, the Department of Interior, and the Advisory Council for Historic Preservation for whom he prepared a report entitled *Measuring Economic Impacts of Historic Preservation*. In the fall of 2012 Rypkema received the Louise du Pont Crowninshield Award from the National Trust for Historic Preservation. The Crowninshield Award is the nation's highest preservation honor and awarded for lifetime contribution to historic preservation in the United States. drypkema@placeeconomics.com

Anwar Saleem

Anwar Saleem is the founder and Executive Director of H Street Main Street, Inc. The purpose of the organization is to guide the revitalization of a critical

and long-neglected neighborhood commercial corridor in Washington, D.C. His efforts have drawn more than 6.5 billion dollars in additional investment and development to the community and have continued throughout the COVID Pandemic. He has helped business owners successfully apply for and receive grants and loans to upgrade storefronts and the interiors of their buildings. The National Trust for Historic Preservation honored the organization with the Great American Main Street Award in 2013. USA Today ranked H Street #1 amongst America's 10 most up-and-coming neighborhoods. Forbes Magazine named H Street NE one of the "hippest corridors" in the country. anwar.saleem@hstreet.org

Sandy Selby

Sandy Selby is the editor-in-chief of Missouri Life magazine. She is captivated by Missouri's natural and cultural treasures, and the fascinating people she meets in her journeys around the state. But she has never found a spot she loves more than her hometown of Arrow Rock. The village is a National Historic Landmark and the ideal landing place for a history lover. Sandy has authored two books about the village, organized festivals, and created the town's highly successful ghost tours. sandy@missourilife.com

Jeff Siegler

Jeff Siegler has assisted hundreds of communities with their revitalization, economic sustainability, and community development over the course of his career. Utilizing a background in urban planning, downtown district management, revitalization, real estate, economics, and organizational development, his diverse background and expertise lend a unique vantage point for addressing community concerns. Jeff believes revitalizing communities is the most important work we can do. Revitalization has the power to transform people's lives by fostering a stronger sense of community. Revitalization enhances quality of life, it provides people with more enriching experiences, and Jeff has dedicated himself to killing apathy- one town at a time. jeff@revitalizeordie.com

Steven Spurgeon

Steve Spurgeon has over 25 years' experience within the energy efficiency, facility-improvement, heating, ventilating and air-conditioning fields. He has provided business development, financial analysis, utility and facility analysis, and marketing support to front line project developers. Over the course of his career, he has worked with project developers, sales, and financiers to implement millions of dollars of energy-saving upgrades and facility improvements. steve@energysp.com

Dana Thomas

Dana Thomas is the owner of BOLD Marketing based in Cape Girardeau, MO, a multi-dimensional business partner in Business to Business (B2B) and Business to Consumer (B2C) growth. What started 15 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, lead generation, marketing strategy, and crisis communications. The BOLD team leads organizations to develop and embrace change to positively move culture, profits, and market share. dana@getboldmarketing.com

SPEAKER BIOS

Jim Thompson

Jim Thompson currently serves as a Downtown Economic Development Specialist covering all areas of Development for downtowns & Main Street Iowa districts for the Iowa Economic Development Authority. He has over 25 years experience in community development, retail management as well as having served on a City Council for 10 years. He engages communities in market analysis including data analysis, business retention, recruitment, and implementation strategies. He has also led efforts in tax increment finance, urban revitalization, housing & real estate development, branding and one-on-one

business technical assistance for Iowa's communities. Jim has also served as a consultant for the National Main Street Center, worked in several states and has presented multiple times at the National Main Streets Conference. jim.thompson@iowaEDA.com

Gustavo Ustariz

As Main Street America's Program Officer for Neighborhood Services, Gustavo Ustariz is responsible for supporting and expanding the reach of comprehensive commercial district revitalization technical services to their network of communities and Coordinating Programs across the country, particularly serving their big city programming and Spanish-speaking communities. Gustavo has worked as a tourism planning and development consultant, collaborating with NGOs, local governments,

entrepreneurs, and organized community groups in assessing, planning, developing, and marketing international tourism destinations. gustariz@mainstreet.org

Ben Wine

Ben Wine is a downtown resident of Lee's Summit, MO. He 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 Downtown Lee's Summit Community Improvement District as well as a proud supporter of Downtown Lee's Summit Main Street. ben@localfoundry.com

Exhibitors



ABCreative
Representative:
Christi Fletcher

ABCreative helps to plan, design, and install all your playground equipment needs.

33160 W. 83rd Street, De Soto, KS, 66018 | 913-583-3332
info@abcreative.net | abcreative.net



Anova Furnishings
Representative: Dana Hester
At Anova, our mission is to design and manufacture beautiful, comfortable outdoor furniture to help communities come together.
1424 Talmage Ave. St. Louis, MO 63110

314-791-6989 | dhester@anovafurnishings.com
anovafurnishings.com



Arcturis
Representative: Judy Glik
Arcturis, Inc. is a full-service design studio of architects and

designers transforming spaces, places, and brands. A creative studio of diverse talent and perspectives, we empower change through design.

701 Market St, St. Louis, MO 63101 | 314-206-7152
jglik@arcturis.com | arcturis.com



Cole and Associates
Representative: Brandi Ball
We are a civil engineering company that fearlessly takes on our clients' most complex challenges.

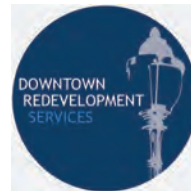
401 South 18th Street, St. Louis, MO 63103 | 314-330-0942
bball@colestl.com | colestl.com



District Bridges
Representative: Brianne Dornbush
District Bridges is a community ecosystem development nonprofit

organization and the first organization in the nation to develop a Multi Main Street model, managing six urban Main Street programs in Washington, DC. Today, we support Main Street organizations and Coordinating Programs across the country through consulting services, proven toolkits & training, and custom software to build the capacity and impact of Main Street programs.

3400 11th Street, NW Suite 200, Washington DC 20010
202-227-9559 | brianne@districtbridges.org | districtbridges.org



Downtown Redevelopment Services

Representative: Ben Levenger
Downtown Redevelopment Services (DTRedevelopment) is a planning and architecture firm specializing in downtown

revitalization and Main Street services. Our in-house staff can partner with your community to guide the residents from Ideation to Implementation.

100 E. Main Street, Suite A, Ravenna, OH, 44266 | 330-604-1810
ben@dtredevelopment.com | dtredevelopment.com



Energy Solutions Professionals
Representative: Kimi Dowling
Energy Solutions Professionals

(ESP) is an energy services company based in the Kansas City area that helps clients throughout the Midwest address energy saving opportunities, indoor air quality, and critical infrastructure needs in a budget-neutral manner through the Energy Efficiency Triad™ – an approach that encompasses energy supply, facilities/systems and human behavior. ESP is product, vendor and commodity independent, enabling unbiased solution development. We maintain streamlined operations in order to provide exceptional value-oriented services through a process we call energy efficiency|simply™.

6400 W. 95th Street, Suite 202, Overland Park, KS 66212
913-381-2800 | kimi@energysp.com | energysp.com



ForeverLawn
 Representative:
 Joey Julius

ForeverLawn St. Louis provides unparalleled expertise and the highest quality, natural-looking synthetic grass for residential and commercial properties in St. Charles and St. Louis, Missouri. Offering more than 20 varieties of the finest artificial grass alternatives, ForeverLawn St. Louis offers money- and resource-saving alternatives to traditional landscaping options.

8084 Watson Rd Suite 241, St. Louis, MO 63119 | 314-910-9535
 joey@stl.foreverlawn.com | foreverlawnstl.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!

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



MarketWurks

Representative:
 Chris Quinlan

We believe farmers' markets help build stronger, healthier

communities. Based on our experience running real-world markets, we created MarketWurks to address our needs and as it's grown, turned it into a platform to help markets all around the world. MarketWurks is now used by markets in six countries and counting, saving market managers countless hours of work each week.

4815 Glacier Lane, Whistler, BC V8B029 | 604-905-8886
 chris@marketwurks.com | marketwurks.com



Marvin Windows

Representative: Nick Baggio
 AT MARVIN, WE'RE DRIVEN

BY THIS PURPOSE: TO IMAGINE AND CREATE BETTER WAYS OF LIVING.

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.

We are Marvin, and this is our story — thank you for being part of it.

3132 Nottoway Ave Godfrey, IL 62035 | 618-641-8827
 nickbaggio@marvin.com | marvin.com



Member Marketplace, Inc.
 Representative:
 Cherie Edilson

At Member Marketplace, Inc., we are driven by a fundamental purpose: utilizing technology to bridge the gap between small businesses and consumers, thereby fostering stronger local communities. In an era dominated by large players in online marketplaces, we take pride in providing an alternative marketplace option that empowers local business organizations and their members to thrive in the digital landscape.

Our primary focus revolves around creating seamless and user-friendly experiences that enable consumers to effortlessly discover and support local businesses through our local marketplace platforms. We offer two distinct types of marketplaces: e-commerce marketplaces, ideal for larger communities and physical products, and member-connection marketplaces, tailored for member-based organizations and B2B service providers. At Member Marketplace, Inc., we deeply understand the significance of community in facilitating business connections, discoveries, networking, and online shopping. Our unwavering dedication lies in nurturing the growth and success of small businesses, empowering them to flourish in the digital era.

P.O. Box 1008, Marion, IA 52302 | 833-278-2742

cherie@membermarketplaceinc.com | membermarketplaceinc.com



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 | info@momainstreet.org | momainstreet.org



MuniBit

Representative: Randy Schilling

Munibit connects local communities digitally with a

website builder and built-in tools. Making it easy for communities to create a modern, mobile-friendly visitor website with an interactive map and directory, starting at just \$29/mo. Create a full website, or simply embed our directory feature to your existing website. Schedule a demo for one free month! (use code MSA23) -- www.munibit.com/schedule-demo

112 S. Main, St. Charles, MO 63301 | 314-301-8990

randy@munibit.com | munibit.com



MOMAINSTREETCONFERENCE.COM

Learn more about these Exhibitors at the Main Street Expo, open daily in the Grand Ballroom!

Exhibitors

NAISMITH-ALLEN, INC.

Naismith-Allen, Inc. is a boutique firm providing planning, development, architecture, and design services focused on infill, Main Street, and historic renovation projects.

130 A E Lockwood, Webster Groves, MO, 63119 | 314-556-0986
nathan.rauh@naismith-allen.com | naismith-allen.com

Naismith-Allen Inc.

Representative: Nathan Rauh

PROJECT GRAPHICS PRINT • DISPLAY • DÉCOR

Project Graphics, founded in 1993, is a manufacturer, decorator and a creative service company offering quality graphic products for any visual promotion or event. For over 25 years the company's print and decoration services span the spectrum of grand-national events, community graphics, shopping destinations, educational institutions and roll-outs for major retailers. The company has also developed revenue generating sponsorship campaigns utilizing graphic displays and worked closely with national organizations to implement these programs nationwide. Incorporating the latest technologies in large format printing with durable hardware and frames.

41 Stone Pit Road Roodbury, CT, 06798 | 1-800-655-7311
beth@projectgraphics.com | projectgraphics.com

Project Graphics

Representative: Beth Blair



St. Louis Development Corporation

Representative: Lance Knuckles
St. Louis Development Corporation is the economic development arm for the City of St. Louis, Missouri.

1520 Market St., Suite 2000, St. Louis, MO 63103 | 314-657-3700
knucklesl@stlous-mo.gov | stlouis-mo.gov/SLDC



State Historic Preservation Office

Representatives: John Peterson and Andrew Dial

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 | 573-751-5376
John.Peterson@dnr.mo.gov | mostateparks.com



Terracon

Representative: Jamie Weaver
Terracon is an employee-owned multidiscipline consulting

firm comprised of more than 6,000 curious minds focused on solving engineering and technical challenges from more than 175 locations nationwide. Terracon consistently ranks as a top 25 design firm by Engineering News-Record. Start to explore with us by visiting terracon.com.

11600 Lilburn Park Rd, St. Louis, MO 63146 | 618-250-9669

Jamie.weaver@terracon.com | terracon.com

U.S. BANCORP IMPACT FINANCE

We believe all people have a right to thrive in a safe, vibrant community.

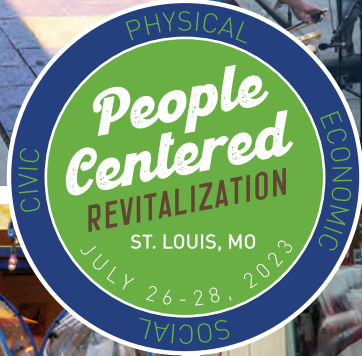
Working together toward a sustainable future.



usbank.com/impactfinance

Member FDIC. ©2023 U.S. Bank 909505 (3/23) CR-26864176





ACTIONABLY ACCOUNTABLE ADVOCATES.

As the City's economic development agency, SLDC's strategic focus is to **empower, develop and transform St. Louis** through a vibrant, just and growing economy *where everyone can thrive.*

developstlouis.org



ST. LOUIS DEVELOPMENT CORPORATION



Accredited Tier Main Street Programs

These eight 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.

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.



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.

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



DOWNTOWN
EXCELSIOR PARTNERSHIP

Excelsior Springs

Downtown Excelsior Partnership, Inc. (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
JOPLIN
ALLIANCE

Joplin

Downtown Joplin Alliance is a not-for-profit organization dedicated to the revitalization of the downtown community as a thriving, safe and attractive center of art, history, enterprise, commerce, culture, residence, and entertainment.

Downtown Joplin is host to many monthly, seasonal, and annual events designed to encourage community involvement and stimulate the local economy.

There's so much to do in Downtown Joplin! Third Thursdays are great for those who enjoy local goods or partaking in food, arts, and entertainment. First Friday WineShare is great for palates new and old. Taste new wine, meet new friends, and have fun! Stop by the Empire Market on Saturday for fresh, local produce, baked goods, artisan crafts, and other specialty items.



LS
DOWNTOWN
LEE'S SUMMIT MAIN STREET

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

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.



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.



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

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.



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 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.



Associate Tier Main Street Programs

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.



Affiliate Tier Main Street Programs

The Main Street programs in the Affiliate Tier 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.

ACCREDITED COMMUNITIES

Cape Girardeau[^] | Chillicothe*
Excelsior Springs | Joplin | Lee's Summit[^]
Liberty | Warrensburg | Washington[^]

[^]Great American Main Street Award® winner

*Great American Main Street Award® semi-finalist

ASSOCIATE COMMUNITIES

Clinton | Independence | Jackson

AFFILIATE COMMUNITIES

Albany | Ashland | Bethany | Brookfield | Cameron
Campbell | Canton | Carrollton | Carthage | Charleston
Delmar | Dutchtown | Fayette | Gallatin | Glasgow
Grain Valley | Harrisonville | Kirksville | Laclede's Landing
Lebanon | Marceline | Maryville | Milan | Monroe City | Nevada
Ozark | Pacific | Parkville | Pleasant Hill | Raytown | Salisbury
Sedalia | Sikeston | Smithville | Sparta | St. Charles | St. Joseph
Trenton | Vienna | West Plains | Willow Springs

■ Community Empowerment Grant Communities

■ St. Louis Main Streets



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



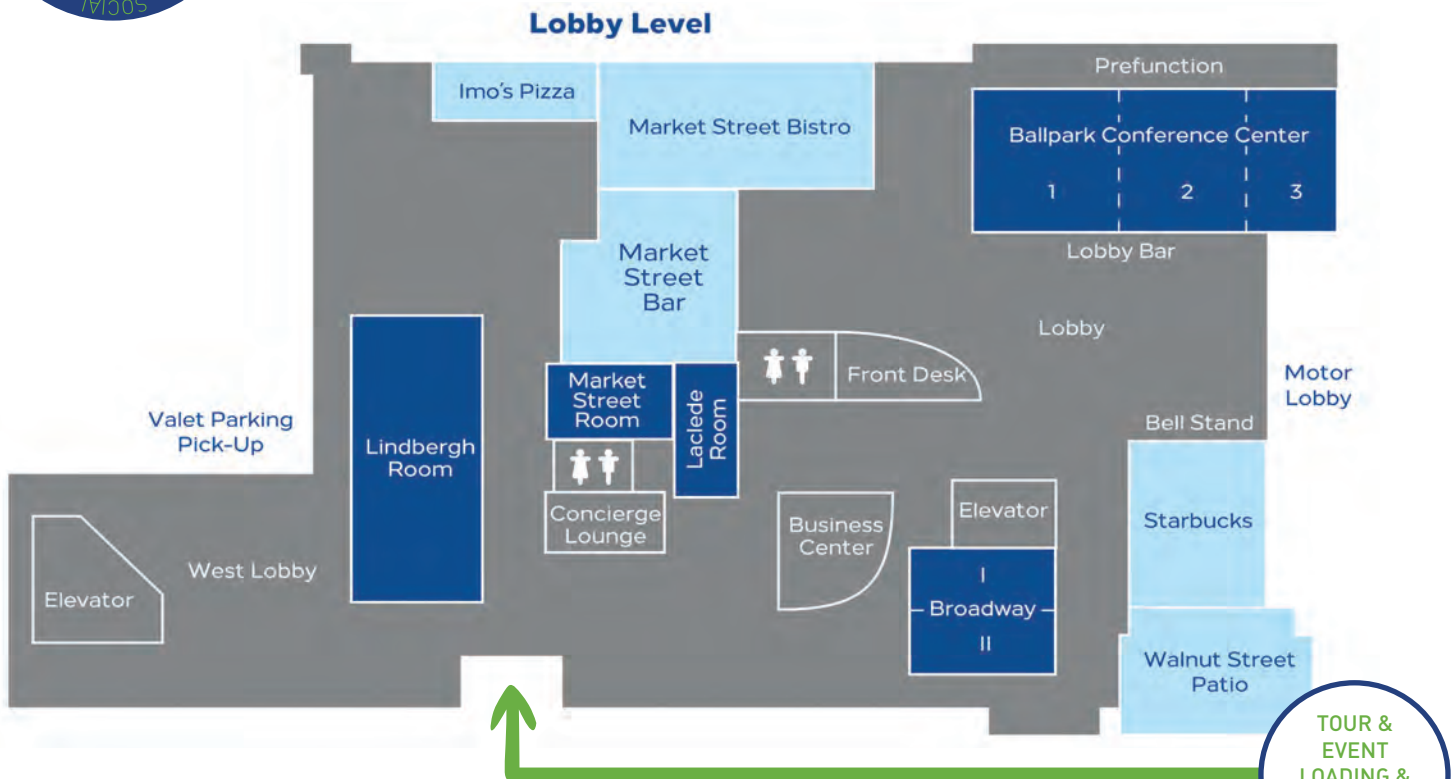


Hotel Map

MISSOURI'S PREMIER
Downtown

REVITALIZATION
CONFERENCE

ST. LOUIS // JULY 26-28, 2023



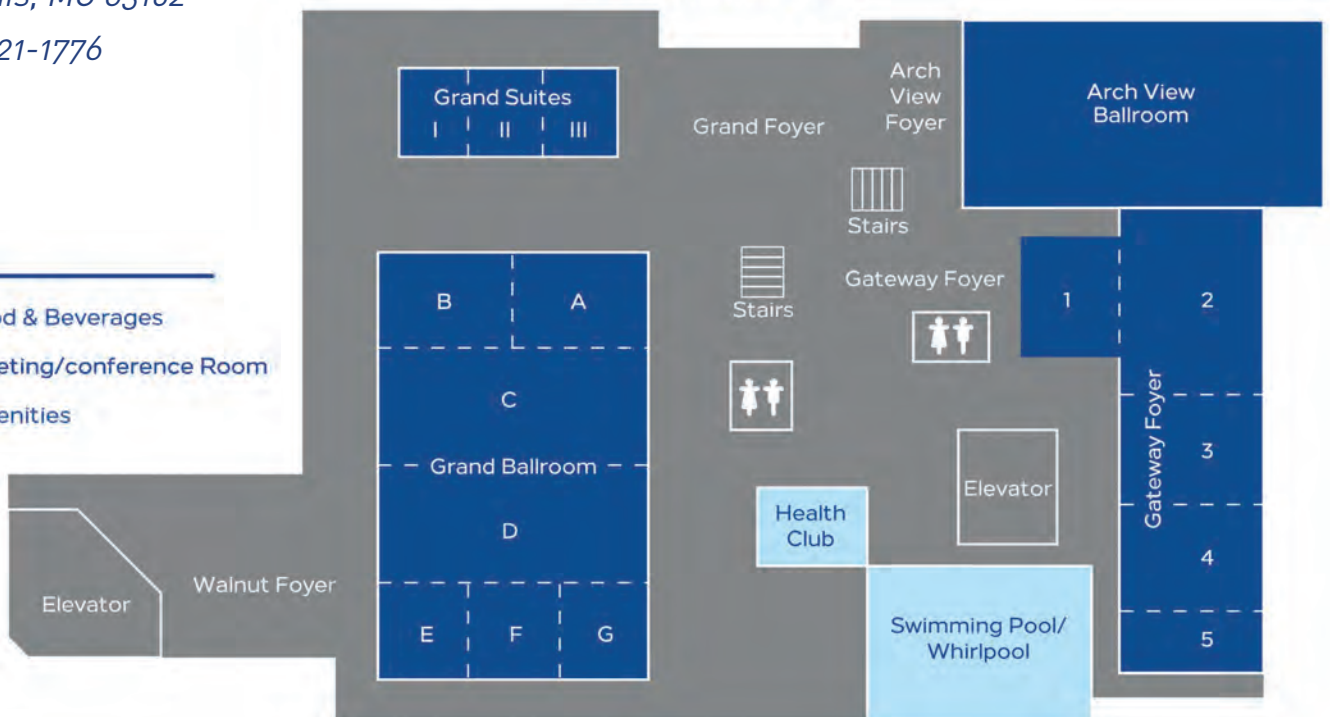
TOUR &
EVENT
LOADING &
DEPARTURE
AREA

Hilton St. Louis at the Ballpark
1 South Broadway,
St. Louis, MO 63102
(314) 421-1776

Second Floor Convention Level

Key

- Food & Beverages
- Meeting/conference Room
- Amenities





BROUGHT TO YOU BY



PREMIER CONFERENCE SPONSORS



Commerce Bank
Member FDIC

**GREATER
ST. LOUIS INC.**



ST. LOUIS DEVELOPMENT CORPORATION

BOLD **usbank**



**THOMPSON
COBURN LLP**



GILMORE BELL



STATE AND NATIONAL PARTNERS



This conference is a private and public partnership with Department of Economic Development, State of Missouri, USDA, National Trust, Missouri Humanities Council, Missouri Arts Council, the William T. Kemper Foundation, and MMSC.