

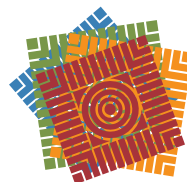
2024
NC MAIN STREET
CONFERENCE

Goldsboro, NC

MARCH 12 – 14, 2024



*Ignite,
Activate,
Empower...
Main Street!*



North Carolina
MAIN STREET

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NC Main Street Conference

MARCH 12-14, 2024 | GOLDSBORO, NC

The North Carolina Main Street Conference is an annual three-day conference, held within the downtown of a beautiful rural community of NC. The venue changes each year, as do the speakers, sponsors, vendors, tours, and sessions. The conference is open to anyone interested in learning about downtown economic development.

Attendees gain knowledge from networking with other downtown enthusiasts, and attending sessions facilitated by a handpicked lineup of notable speakers.

Ignite, Activate, and Empower...Main Street!

The principles of the Main Street program are designed to create downtown districts that will not only survive, but will also thrive with new activity and flourishing, exceptional uses. Main Street is economic development that is accomplished through igniting the downtown with high-quality design improvements, activating the district through authentic promotion and locally driven economic vitality, and empowering the people and the community to get involved with sustainable organization. Collectively, these activities create a rich, distinctive sense of place that is the heart of the community.

Ignite, Activate, and Empower...Main Street!, the theme of this year's conference, is an exploration of the most innovative approaches that communities are taking to accomplish their goals. From award-winning rehabilitation to memorable public art, downtowns are ignited with high-quality design improvements that energize both local residents and visitors who want to experience a genuine, creative environment. Through storytelling, pop-up shops, and locally driven marketplaces, districts are activated with fresh new marketing initiatives, events, and businesses that encourage everyone to explore downtown. And through dedicated leadership and partnerships, people are empowered to invest time and money in their communities that result in positive change.

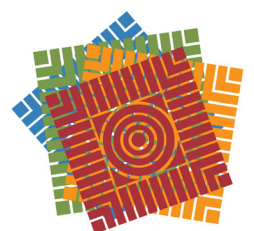
North Carolina Main Street programs and their public and private sector partners are creatively leveraging strategic economic development planning, tools, and programs that result in investment, business growth, and job creation. North Carolina Main Street communities have seen more than \$5.2 billion in investment since the inception of the program in 1980, and more than \$684 million in investment in fiscal year 2022-2023.

The North Carolina Main Street Conference is the largest statewide downtown revitalization conference in the country. Attendees include downtown economic development professionals, elected officials and local government staff, rural leaders, volunteers, business and property owners, consultants, vendors, and sponsors that are all interested in trends, initiatives, and success stories they can use to maximize downtown and community revitalization at home.

This milestone event will be held in downtown Goldsboro, North Carolina, as it proudly celebrates 40 years as an exemplary Main Street community. In that time, Goldsboro has learned the importance of partnerships, preservation, strategic planning, incremental growth, and, most importantly, using the Main Street framework to encourage collaboration with the private sector to advance ideas and involvement. The result? A vibrant, pedestrian-driven, art-centric community that is committed to ensuring the heart of Goldsboro is preserved and programmed for all.

Located in eastern North Carolina, Goldsboro is home to Seymour Johnson Air Force Base. With its wide sidewalks, walkable public spaces, a beautiful, historic train station, and an F-86 Sabre jet on display, downtown Goldsboro is a community that is leveraging its assets for economic prosperity and development in the commercial core. As a result, downtown Goldsboro has realized close to \$80 million in public and private investment in the last decade, 187 building rehabilitations, 78 net new businesses, and 430 jobs, with more to come. Today, downtown Goldsboro is thriving with an influx of diverse small businesses, an engaged community, exhibits of public art, festivals, weddings, and downtown living. Goldsboro leaders are proud of the city's history and the investments they are making in its future as a hub for arts, culture, and entrepreneurship, and they look forward to welcoming and sharing their story with you!

Thought-provoking keynote and plenary addresses and engaging breakout sessions with experienced presenters will inspire you with fresh ideas for downtown. Bring a group of community leaders, Main Street board members, and volunteers to get the most out of the conference experience. The North Carolina Main Street Conference offers the most successful implementation strategies for downtown revitalization and redevelopment available in the state, the southeast, and, perhaps, in the nation.



North Carolina
MAIN STREET



Hannah Love

Senior Research Associate,
Brookings Metro, Anne T. and
Robert M. Bass Center for
Transformative Placemaking,
Brookings Institution

Investing in Transformative Placemaking for Downtown Prosperity

TUESDAY | 5:00 PM

Hanna Love is a Senior Research Associate in Brookings Metro, where her research focuses on the intersection between place, economic opportunity, and community well-being. She co-leads the Brookings Institution's [Future of Downtowns](#) project, which works alongside local leaders nationwide to identify solutions to the evolving challenges facing American cities and their downtowns. She also leads Brookings Metro's research on [community-centered economic inclusion](#) and [Main Street revitalization](#) in rural and markets nationwide. Prior to Brookings, Love was a Research Analyst at the Urban Institute, specializing in community-centered solutions for safety. Love holds a master's degree from Columbia University and a bachelor's degree from Pomona College, both in Sociology.



Jon Schallert

President, The Schallert
Group, Inc

The Power of Uniqueness: The Key to a Destination Downtown

WEDNESDAY | 9:30 AM

Jon Schallert is the only business consultant teaching businesses and communities how to reinvent themselves into Consumer Destinations. When Jon is not speaking around the country, he conducts his 2½ day Destination Business Boot Camp in Colorado and oversees his online training network, [DestinationUniversity.com](#). Prior to starting his company, Jon spent ten years with greeting card giant Hallmark Cards.

About Main Street America™

Main Street America™ has been helping revitalize older and historic commercial districts for more than 40 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America™ is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.



**NORTH CAROLINA
MAIN STREET**

Main Street America™ is a movement.

Main Street America™ has been helping revitalize older and historic commercial districts for more than 35 years. It is the leading voice for preservation-based economic development and community revitalization across the country. Made up of small towns, mid-sized communities, and urban commercial districts, Main Street America™ represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America™ network help to breathe new life into the places people call home.

Main Street America™ is a mark of distinction.

It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns. Since 1980, over 2,000 communities have been part of Main Street, bringing renewed energy and activity to America's downtowns and commercial districts, securing \$61 billion in new investment creating more than 525,000 net new jobs and rehabilitating 251,000 buildings.

Main Street America™ is a time-tested strategy.

Main Street America™ communities are encouraged to make use of a time-tested approach, known as the Main Street Approach. The Main Street Approach is rooted in a commitment to broad-based community engagement, a holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Design, Promotion, and Organization.



Erin Barnes

President and CEO, Main Street America

Place Matters

TUESDAY | 3:45 PM

Erin became the [President and CEO of Main Street America](#) in 2023. Prior to Main Street America Erin was CEO of [ioby](#), an organization she cofounded, designed to mobilize neighbors who have good ideas to become powerful civic leaders who plan, fund, and make positive change in their own neighborhoods.

In 2018, Erin was named an inaugural Obama Foundation Fellow. In 2012, the Rockefeller Foundation awarded Erin and her cofounders at ioby the Jane Jacobs Medal for New Technology and Innovation.



Vernice Miller-Travis

Executive Vice President for Environmental Justice, Metropolitan Group

Better Together: Expanding Ownership and Equity in North Carolina's Main Streets

TUESDAY | 4:15 PM

Vernice Miller-Travis is one of the nation's pioneering and most respected thought leaders on environmental justice and the interplay of civil rights and environmental policy. She has vast experience as a civil rights and environmental policy analyst and advocate; consultant for federal and state agencies, foundations, and nonprofits; environmental program manager and foundation program officer. Vernice is a co-founder of [We ACT for Environmental Justice](#) and was a contributing author to the landmark report "Toxic Waste and Race in the United States." This inspired her to go on to help build a social movement that is rooted at the intersection of race, environment, economics, social justice and public health. She was awarded the Robert Bullard Environmental Justice Award by The Sierra Club in 2018.



Irvin Henderson

Principal, Henderson & Co.; Board Member, Main Street America

Irvin M. Henderson is the principal of [Henderson & Company](#), a consulting firm and development company concentrating on commercial, residential and enterprise development for urban core infill and rural areas. Irvin is Chair Emeritus of the National Trust Community Investment Corporation, Audit Chair of Community Capital Trust, a Trustee Emeritus of the National Trust for Historic Preservation, Past Chair and current Vice Chair of the National Community Reinvestment Coalition, Finance and Audit Chair of the National Main Street Center.



Mary Helmer Wirth

CMSM, President/State Coordinator, Main Street Alabama

Advocacy - Why You Need a Great Story

WEDNESDAY | 9:00 AM

Mary Wirth is an experienced professional specializing in community and economic development strategies, relationship building, training and leadership development. Ten years as a [local Main Street Director in Emporia, KS](#), forged a lifelong interest in district revitalization and community development. Emporia was the first Kansas community recognized with the prestigious Great American Main Street Award from the National Trust Main Street Center. In 2007, Mary became a coordinator for the Kansas Main Street Program and served in that capacity for five years. In 2012, Mary formed Wirth Consulting LLC and has worked with communities in several states on market understanding, economic development implementation strategies, leadership development, fundraising and more. In 2013, she became the President/State Coordinator of Main Street Alabama, where she worked to re-launch the statewide coordinating program.

TUESDAY: MARCH 12, 2024

8:00 AM – 5:30 PM	Registration Paramount Theatre 139 S. Center Street
8:30 AM – 1:30 PM	Shop & Explore Downtown Goldsboro
8:30 AM – 9:30 AM	Downtown Toolkit Sessions Locations Available at Registration on March 12
9:30 AM – 10:00 AM	Time with Exhibitors / Break Paramount Theatre 139 S. Center Street
10:00 AM – 11:00 AM	Downtown Toolkit Sessions Locations Available at Registration on March 12
11:00 AM – 1:30 PM	Time with Exhibitors / Lunch on Your Own Paramount Theatre 139 S. Center Street / Downtown Goldsboro
1:30 PM – 2:45 PM	Break-Out Sessions Locations Available at Registration on March 12
2:45 PM – 3:15 PM	Time with Exhibitors / Break Paramount Theatre 139 S. Center Street
3:15 PM – 3:45 PM	Opening Remarks: Liz Parham Paramount Theatre 139 S. Center Street
3:45 PM – 4:15 PM	Plenary Speaker: Erin Barnes <i>Place Matters</i> Paramount Theatre 139 S. Center Street
4:15 PM – 4:45 PM	Plenary Speakers: Vernice Miller-Travis and Irvin Henderson <i>Better Together: Expanding Ownership and Equity in North Carolina's Main Streets</i> Paramount Theatre 139 S. Center Street
4:45 PM – 5:00 PM	Time with Exhibitors / Break Paramount Theatre 139 S. Center Street
5:00 PM – 5:45 PM	Keynote Speaker: Hanna Love <i>Investing in Transformative Placemaking for Downtown Prosperity</i> Paramount Theatre 139 S. Center Street
5:45 PM – 7:00 PM	Welcome Reception with Exhibitors Paramount Theatre 139 S. Center Street
7:00 PM	Dinner on Your Own Downtown Goldsboro

WEDNESDAY: MARCH 13, 2024

7:30 AM – 5:00 PM	Registration Paramount Theatre 139 S. Center Street
8:30 AM – 9:00 AM	Welcome: Liz Parham Paramount Theatre 139 S. Center Street
9:00 AM – 9:30 AM	Plenary Speaker: Mary Helmer Wirth <i>Advocacy - Why You Need a Great Story</i> Paramount Theatre 139 S. Center Street
9:30 AM – 10:15 AM	Keynote Speaker: Jon Schallert <i>The Power of Uniqueness: The Key to a Destination Downtown</i> Paramount Theatre 139 S. Center Street
10:15 AM – 10:45 AM	Time with Exhibitors / Break Paramount Theatre 139 S. Center Street
10:45 AM – 12:00 PM	Break-Out Sessions Locations Available at Registration on March 12
12:00 PM – 2:00 PM	Time with Exhibitors / Lunch on Your Own Paramount Theatre 139 S. Center Street / Downtown Goldsboro
2:00 PM – 3:15 PM	Break-Out Sessions Locations Available at Registration on March 12
3:15 PM – 3:30 PM	Time with Exhibitors / Break Paramount Theatre 139 S. Center Street
3:30 PM – 4:30 PM	Goldsboro Walking Tours Paramount Theatre 139 S. Center Street

NC Main Street Awards Ceremony

5:00 PM – 6:30 PM | PARAMOUNT THEATRE | 139 S. CENTER STREET

The NC Main Street Awards ceremony recognizes the top projects in the state.

No Ticket Required

Celebrate NC Main Street Dinner

6:45 PM | DOWNTOWN GOLDSBORO / VARIOUS LOCATIONS

Tickets must be purchased in advance.

THURSDAY: MARCH 14, 2024

8:00 AM – 9:00 AM	Goldsboro Walking Tours Paramount Theatre 139 S. Center Street
9:00 AM – 9:15 AM	Break Paramount Theatre 139 S. Center Street
9:15 AM – 10:30 AM	Break-Out Sessions Locations Available at Registration on March 12
10:15 AM – 11:00 AM	Champions & Guests Check-In Paramount Theatre 139 S. Center Street
10:30 AM – 11:00 AM	Coffee With The Champions Paramount Theatre 139 S. Center Street
11:00 AM – 12:30 PM	NC Main Street Champions Recognition Ceremony Paramount Theatre 139 S. Center Street
12:30 PM - 12:45 PM	Closing Remarks: Liz Parham Paramount Theatre 139 S. Center Street

Coffee With The Champions

10:30 AM – 11:00 AM | PARAMOUNT THEATRE | 139 S. CENTER STREET

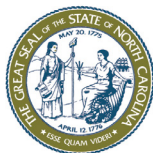
No Ticket Required

NC Main Street Champions Recognition Ceremony

11:00 AM – 12:30 | PARAMOUNT THEATRE | 139 S. CENTER STREET

The NC Main Street Champions ceremony recognizes citizens and groups that have made a significant impact in their community's downtown revitalization efforts.

No Ticket Required



NC DEPARTMENT
of COMMERCE
RURAL ECONOMIC
DEVELOPMENT



The annual NC Main Street Conference is one of the many educational offerings provided by the NC Main Street & Rural Planning Center, a section within the North Carolina Department of Commerce - Rural Economic Development Division.

Tuesday: March 12

8:00 AM – 5:30 PM

Registration

Paramount Theatre | 139 S. Center Street

8:30 AM – 1:30 PM

Shop & Explore

Downtown Goldsboro

8:30 AM – 9:30 AM

Downtown Toolkit Sessions

1 | Lighter, Cheaper, Quicker...ACTIVATE Your Public Space

Location TBD

The pandemic made us aware of how valuable public space is to our downtown districts. Lighter, Cheaper, Quicker – a term used to ignite outdoor public space with flexible design elements and activate downtown with social activities that attract people of all ages, including families with children, is a Placemaking Initiative that transforms underutilized spaces. Learn the key components of successful lighter, cheaper, quicker projects and gather up a toolkit of ideas that can easily be implemented in your community.

Bruce Naegelen, Community Economic Development Planner, NC Main Street & Rural Planning Center

Charles Halsall, Main Street Specialist, NC Main Street & Rural Planning Center

Ann Bass, ARC Community Economic Development Planner, NC Main Street & Rural Planning Center

2 | Do You Have the Capacity for Grants?

Location TBD

Writing grants to leverage Main Street projects is the goal, right? But grant writing doesn't start with an application. It starts with building capacity at the local government and non-profit level to plan, research, train, and establish best practices to not only write the grant, but to successfully manage it. This session will offer attendees the ultimate guide to building capacity to bring projects to fruition.

Lisa Rueh, Main Street Grants Administrator, NC Main Street & Rural Planning Center

Carol Kline, Professor, Hospitality & Tourism Management, Appalachian State University



3 | Bracing for Floods on Historic Main Street

Location TBD

Storms, floods, and winds increasingly threaten our North Carolina Communities. And our classic Main Streets and historic districts are in harm's way. The UNC School of Government, along with the UNC Department of City and Regional Planning and NC State's School of Design, have produced a set of resources to assist communities trying to achieve resilience and preservation. Supported by the [State Historic Preservation Office](#), this Historic Resilience Project includes a primer on the topic, a guidebook on planning for historic resilience, model design standards for historic resilience, and training for hazard mitigation and recovery in a historic setting. The session will explore the topic, introduce the resources, and engage participants to discuss how these topics apply in their communities.

Adam Lovelady, Professor of Public Law and Government, UNC School of Government

4 | 20 Ways to Get Started in Downtown Revitalization

Location TBD

Are you new to downtown revitalization? Or do you have an established program that needs a reboot? This session is designed to offer attendees twenty ways to get started in downtown revitalization. Learn how to build interest and synergy in the community, while establishing a solid program that will have the capacity to tackle economic development projects and initiatives. The key to downtown success is having a strong foundation to hold up your program.

Kitty Dougoud, Kentucky Main Street State Coordinator & Historic Preservation Program Manager, Kentucky Heritage Council

5 | Activate Downtown with Rehab Tax Credits

Location TBD

Historic Tax Credits (HTC) are the most important tools we have to attract investment and preserve our shared built history in unique downtown districts. Are you prepared to navigate a historic rehab project from start to finish? Do you know the basics of the Secretary of the Interior Standards for Rehabilitation? And what does that mean for quality rehab projects? Learn the standards, basic terminology, how to use the HTC navigation flowchart, and gain the knowledge to confidently work with the State Historic Preservation Office and local property owners and developers to bring rehab projects to fruition.

Lizzie Morrison, Community Economic Development Planner, NC Main Street & Rural Planning Center

Gene Rees, Developer, F. Rees Company

Jeff Adolphsen, Senior Restoration Specialist, NC State Historic Preservation Office

Benjamin Briggs, President & CEO, Preservation NC

9:30 AM - 10:00 AM

Time with Exhibitors / Break

Paramount Theatre | 139 S. Center Street

10:00 AM - 11:00 AM

Downtown Toolkit Sessions

6 | Empowering Strong Leaders

Location TBD

Does your board have the tools it needs to make confident decisions, support program staff, advocate for your program, and to be visionary leaders that inspire others in your community? What about your elected officials? Veteran Main Street Directors and board members will participate in a panel discussion to share tips, tricks, and tools that they have used and developed through the years to empower strong leaders in their communities. The result is more volunteerism, more diverse involvement, more money, and more awareness of the impact of the Main Street program as an economic development organization.

Freddie Killough, Executive Director, Marion Business Association

Theresa Lee, CEO, Intentional Excellence Consulting

Doug McGrath, Volunteer,

Downtown Goldsboro Development Corporation

Kimberly Van Dyke, Planning & Community Revitalization Director & Downtown Development Director, City of Wilson;

Wilson Downtown Development Corporation

7 | Money Matters: Funding Sources for Community and Economic Development

Location TBD

In the ever-evolving landscape of community and economic development, securing adequate funding is paramount. This session will detail prime funding sources available in North Carolina and on the federal level for implementation of downtown strategic initiatives, including funds through the American Rescue Plan Act (ARPA) (and the newly released ARPA Flex) Community Development Block Grants (CDBG) and USDA, as well as opportunities for engaging utility providers and the private sector for maximum impact!

Jenn Gregory, President, Downtown Strategies Retail Strategies

8 | Top Ten Tips When Disaster Hits

Location TBD

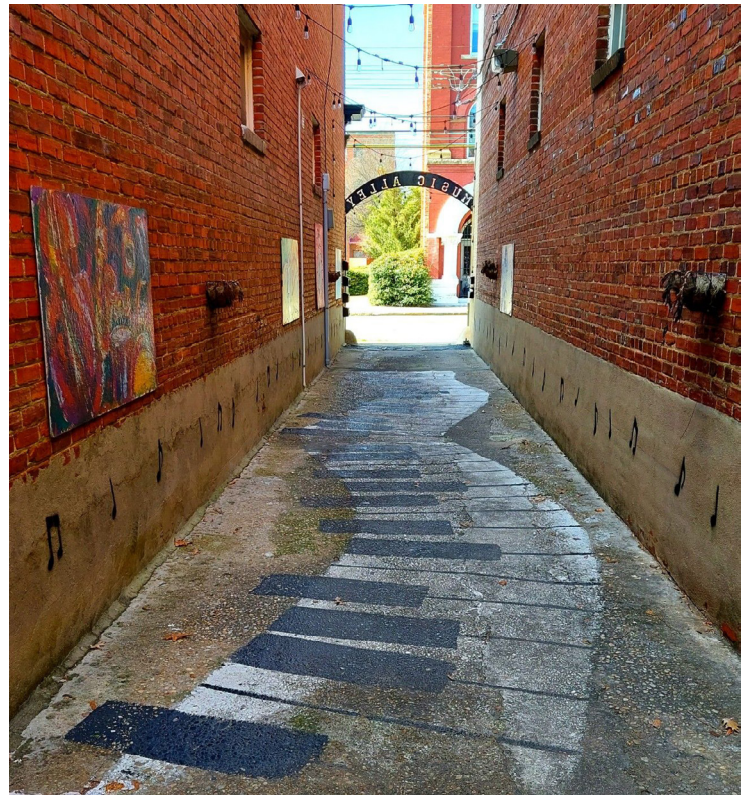
Fire, Floods, Wind, Tornadoes and Hurricanes – Do you know how to prepare for and mitigate disasters to keep them from creating even bigger issues for your community? Experienced local government and downtown organization representatives will share important tips for actions that communities can take to help prevent disasters from becoming catastrophic. The audience will hear about lessons learned from Main Street and rural communities and will receive a downtown disaster preparedness tip sheet. Be ready BEFORE a disaster hits!

Eugene (Gene) Foxworth, Assistant County Manager, Carteret County

Robert Lewis, Planning Director, City of Whiteville

Brittany Marlow, Executive Director, Downtown Statesville Development

Nick Scheuer, Town Manager, Town of Canton



9 | IGNITE Your Creativity with Canva

Location TBD

Almost every marketing piece you need to promote your community and assets can be created in Canva, a graphic design tool that will take the "work" out of your workload. This session will show you the tips and tricks to create a month's worth of social posts in minutes, visually appealing brochures and flyers, and a print ad that tells your story and attracts visitors downtown. Attendees will leave feeling confident, empowered, and ready to be creative with Canva.

Leniece Lane, Owner, Small Town Soul

10 | The Strengths and Straits of Social Districts

Location TBD

Social Districts can be a catalyst for economic and community growth, creating an opportunity to build upon your community's unique assets and vision. In [2022, the N.C. Legislature approved House Bill 211](#), which clarified the language originally drafted in 2021 to allow social districts in North Carolina. There are now more than 50 social districts in the state, and many additional towns are evaluating the strengths of this economic development tool and the straits of having a designated social district in downtown. This session will share creative placemaking approaches to social districts, the economic impacts of established districts, and lessons learned to help local communities make thoughtful, informed decisions.

Lizzie Morrison, Community Economic Development Planner, NC Main Street and Rural Planning Center

Mike Dougherty, Downtown Development Specialist, NC Main Street and Rural Planning Center

Morgan Vasquez, Executive Director, Mount Airy Downtown Inc.

Nicole Brantley, Executive Director, Heart of Brevard

11:00 AM – 1:30 PM

Time with Exhibitors / Lunch on Your Own

Paramount Theatre | 139 S. Center Street / Downtown Goldsboro

1:30 PM – 2:45 PM

Break-Out Sessions

1 | What It Takes to Attract a Developer

Location TBD

You have six vacant buildings. They total 70,000 square feet. You know that you need a developer, but are you ready? To leverage downtown investment, you need a team and the tools in place to bring these projects to fruition. This is the story of Goldsboro, and how a developer, tax credit investor, a county and city governing board, a downtown director, an inspections department, a planning department, the State Historic Preservation Office, the National Park Service, lenders, the NC General Assembly, and more, worked together to yield a \$14 million investment! Now it's your turn. Do you want to learn how to make investment happen in your town?

Patrick Reilly, Rehab Development, Inc.

Julie Metz, Metz Solutions

2 | Hospitality + Perspective = More Inclusive and Activated Downtowns

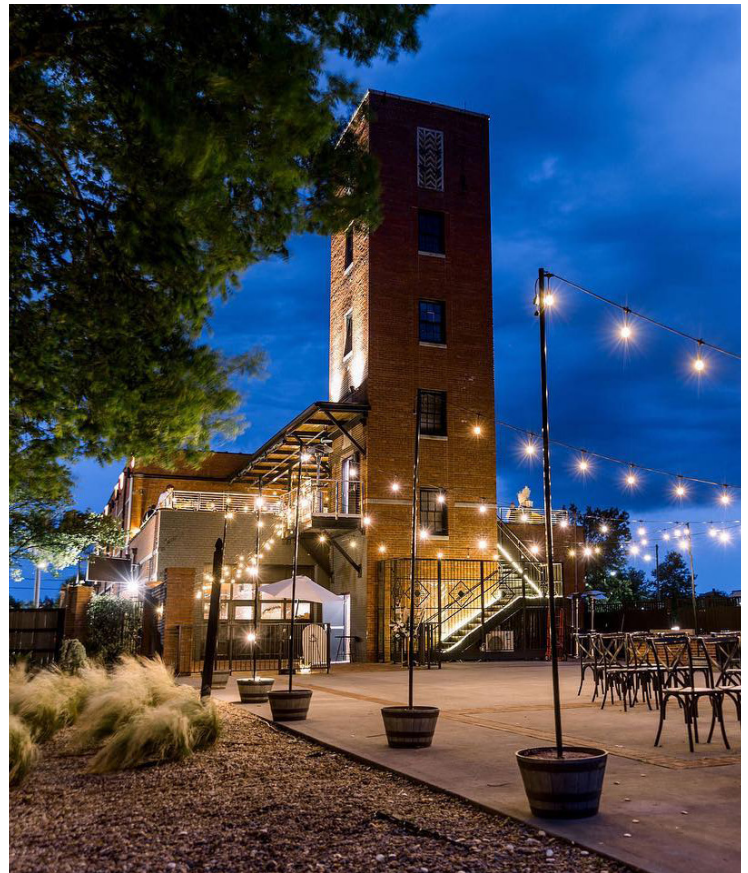
Location TBD

While downtown areas are meant for everyone, not all experience a sense of inclusion. By examining case studies of downtown master plans, we will explore the necessity of authentic hospitality and perspective to designing and activating more inclusive downtowns. Where does hospitality begin downtown? Whose perspectives are driving actions? What authentic assets does your community have? Who are you inviting to the table? Ignite, activate, empower is a circular, perpetual commitment to engage people and ensure the purposeful weaving of all four points to encourage exploration, inclusion and investments in downtown. Let's explore inclusive methods that ignite, activate, and empower downtowns.

Irene Dumas Tyson, AICP, Associate AIA, Director of Planning, BOUDREAUX



Ignite, Activate, and Empower...Main Street!



3 | This Is How You Tell Your Story

Location TBD

Branding is a powerful tool to tell your community story. The power lies not only in the stories created, but also in the process of their creation. The branding process begins with a deep dive to understand the community's authentic assets, core values, and vision. These components are leveraged into economic development strategies that help a community and its downtown district get noticed by investors, businesses, and local residents and visitors. Do you know how to tell your community's story? How do you market your community's assets? This is a must-attend session for any community that is ready to develop its brand!

Aaron Arnett, Principal, Arnett Muldrow & Associates

Shawn Terpack, Art Director, Arnett Muldrow & Associates

4 | Up & At 'Em: Engagement Tools for Activating Your Board

Location TBD

Imagine what can be accomplished when your organization has a robust board of directors filled with highly engaged community members who feel empowered to be hands-on with your fundraising, program development, and projects. Let's talk about analyzing your current board makeup, what's missing/needed and methods of learning more about the people already serving your organization. Often, through better engagement strategies we can empower current board members to serve more deeply and also attract other enthusiastic and influential community members. We'll also discuss the value of having orientation tools at the ready: board member application, organizational handbook, strong policies.

Jenn Goldman, Jennifer E Goldman LLC

2:45 PM – 3:15 PM

Time with Exhibitors / Break

Paramount Theatre | 139 S. Center Street

3:15 PM - 3:45 PM

Opening Remarks: Liz Parham

Paramount Theatre | 139 S. Center Street

3:45 PM - 4:15 PM

Plenary Speaker: Erin Barnes

Place Matters

Paramount Theatre | 139 S. Center Street

What makes your Main Street magical? Our Main Street districts are overflowing with great assets and offer a host of opportunities to incorporate creative placemaking and equitable business growth that make our communities healthy, welcoming places for everyone. How are Main Street programs accelerating the impact of place-based change? Erin Barnes, CEO of Main Street America, will share trends and cutting-edge approaches that Main Street districts across the country are implementing to transform their downtowns into places that matter.

Erin Barnes, President and CEO, Main Street America

4:15 PM – 4:45 PM

Plenary Speakers: Vernice Miller-Travis and Irvin Henderson

Better Together: Expanding Ownership and Equity in North Carolina’s Main Streets

Paramount Theatre | 139 S. Center Street

How can an equitable development approach strengthen North Carolina’s main streets? This plenary session will explore the challenges and opportunities of centering equitable, resident-driven development to bring reinvestment back to historically underinvested communities. We’ll examine case studies from Goldsboro, Soul City, the South Park East Raleigh neighborhood as well as the Ensley neighborhood in Birmingham, AL, and discuss ways to translate and tailor best practices in community engagement, public-private partnerships, community-based ownership, and current federal funding initiatives to your community.

Vernice Miller-Travis, Executive Vice President for Environmental Justice, Metropolitan Group

Irvin Henderson, Principal at Henderson & Co.; Board Member, Main Street America



Ignite, Activate, and Empower...Main Street!



4:45 PM – 5:00 PM

Time with Exhibitors / Break

Paramount Theatre | 139 S. Center Street

5:00 PM - 5:45 PM

Keynote Speaker: Hanna Love

Investing in Transformative Placemaking for Downtown Prosperity

Paramount Theatre | 139 S. Center Street

As the heart of our nation’s economy, downtowns of all sizes have the unique potential—and imperative—to promote inclusive prosperity and economic growth. Hanna Love’s keynote will focus on win-win solutions that downtowns of all sizes can adopt to rebuild from pandemic-era disruptions and broaden who benefits from the productivity and prosperity that downtowns produce. In particular, Love will highlight the integrated practice of “transformative placemaking,” which provides local leaders with a tool to leverage their strongest place-based assets, overcome capacity and place governance challenges, and ultimately strengthen connections between communities to advance inclusive regional economic growth.

Hanna Love, Senior Research Associate, Brookings Metro, Anne T. and Robert M. Bass Center for Transformative Placemaking, Brookings Institution

5:45 PM – 7:00 PM

Welcome Reception with Exhibitors

Paramount Theatre | 139 S. Center Street

7:00 PM

Dinner on Your Own

Downtown Goldsboro

Wednesday: March 13

7:30 AM - 5:00 PM

Registration

Paramount Theatre | 139 S. Center Street

8:30 AM - 9:00 AM

Welcome: Liz Parham

Paramount Theatre | 139 S. Center Street

9:00 AM - 9:30 AM

Plenary Speaker: Mary Helmer Wirth

Advocacy - Why You Need a Great Story

Paramount Theatre | 139 S. Center Street

Advocacy is not just a buzzword, but a crucial tool to connect you to the decision makers that influence policies and funding that will benefit your revitalization efforts. These actions allow you to share the stories of your mission, vision, and the impact your organization is making in your district. The outcome is an audience that is invested in downtown. Through emotionally driven storytelling, you can advocate for downtown in a way that draws people in, reinforces your brand, and builds connectivity to community. Are you ready to build your advocacy story?

Mary Helmer Wirth, CMSM, President/State Coordinator,
Main Street Alabama

9:30 AM - 10:15 AM

Keynote Speaker: Jon Schallert The Power of Uniqueness: The Key to a Destination Downtown

Paramount Theatre | 139 S. Center Street

Successful downtown districts rely on independent businesses to make downtown a destination. What is the magic key to achieving this? Jon Schallert, President of The Schallert Group Inc., will discuss the 24 unique qualities that exist in every marketplace, in every business, and every story within your district.

Jon Schallert, President, The Schallert Group, Inc



10:15 AM - 10:45 AM

Time with Exhibitors / Break

Paramount Theatre | 139 S. Center Street

10:45 AM - 12:00 PM

Break-Out Sessions

5 | Mural, Mural on the Wall

Location TBD

Mural, mural on the wall, which one ignites downtown most of all? In the last few years, murals have become a popular downtown revitalization initiative, however, to successfully implement a mural program, you must consider more than just the image that will be painted. This session will provide attendees with a step-by-step mural toolkit, including legal agreements, wall preparation, high quality artwork that attracts visitors downtown and creates an experience, and a maintenance plan to keep murals looking good. Murals are a placemaking tool that can be an economic development catalyst for small towns. Join us to bring impactful color to your community's vision.

Leigh Ann Wilder, Senior Program Director, Creative Economies, NC Arts Council

Lizzie Morrison, Community Economic Development Planner,
NC Main Street & Rural Planning Center

Kelli Laudate, Executive Director, Downtown Sanford, Inc.

Erin Fonesca, Downtown Development Director, City of Goldsboro

6 | Powerful Partnerships with Property Owners

Location TBD

Having the support of your property owners is an essential ingredient of any successful downtown revitalization program. Yet many local governments and downtown organizations struggle to build a working relationship with their property owners that will translate into high-quality building improvements or desirable tenants. During this session, attendees will learn a variety of tools that can be used to build powerful partnerships with downtown property owners and their commercial tenants, as well as tips to avoid common pitfalls that can lead to higher vacancy rates and derail even experienced organizations.

Hilary Greenberg, President, Greenberg Development Services

Diane Young, Vice President, LMY, Inc.

7 | Hindsight: Taking a Great Streetscape Design from Vision to Reality

Location TBD

Streetscape design that is carefully planned to improve the function of a downtown environment, is an important revitalization component for small towns and medium sized cities, as well as large urban environments. What are the key considerations, principles, and tools that design professionals consider when planning and designing for public space improvements? How do you engage the public, coordinate with stakeholders, create inspiring spaces, transform streets from car centric to pedestrian friendly, and how do you create spaces for people to gather? What are the processes and critical elements in transitioning from design to construction? High quality streetscape improvements ignite a downtown district. Are you ready to learn the elements to consider in your next project?

Mike Norris, PLA, Director of Land Planning and Recreation, McGill Associates

8 | Creating Engaging Festivals

Location TBD

Festivals, gatherings, and cultural events are important for community well-being. When festival organization is inclusive, it can strengthen community relationships and foster a sense of belonging. Festivals also contribute to the economic health of communities. For more than fifty years, the [Smithsonian Center for Folklife and Cultural Heritage](#) (CFCH) has produced the annual [Smithsonian Folklife Festival](#). Now, through a new training and exchange program, it shares best practices of festival-making with peer festival organizers. During the session, Halle Butvin, Director of Special Projects with CFCH, will discuss community engagement and how festival organizers can contribute to creating lively and vibrant Main Streets.

Halle Butvin, Director of Special Projects, Smithsonian Center for Folklife and Cultural Heritage

Dr. Diana Baird N'Diaye, Senior Curator/Cultural Heritage Specialist, Smithsonian Center for Folklife and Cultural Heritage; NDiaye Studios, Inc

9 | The Power & Pitfalls of Generative AI for Downtown Revitalization

Location TBD

Over the past year, generative Artificial Intelligence (AI) tools like ChatGPT and DALL-E 2 have exploded in popularity. Should you use them to help do your work? As AI continues to evolve, it brings opportunities and new challenges to those involved in revitalizing North Carolina communities. This session will provide an overview of how generative AI tools work, their capabilities limitations, and the legal pitfalls and ethical risks associated with using these tools.

Kristi A. Nickodem, Robert W. Bradshaw Jr. Distinguished Term Assistant Professor of Public Law and Government, UNC School of Government

Shannon H. Tufts, Professor of Public Administration and Government; Director, Center for Public Technology, UNC School of Government

12:00 PM – 2:00 PM

Time with Exhibitors / Lunch on Your Own

Paramount Theatre | 139 S. Center Street / Downtown Goldsboro

2:00 PM – 3:15 PM

Break-Out Sessions

10 | The Ripple Effect of Residential Redevelopment

Location TBD

The 2016 Goldsboro NC Main Street Conference held its first session on upper story residential development and in the ensuing eight years hundreds of new units have been constructed, for a total of 8,000 housing units currently in North Carolina Main Street districts. What is the economic and social impact of downtown residents? How have downtowns evolved and changed with people living there? This session will share real stories and the "ripple effect" of providing downtown housing in our communities across the state.

David S. Maurer, AIA LEED-AP, President, Maurer Architecture

11 | Thinking Inside the Box!

Location TBD

Have you ever considered developing a small business incubator out of shipping containers? Well, Main Street Alabama did! In collaboration with the United States Department of Agriculture (USDA), six shipping containers were converted into six retail pop-up shops, and two more are planned for 2024. This innovative program offers small businesses the opportunity to test products and secure a spot in the local market before moving into a permanent location. Main Street Alabama State Coordinator, Mary Helmer Wirth will present the lessons learned when you think inside the box!

Mary Helmer Wirth, CMSM, President/State Coordinator, Main Street Alabama



12 | Adaptive Playgrounds Boost Inclusive Downtowns

Location TBD

The Main Street program works to advance Diversity, Equity, Inclusion, and Accessibility (DEIA) in our downtown districts. Downtown should be a welcoming neighborhood for everyone, including all children. We often think about downtown accessibility regarding the streetscape, and building and business entrances, but what about playgrounds? Adaptive playgrounds offer wheelchair accessible play equipment and areas designed for the visually and hearing impaired. Presenters will share lessons learned in designing, funding, and building adaptive playgrounds to make downtown a welcoming place for all!

Summer Woodard, City Manager, City of Reidsville

Greg Zephir, Town Manager, Town of Troy

*Scott Alston, Recreation Superintendent,
City of Kinston Parks & Recreation Department*

13 | Making Your Downtown Famous, One Business at a Time

Location TBD

Most downtown organizations know how to generate local publicity, but wouldn't it be great if your downtown could be generating attention regionally and nationally without spending a dime? Your organization can do this, if your focus turns to highlighting your independent businesses and teaching your local business owners how to self-publicize their unique qualities. Attendees will learn the simple, powerful steps any downtown and any independent business can use to target and attract massive amounts of positive media coverage from television, radio, newspapers, magazines, social media, and online influencers.

Jon Schallert, President, The Schallert Group, Inc

3:15 PM – 3:30 PM

Time with Exhibitors / Break

Paramount Theatre | 139 S. Center Street



3:30 PM – 4:30 PM

Goldsboro Walking Tours

Paramount Theatre | 139 S. Center Street

Union Station/GWTA Transit Center Tour

Goldsboro Union Station was constructed in 1909 and served as a passenger rail hub until 1968. This historically significant building served as the impetus for the development of a new, multi-modal transportation facility on the same property that enabled the relocation of the Goldsboro-Wayne Transportation Authority (GWTA) transit center. The project also included site work to the two-block property and streetscape work to visually and functionally tie it to the center of downtown. Participants will also be able to go inside the historic Union Station, which Downtown Goldsboro is actively working to stabilize. Many of the original features are still intact, awaiting the building's next use.

Vacant to Vibrant Tour

Vacant, underutilized buildings require vision to put them back into productive use. In 2019, Downtown Goldsboro Development Corporation (DGDC) used Main Street's Four Point Approach to successfully transform three properties from vacant to vibrant. Participants will visit the buildings, hear from DGDC board members about the vision they had for each building, and learn about their new uses and one remaining opportunity.

Unique & Large Building Tour

Big buildings call for big ideas! The tour will explore unique, large buildings that help shape Downtown Goldsboro's cityscape. Visit significant historic tax credit rehabilitation projects, such as the recent \$14 million mixed use project that saved six historic properties, a historic fire station turned successful event space, and a North Carolina Building Reuse Grant project that resulted in a booming pediatric dental and orthodontics practice.

Downtown Living: Upper Story Apartments

Tour several successful upper story apartments throughout downtown. Visit with property owners, architects, and residents to hear about their experiences, using historic tax credits, finding tenants, living downtown and more.

Public Art Tour

Downtown public art is a source of community pride, a celebration of culture, and an economic driver for Main Street communities. Downtown Goldsboro has spurred several public art projects in the last decade, including murals, crosswalk art, public art installations, and interactive elements. This tour will explore several downtown public art pieces, including their inspirations and artists. It will also showcase the new home of the Arts Council of Wayne County, which now occupies the lobby of a recent historic rehabilitation project, including its original, oversized bank safe.

Center Street Streetscape Hard Hat Tour

With collaboration, perseverance, a little elbow grease, and lot of ingenuity, the City of Goldsboro brought an extensive master plan to life in the completion of its Center Street Streetscape Project. Walk Center Street to learn about the process, design decisions, and all the challenges that went into transforming this main corridor of downtown.

Making Art & Ale

Changing times and interests call for changing regulations. The last three years have brought a new brewery and two tattoo studios to Downtown Goldsboro – uses that were not previously permitted in the Central Business District. Learn about the commitment and persistence needed to bring about impactful changes to a municipal code and meet the makers behind the first of each use in downtown. This tour will also explore new artist studio spaces, where makers produce and sell their art, including pottery, painting, jewelry, textiles, and more.



5:00 PM – 6:30 PM

NC Main Street Awards Ceremony

Paramount Theatre | 139 S. Center Street

The NC Main Street Awards ceremony recognizes the top projects in the state.

No Ticket Required

6:45 PM – UNTIL

Celebrate NC Main Street Dinner

Downtown Goldsboro / Various Locations

Tickets must be purchased in advance



Thursday, March 14

8:00 AM - 9:00 AM

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Paramount Theatre | 139 S. Center Street

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9:00 AM – 9:15 AM

Break

Paramount Theatre | 139 S. Center Street

9:15 AM – 10:30 AM

Break-Out Sessions

14 | BIG Ideas for SMALL Towns

Location TBD

Your town population is a few thousand people...or maybe a few hundred, so what can you do to improve your community? Small towns are where community development and economic development intersect to create an exceptional quality of life, IF you have a big idea. This session will explore innovative and creative economic vitality, design, and promotion projects and initiatives that are helping small towns spur development, attract visitors, and get the recognition they deserve!

Amy Suggs, *Main Street Specialist,*
NC Main Street and Rural Planning Center

Mike Dougherty, *Downtown Development Specialist,*
NC Main Street and Rural Planning Center

15 | The Write Stuff: Empowered Writing for the Places We Love

Location TBD

You don't need the last name of Steinbeck or Hemingway to be a great writer, and this workshop will show you how! We'll learn what a purple cow can teach us about great destination description writing, why showing is better than telling, how to grab attention from the first word, and much more! This will be a hands-on session (bring something on which to type) that will improve your writing in everything from social media posts to emails to annual reports.

Phil Eich, *Founder of Storyville*

16 | All for One and One for All – Creating a Team Mindset with Downtown Businesses

Location TBD

Does it seem like no matter how much you do; your small businesses ask for more from your downtown revitalization program? The key to changing this mindset starts with setting clear expectations on how everyone can do their part. This session will walk you through how to set up a plan, navigate difficult conversations, and get buy-in that will help you solve this problem once and for all. Learn how to get everyone on the same team!

Leniece Lane, *Owner, Small Town Soul*

17 | Beyond Sculpture-Using Art to Activate Public Spaces

Location TBD

Creative Placemaking uses art in active public spaces in our downtown districts. But public art is more than just adding a large permanent sculpture piece to downtown. When art is woven into the fabric of the downtown environment, it makes our public spaces special, interesting, and memorable. Public art can be temporary or permanent and can include installations, performances, festivals, music, dance, theatre, paintings, chalk, graffiti, and functional art, such as streetscape elements, and more. Sometimes it is big and powerful; other times it is subdued and peaceful. Learn how to activate your downtown by incorporating art in public spaces.

Ray Gibbs, *Principal, Gibbs Urban Advisors, PLLC*



10:15 AM – 11:00 AM

Champions and Champion Guests Check-In

Paramount Theatre | 139 S. Center Street

10:30 AM – 11:00 AM

Coffee With The Champions

Paramount Theatre | 139 S. Center Street

11:00 AM – 12:30 PM

NC Main Street Champions Recognition Ceremony

Paramount Theatre | 139 S. Center Street

The NC Main Street Champions ceremony recognizes citizens and groups that have made a significant impact in their community's downtown revitalization efforts.

No Ticket Required

12:30 PM – 12:45 PM

Closing Remarks: Liz Parham

Paramount Theatre | 139 S. Center Street

Liz Parham, *Director, NC Main Street & Rural Planning Center*

Conference Map

Downtown Goldsboro, NC



FOOD & DRINK



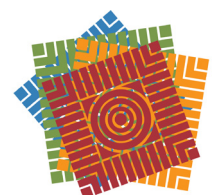
THINGS TO DO



PUBLIC ART



PARKING



North Carolina
MAIN STREET