



Spring Basic Training Conference for Downtown Revitalization April 22 – 23 Jefferson City

Provided by the Neighborhood Assistance Program,
Missouri Department of Economic Development,
and Missouri Main Street Connection, Inc.

During this intensive two-day training you will study each of the four elements of the Main Street Approach™: Organization, Promotion, Design and Economic Restructuring – and learn how these areas can be combined in a local, grass roots initiative.

Who should attend? Main Street Basic Training is for anyone interested in learning about commercial district revitalization: new Main Street directors, board and committee members, urban planners, chamber executives, economic development professionals, designated DREAM communities – anyone concerned about improving the health of their downtowns.

Why should YOU attend?

- Learn the basics of commercial district revitalization
- Get an in-depth understanding of the nationally successful Main Street Four-Point Approach™
- Network with others involved in commercial district revitalization
- Prepare **YOUR** community for success!

Conference Location: The Hampton Inn, 4800 Country Club Drive, Jefferson City. A block of rooms is reserved for the nights of April 21 – 22. Double or King, \$89 per night. Deadline is March 18 to book a room at this rate. Please call your reservations soon to 573-634-7440 and mention that you are with the **Missouri Main Street Connection Conference**.

Agenda & Meeting Location

Tuesday, April 22, – Basic Training in the Four-Point Main Street Approach™

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|-----------------------|--|
| 8:30 – 9 am | Registration & coffee, Hampton Inn, Magnolia Room |
| 9 am – noon | Organization – establishing and structuring an organization; raising funds, managing volunteers, promoting the revitalization effort. Instructor: Deb Turcott |
| noon – 1:30 pm | Lunch (on your own). The Capital Mall and a number of restaurants are nearby. |
| 1:30 – 4:30 pm | Design – basics of architectural style, façade rehabilitation, streetscape improvements, business appearance, design incentives. Instructor: Josh Bloom |

Wednesday, April 23 - Basic Training continues in the Magnolia Room

8:30 - 9 am Registration & coffee

9:00 am - 12:00 **Promotion** - defining and marketing Main Street's image, understanding the categories of promotions, organizing and implementing promotional events.
Instructor: Deb Turcott

noon - 1:30 pm **Lunch** (on your own)

1:30 - 4:30 pm **Economic Restructuring** - understanding the local economy, market-driven and achievable projects, cultivating sustainable clusters of chain and independent businesses, retail market analysis. Instructor: Josh Bloom

Registration Form - Basic Training Workshops - April 22 -23 - Jeff City

Name: _____

Organization: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

If you are registering more than one person, please use a separate form for each

Register (check boxes) for the following events/sessions:

Tuesday Training, April 22 (2 sessions)

Organization

Design

Wednesday Training, April 23 (2 sessions)

Promotion

Economic Restructuring

Cost for both days of training: \$100

CONTRIBUTORS to MMSC will receive a 50% discount on the above fees.

**Please mail form with your payment by April 15th
to MMSC, PO Box 1066, Branson, MO 65615**

Questions? Please call Phyllis VanderNaald, Missouri Main Street Connection Inc.
(417)334-3014 or e-mail: momainstreet@aol.com