



NC MAIN STREET & RURAL PLANNING CENTER

Main Street Basic Training - Organization

for

Main Street Directors
Small Town Main Street Coordinators
Board Members and Volunteers

Virtual Training - August 4, 2020 9:00 am to 4:15 pm

*In order to receive credit for attendance, participants will need to commit to the full day of training.

TUESDAY, August 4

ORGANIZATION

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

9:00	Welcome & Introductions, Overview of Training/ Participant Expectations	Liz Parham
9:15	<i>Presentation:</i> Main Street: It is Economic Development within the Context of Historic Preservation History, Focus on Economic Development, Benefits & Requirements	Naomi Riley
9:45	BREAK	
10:15	<i>Presentation:</i> Planning for downtown's success: A Strategic Plan for Downtown Economic Drivers, Community Assets, SWOT, Vision, Mission, Plan of Work, Identifying stakeholders, Budget	Liz Parham
11:30	BREAK	
11:45 – 12:15	LUNCH & NETWORK – Join in for a virtual lunch to share thoughts and ideas	
12:30	<i>Presentation:</i> Managing the Main Street Program:	Sherry Adams

Organizational structure and partnerships
Staff and volunteer management and development
Financial management and development

1:30

BREAK

2:00

Presentation: Funding Your Main Street Program:

Viki Dekle

Organizations need money, but what is the best way to fund
your Main Street program?
MSD's, local government, and fundraising

2:45

BREAK

3:15

Presentation: Promoting the Program:

Chuck Halsall

Telling the Story, Using a mix of tools

4:00

ORGANIZATION Q & A

4:15

Adjourn