

Main Street Math

**3B+27K=40Y**

INVESTED / JOBS / YEARS



North Carolina Main Street Conference 2020  
New Bern, NC • March 10-12



## MAIN STREET MATH: $3B + 27K = 40Y$

The North Carolina Main Street program is a proven and successful economic development method that has renewed interest, energy and prosperity in the central business districts of small and large communities across the state. Main Street Math is a play on words that highlights milestones that have been achieved through the North Carolina Main Street program over the last 40 years.

Main Street Math:  $3B + 27K = 40Y$ . 3 represents \$3.2 billion in public and private investment that has been made in North Carolina Main Street and Small Town Main Street communities since the inception of the Main Street program in 1980; 27 signifies a net gain of more than 27,000 jobs that have been created in our North Carolina downtown districts through the Main Street program; and 40 represents the forty years that the State of North Carolina has been working in partnership with local communities to revitalize downtowns through the implementation of the National Main Street Center's Main Street America™ program. North Carolina was fortunate to be one of the first of six states selected to participate in the program, and today the state has one of the largest and most active programs in the entire country.

The 2020 North Carolina Main Street conference will explore the impact of the program over the past forty years and will look to the future for forthcoming areas of engagement. This nineteen-year-old event is the largest statewide downtown revitalization conference in the country, and it brings together all individuals and parties interested in economic growth and success for downtown communities. Attendees to the annual North Carolina Main Street conference include downtown economic development professionals, elected officials and local government staff, volunteers, business and property owners, consultants, vendors and sponsors that are all involved in the betterment of downtown districts and rural communities.

This milestone conference will be held in historic New Bern, North Carolina. As one of the original Main Street programs in both the country and the state, New Bern is the perfect host community for the conference as they have experienced tremendous success with their downtown initiatives over the past 40 years. New Bern launched its Main Street program in 1980 and has achieved more than \$338 million in investment, subsequently creating 174 businesses and renovating more than 250 buildings. The beautifully renovated New Bern Riverfront Convention Center, which flooded during Hurricane Florence in 2018, has recently reopened and will serve as the headquarters for the conference. While in town, we encourage you to visit Tryon Palace, explore the birthplace of Pepsi-Cola, walk through the NC History Center, enjoy the local cuisine, do a little shopping with the local merchants, and watch the sunrise and sunset over the convergence of the Neuse and Trent rivers in downtown New Bern.

Inspiring keynote addresses and break-out sessions with experienced presenters will provide you with new knowledge that you will be able to take home and use to implement changes right away. The North Carolina Main Street conference offers the most innovative approaches to downtown revitalization and redevelopment available in the state and perhaps in the southeast.

We'll see you in New Bern in March!

# KEYNOTE SPEAKERS



## DONOVAN RYPKEMA

Principal  
PlaceEconomics

### THE BEHIND THE SCENES IMPACT OF THE NC MAIN STREET PROGRAM

2020 marks the 40th Anniversary of the NC Main Street program. The state's designated Main Street and Small Town Main Street communities have experienced \$3 billion in investments and a net gain of more than 27,000 jobs, but what are the economic, social, and physical impacts of these investments? Donovan Rypkema, principal with PlaceEconomics, spent six months conducting an analysis "behind the statistical data" and will report his findings. With its analysis of jobs and businesses as well as property and buildings, this session will provide attendees with a thorough understanding of the economic role that downtowns play in North Carolina's economy.

#### About Donovan Rypkema:

*Donovan Rypkema is principal of PlaceEconomics and president of Heritage Strategies International. Working at the nexus of historic preservation and economic development, Rypkema has undertaken assignments in 49 US States and more than 50 countries. He is the author of The Economics of Historic Preservation and teaches preservation economics at the University of Pennsylvania. In 2012 he was the recipient of the Crowninshield Award from the National Trust. The Crowninshield is the nation's highest preservation award and is presented for lifetime contributions to the field of historic preservation.*



## ILANA PREUSS

Founder  
Recast City LLC

### SMALL-SCALE MANUFACTURING & MAIN STREET: THE SECRET SAUCE

Too many places are stuck with a set of economic development strategies left over from the 1980s. People and places are being left behind — but it doesn't have to be that way. Join this conversation to learn about how we can flip the model on economic development and do it a better way. An approach that invests in people and places. An approach that focuses on actions today and not just long-term plans. This talk will discuss the secret sauce to build a strong and resilient economy through concrete steps that include entrepreneurship, why (and how) to focus on small-scale manufacturing businesses as a catalyst, and how new real estate models for main street can be essential to success.

#### About Ilana Preuss:

*Ilana Preuss is the Founder of Recast City LLC, a consulting firm that works with real estate developers, city and other civic leaders to integrate manufacturing space for small-scale producers into redevelopment projects and place-based economic development. She is passionate about making great places and sees that small-scale manufacturers are a missing piece in today's mixed-use development and commercial property repositioning.*

*In 2017, Ms. Preuss co-authored, Made in PLACE: Small-scale manufacturing and placemaking, in partnership with Smart Growth America and funded by a grant from the U.S. Economic Development Administration, and she co-authored, Discovering Your City's Maker Economy, a field guide for National League of Cities, in partnership with NLC, Etsy, and the Urban Manufacturing Alliance. She also authored a chapter in Creative Placemaking, a publication by the National Endowment for the Arts.*

# DAY 1 – AGENDA

MARCH 10 - TUESDAY

## NEW BERN-CRAVEN COUNTY CONVENTION & VISITORS CENTER

203 South Front Street | New Bern | NC | 28560



**NORTH CAROLINA  
MAIN STREET**

9:00-5:30

*Registration*

9:00-1:15

*Shop & Explore Downtown New Bern*

10:00-11:15

*Downtown Toolkit Sessions* - Select ONE

### 1 - 10 TIPS FOR SUCCESSFUL GRANT WRITING

Community leaders and staff are often charged with writing grant applications without having the knowledge or experience to tell what is needed to secure the funding. This session will break down the barriers, build grant writing capacity for communities of all sizes, and offer best practices and tips on how to write a successful grant application. Attendees will learn how to navigate through all the mumbo-jumbo and focus on the most critical parts of the application.

#### **SPEAKER(S):**

- **Sherry Long**, Assistant Executive Director, Western Piedmont Council of Governments
- **Kitty Dougoud**, Coordinator, Kentucky Main Street
- **Viki Dekle**, Main Street Grants Administrator, NC Main Street & Rural Planning Center

### 2 - FROM CURB TO COUNTER: COURTING YOUR CLIENTELE

Design is one of the four points of the Main Street program because quality design is essential to a thriving downtown. The Main Street Approach to downtown design improvements respects historic preservation and the architectural character of each building. Learn about the positive impact that good quality façade improvements, enticing windows displays, engaging signage, appealing lighting, and seasonal plantings can have on downtown businesses and districts.

#### **SPEAKER(S):**

- **Jo Ramsay Leimenstoll**, Professor, AIA, UNCG Department of Interior Architecture
- **Monica Davis**, UNCG Main Street Fellow
- **Kista Mansell**, UNCG Main Street Fellow

### 3 - PUT SOME TOOLS IN YOUR DOWNTOWN TOOLBOX

Have you ever noticed that some towns make downtown redevelopment look easy while others seem to struggle to get projects done? The difference is whether a town has tools in its downtown toolbox that are ready to be used. Redevelopment is contingent on codes and ordinances that allow for flexibility, good design guidelines based on the Secretary of the Interior's Standards for Rehabilitation, and incentives such as Historic Tax Credits, grants, loans, and technical assistance that help close the development gap. You'll handle the tools like a pro after this session!

#### **SPEAKER(S):**

- **Sharon Jablonski**, Main Street Director, City of Morganton
- **Karen Smith**, AICP, Coordinator, Rural Solutions, NC Main Street & Rural Planning Center
- **Reid Thomas**, Restoration Specialist, NC State Historic Preservation Office
- **John Wood**, Restoration Specialist, NC State Historic Preservation Office

# DAY 1 – AGENDA

*Continued*



**NORTH CAROLINA  
MAIN STREET**

## 4 - ECONOMIC DEVELOPMENT STRATEGIES – PLANNING FOR SUCCESS!

Main Street teaches us that we need to identify visionary, yet achievable, economic development strategies that will transform our downtowns. Unless you know where you are headed, how will you know when you arrive? Yet a strategy is just a strategy without a plan for implementation. Strategic economic development planning provides the blueprint for success. It's essential for organizations and communities that are actively engaged in downtown revitalization initiatives. This session will explore how to plan for, conduct, implement, and evaluate your strategic plan. We want you to plan for success!

### **SPEAKER(S):**

- **Amy Suggs**, Community Economic Development Planner, NC Main Street & Rural Planning Center
- **Bruce Naegelen**, Community Economic Development Planner, NC Main Street & Rural Planning Center

## 5 - SUSTAINABLE ORGANIZATIONS - THE FOUNDATION OF DOWNTOWN SUCCESS

Setting up a downtown program with sustainable funding and a leadership development stream is the foundation to downtown's success. Chuck Halsall and Sherry Adams crisscross the state of North Carolina helping Main Street and Small-Town Main Street programs create sustainable foundations before they even begin implementing their downtown plans of work. This session is designed to help start-up organizations as well as long-time, but possibly floundering, organizations consider their foundations for downtown success.

### **SPEAKER(S):**

- **Sherry Adams**, Coordinator, Downtown Programming & Technical Assistance, NC Main Street & Rural Planning Center
- **Chuck Halsall**, Coordinator, Downtown Programming & Technical Assistance, NC Main Street & Rural Planning Center

11:15-1:15

*Time with Exhibitors | Lunch on Your Own*

1:15-2:30

*Breakout Sessions* - Select ONE

## 1 - SAVING THE TAYLOR – A COMMUNITY-INITIATED PROJECT

Theaters serve as community gathering spots, important family activity centers, and anchors for our downtown districts. In small communities especially, saving a theater is a community initiative. This session will share how Edenton cultivated community to save its Taylor Theatre. Attendees will learn best practices for identifying partners and engaging the community through social media and relationship building to attract community investment.

### **SPEAKER(S):**

- **Jennifer Harriss**, Executive Director, Destination Downtown Edenton Inc.
- **Samuel Dixon**, Attorney, Dixon & Thompson at Law, National Main Street Center Board of Directors, Edenton Town Council

## 2 - LESSONS LEARNED IN BUSINESS RECRUITMENT

Business recruitment, often thought to be one of the most challenging areas in which to achieve success in downtown districts, is like everything else – a process. This session will outline the steps to develop a plan for business recruitment and conduct a deep dive for a few key buildings to leverage big results. You are guaranteed to go home with the knowledge to recruit your next downtown business!

### **SPEAKER(S):**

- **Hilary Greenberg**, Principal, Greenburg Development Services
- **Stephanie Rzonca**, Business Development Coordinator, Rutherford County Economic Development
- **Jeff Emory**, Community Economic Development Planner, NC Main Street & Rural Planning Center

# DAY 1 – AGENDA

*Continued*



## 3 - CREATIVE ALLEY CONNECTIONS

Think about it – an alley is a cut-through from a main road to the rear of buildings or parking, but does it have to be boring, scary, and dark? NO! This session will explore how Main Street programs around the state have incorporated paving materials, plantings, water, lighting, and art to build creative alley connections that are places that you want to walk through or even hang out in for a while.

### SPEAKER(S):

- **Jenny Boulware**, Main Street South Carolina Manager, Municipal Association of South Carolina
- **Missy Matthews**, Market Square/ Main Street Manager, City of Reidsville
- **Lisa Rueh**, Executive Director, Downtown Morehead City
- **Abby Nelson**, Community Events Coordinator, City of Morganton

## 4 - BASIC TO BIZARRE: EVENTS THAT GET YOU NOTICED

Does your community have the “World’s Largest Ball of String” or a quirky history or tradition? Let’s talk about how to create an event that is authentic to your community and kicks even hum-drum annual events up a notch! Join in this conversation about the partnerships, resources, and collaborations that will increase foot traffic, create a media buzz, and, ultimately boost downtown investment.

### SPEAKER(S):

- **Freddie Killough**, Executive Director, Marion Business Association
- **Susan Kellum**, Marketing & Communications Coordinator, City of Wilson, Wilson Downtown Development

## 5 - SOCIAL MEDIA: LEAD BY EXAMPLE

Main Street program volunteers and staff have an incredibly difficult task of managing a non-profit, recruiting volunteers, navigating local politics, maintaining the peace among merchants, promoting events, and more. Social media can be your friend and your foe. Understanding some basic philosophies and practicing some simple techniques can drastically improve your engagement, both on social media and in your daily affairs. Prepare to be challenged and to receive practical tips to lead by example.

### SPEAKER:

- **BJ Murphy**, CEO & Publisher, Magic Mile Media and NeuseNews.com

2:30-2:45

*Break with Exhibitors*

2:45-3:15

*Opening Remarks* - CELEBRATING MILESTONE YEARS

3:15-4:00



*Keynote*

## BEHIND THE SCENES IMPACT OF THE NC MAIN STREET PROGRAM

2020 marks the 40th Anniversary of the NC Main Street program. The state’s designated Main Street and Small Town Main Street communities have experienced \$3 billion in investments and a net gain of more than 27,000 jobs, but what are the economic, social, and physical impacts of these investments? Donovan Rypkema, principal with PlaceEconomics, spent six months conducting an analysis “behind the statistical data” and will report his findings. With its analysis of jobs and businesses as well as property and buildings, this session will provide attendees with a thorough understanding of the economic role that downtowns play in North Carolina’s economy.

### SPEAKER:

- **Donovan Rypkema**, Principal of PlaceEconomics, & President, Heritage Strategies International



# DAY 1 – AGENDA

*Continued*



4:00-4:15

## *Break with Exhibitors*

4:15-5:00

## *Plenary Session*

### **THE FAB 40**

As Main Street celebrates forty years of incredible success, it is only fitting to celebrate fabulous Main Street projects that have been implemented around the state over the last forty years. These transformational projects have not only created investment, jobs, and business development, but they also changed mindsets and spurred community pride. NC Main Street Directors Rodney Swink and Liz Parham will take attendees on a tour of North Carolina and show them the impacts that Main Street has had on the state.

#### **SPEAKER(S):**

- **Liz Parham**, Director, NC Main Street & Rural Planning Center
- **Rodney Swink**, Senior Associate, FASLA, PLA, PlaceEconomics

5:00-5:45

## *Plenary Session*

### **PRESERVATION JUSTICE, ECONOMIC JUSTICE, AND ENVIRONMENTAL JUSTICE: THE NEXUS**

Many of our downtown communities struggle to revitalize through no fault of the communities, because these communities are subjected to redlining and lack of investment: economic injustice, environmental issues including climate change: environmental injustice, and lack of care for our precious historic properties by absentee landlords and recalcitrant municipal leadership: preservation injustice. The work of Irvin Henderson of Henderson & Company and Historic District Developers has touched all three, sometimes in the same community. He will discuss failure and success for these special needs.

#### **SPEAKER:**

- **Irvin M. Henderson**, Principal, Henderson & Company, National Main Street Center Board of Directors

5:45-7:15

## *Welcome Reception with Exhibitors*

Free - Must Sign Up – Your ticket will be in the back of your name badge

7:15

## *Dinner on Your Own*

You are encouraged to make reservations at one of the **downtown restaurants!**

***"If we want to attract capital and investment to our communities, we must differentiate it from anywhere else. It is our built environment in general, and our historic buildings, that express our diversity, our identity, our individuality, and our differentiation."***

**Donovan Rypkema:** [PlaceEconomics](#)

# DAY 2 – AGENDA

MARCH 11 – WEDNESDAY



**NORTH CAROLINA  
MAIN STREET**

7:45 - 5:00

*Registration*

7:45 – 8:45

*Break with Exhibitors*

8:45-9:15

*Welcome*

9:15-10:00



*Keynote*

## **SMALL-SCALE MANUFACTURING & MAIN STREET: THE SECRET SAUCE**

Too many places are stuck with a set of economic development strategies left over from the 1980s. People and places are being left behind — but it doesn't have to be that way. Join this conversation to learn about how we can flip the model on economic development and do it a better way. An approach that invests in people and places. An approach that focuses on actions today and not just long-term plans. This talk will discuss the secret sauce to build a strong and resilient economy through concrete steps that include entrepreneurship, why (and how) to focus on small-scale manufacturing businesses as a catalyst, and how new real estate models for main street can be essential to success. You have more assets at your fingertips than you think. Small-scale manufacturing businesses are hidden gems in your community. They are a key ingredient for your main street - one you can mix in immediately!

### **SPEAKER:**

- **Ilana Preuss**, Founder, Recast City LLC

10:00-10:30

*Break with Exhibitors*

10:30-11:45

*Breakout Sessions* - Select ONE

## **6 - USING THE DATA TO GROW YOUR INVESTMENTS**

You have the Main Street economic impact data, now what do you do with it? This session is intended for Main Street directors and their staff that serve as “feet on the ground” to encourage downtown property and business owners, developers, and citizens to invest in downtown. Learn how to package the information from the economic impact study, paired with your community's property inventory and available properties listing, to conduct targeted development deals in downtown.

### **SPEAKER:**

- **Donovan Rypkema**, Principal of PlaceEconomics, & President, Heritage Strategies International



## DAY 2 – AGENDA

*Continued*



### 7 - FILL YOUR PLATE & FEED YOUR BUSINESS

Just like your body needs the right combination of foods to keep it going, your marketing plan needs the right combination of tools to fuel traffic to your business or town. Find out how to create a perfectly balanced marketing plan that will have customers and visitors knocking at your door. The speakers will discuss branding, website design, social media marketing, advertising, public relations, and collateral, plus teach you how they work together to ensure success on a limited budget. Learn tricks of the trade and take away ideas you can easily implement tomorrow.

**SPEAKER:**

- **Leniece Lane**, Owner, Small Town Soul

### 8 - GIGS, PIGS, AND THINGAMAJIGS: IS ART ECONOMIC DEVELOPMENT?

So, you want to do some public art? Public art has popped up in Main Street cities and towns across North Carolina. Attendees will get an overview of how authentic public displays are creating both increased revenue opportunities by attracting foot traffic to downtowns and positive quantifiable economic data directly related to the art installations. Both state and local representatives will share challenges and lessons learned regarding public art.

**SPEAKER(S):**

- **Kimberly Van Dyk**, Planning & Community Revitalization Director, City of Wilson
- **Rebekah McGee**, Executive Director, Uptown Lexington Inc.
- **Lew Holloway**, Economic Development Director, Historic Downtown Hendersonville
- **Charles Halsall**, Coordinator, Downtown Programming and Technical Assistance, NC Main Street & Rural Planning Center "

### 9 - CREATING GREAT STREETS

Have you ever visited a community, walked down its main street and wondered, "How did it get such a great street?" The guiding principles of great streets create a sense of place that is unique to the community, and a place where you want to live, work, and hang out. This session will explore tips that you can take home to ignite your streets and attract people to downtown.

**SPEAKER:**

- **Dan Lambert**, PLA, ASLA, Senior Landscape Architect, McAdams

### 10 - MARKETING MAIN STREET

Main Street communities are often marketed by statewide publications, websites, and social media as some of the best towns to visit. But what if the State and local communities marketed their distinction as designated North Carolina Main Street communities? This session will explore a new initiative – the Main to Main Trail, new partnership efforts with existing trails, and a more robust effort in North Carolina to market the Main Street brand.

**SPEAKER:**

- **Liz Parham**, Director, NC Main Street & Rural Planning Center
- **Sherry Adams**, Coordinator, Downtown Programming & Technical Assistance, NC Main Street & Rural Planning Center
- **Laura Gaylord**, Main Street and Community Manager, Town of Elkin

11:45-1:45

*Time with Exhibitors | Lunch on Your Own*

# DAY 2 – AGENDA

*Continued*



1:45-3:00

*Breakout Sessions* - Select ONE

## 11 - FOOD, GLORIOUS FOOD ANCHORS

Food sustains us in many ways. Learn how food can serve as an anchor and help sustain your downtown district. From food incubators, production, farm to table, and dining districts, see how other communities have tapped into the economic benefits of local foods. Can food be your economic development strategy?

### **SPEAKER(S):**

- **Monica Miller**, President, M. Miller Development Services
- **Becky Bowen**, Program Manager, Cultivate NC, NC State Extension

## 12 - MAKE DOWNTOWN A DESTINATION THROUGH STORYTELLING

Branding is perception and perception is reality. The strength of your Downtown's image is a direct result of how effectively you tell your Main Street District's story. In this session, marketing and branding expert, David Joyner, will share the why and how to effectively reinvent the perception of your Main Street District. The audience will learn best practices on how to orchestrate and execute effective marketing strategies and tactics to better tell the story of Main Street's momentum in a way that resonates with your desired audience.

### **SPEAKER:**

- **David Joyner**, President, Joyner Media & Strategies Inc.

## 13 - CREATING VIBRANT DOWNTOWN DISTRICTS WITH WAYFINDING, IDENTITY, AND BRANDING

Wayfinding is designed to help you find your way to your destination. We have all been in communities that have confusing signage, mixed messaging, and inconsistent branding. This session will explore the essentials of planning a wayfinding sign program and how the process can lead to better civic brands and memorable destinations. Come find your way around downtown!

### **SPEAKER:**

- **Buzz Bizzell**, President & Creative Director, Bizzell Designs Inc.

## 14 - CULTIVATING A CHAMPION DEVELOPER

Downtown redevelopment is a bit different than building from the ground up. Main Street directors and local developers have become knowledgeable about historic building materials and incentives, including grants, loans, and historic tax credits. One Main Street town has developed a mentorship program so that developers can share their knowledge and expertise to benefit downtown. Attendees will learn how to grow developers within the community from the ground up.

### **SPEAKER(S):**

- **Lizzie Morrison**, Main Street Coordinator, Mount Airy Downtown, Inc.
- **Gene Rees**, President, F. Rees Company

## 15 - BOARD DEVELOPMENT - MAKE IT FUN AND THEY WILL COME

Are you and your program suffering from BOARDom? Strengthen and grow your board and volunteer base with a few best practices! The presenters will share the good, the bad, and the sometimes-ugly truths about boards that get bored. Learn some of the best practices they have put into play to elevate their board members through the expectations placed on them and the goals they set. Also, learn ways to increase your volunteer base and further engage your community in your Main Street objectives.

### **SPEAKER(S)**

- **Julie Metz**, Assistant Director of Business and Membership Development, NC League of Municipalities
- **Kaylynn Horn**, Economic Development Main Street Director, City of Lenoir

# DAY 2 – AGENDA

*Continued*



3:00-3:30

## *Break with Exhibitors*

3:30-4:45

## *New Bern Tours* - Select ONE

- Due to the popularity of our tours, we are offering the tours TWICE in 2020
- Six tours on Day 2 and five tours on Day 3

### **T1 - AFTER THE STORM**

Despite challenges, many of Downtown New Bern's property owners seized the opportunity to update and reinvent their buildings 'after the storm'. Tour three sites where design and utility were re-imagined post-Hurricane Florence.

### **T2 - UPSTAIRS DOWNTOWN**

Take a peek at several innovative downtown residential spaces. Spaces include current construction that is transforming unused former offices into second floor rental apartments as well as fully renovated apartments/condos that include some of the most beautiful residences in New Bern. Inspiration is just a staircase away.

### **T3 - SIGHTS, SOUNDS, AND SHOWS**

Art, theatre and music is part of what makes Downtown New Bern a destination for both visitors and locals. Visit a theatre and gallery with the Executive Directors that steer New Bern's arts scene and get a better understanding of the programming that's coordinated to make New Bern a cultural destination.

### **T4 - DOWNTOWN PARKS – FROM POCKET TO GREEN**

Parks and Recreation Director, Foster Hughes, will take you on a guided walk through New Bern's existing downtown pocket parks and its signature downtown green space, Union Point Park. He'll discuss the history of these parks, their current use, and will give an overview of future transformative parks projects.

### **T5 - IMAGINATION SPACES**

How do you take difficult architecture and imagine it into creatively functional business spaces? Take a look at how two downtown buildings were recently rehabbed into a trendy restaurant and retail space, and how an abandoned dry-cleaning shop in the Five Points neighborhood was resurrected into a cool community coffee shop.

### **T6 - NEW BERN AFTER HOURS**

Does your downtown shut down at 5:00 pm? Learn about Downtown New Bern's transition to an active nightlife and get inspired by visiting some of the after-hours activities available which include hatchet throwing, an escape room, pubs, restaurants, and outdoor music venues.

***You know that small-scale manufacturing plays a role in the solution,  
but you just don't know how. You can't just keep  
doing the same old thing - you must try something different.***

**Ilana Preuss: Recast City**



MARCH 11, 2020  
5:00 – UNTIL

*NC Main Street Awards: Reception & Ceremony*

5:00-5:30

*Cocktails*

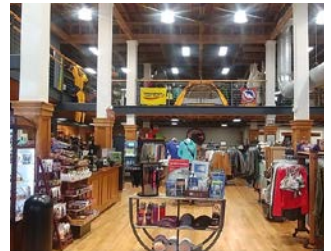
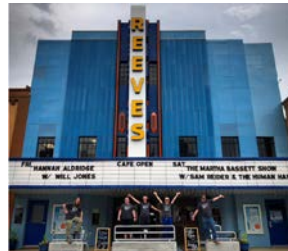
5:30-7:00

*Awards Reception*

7:00

*Awards Ceremony*

NEW BERN-CRAVEN COUNTY CONVENTION & VISITORS CENTER  
203 South Front Street | New Bern | NC | 28560



*Check Out Previous*  
*NC Main Street Award Winners*

# DAY 3 – AGENDA

MARCH 12 – THURSDAY

## NEW BERN-CRAVEN COUNTY CONVENTION & VISITORS CENTER

203 South Front Street | New Bern | NC | 28560



**NORTH CAROLINA  
MAIN STREET**

8:45 (Coffee at 9:15 | Champion Ceremony begins at 10:00)

*Champions and Guests of Champions Check-In*

8:00-9:15

*New Bern Tours* - Select ONE

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**MARCH 12, 2020**  
**9:15 – NOON**

*NC Main Street Champions: Coffee & Ceremony*

9:15-10:00

*Coffee with The Champions*

10:00-11:45

*NC Main Street Champion Ceremony*

Tickets must be secured in advance  
Your ticket will be in the back of your name badge

11:45-12:00

*Closing*

**NEW BERN-CRAVEN COUNTY CONVENTION & VISITORS CENTER**  
203 South Front Street | New Bern | NC | 28560

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*Registration Instructions*

**TO REGISTER:**

- [Complete instructions](#)
- If you are paying to register additional people, you will have the ability to register multiple attendees in one transaction, if using the same credit card.

**AWARDS RECEPTION IS EXTRA**

- The complimentary registration(s) DO NOT include the Awards Reception/Program (\$45 per person)
- If you want to attend the Awards Reception, indicate that during the registration process.

**NEED HELP?**

- Contact Sharon Tripp – Registration Coordinator
- (919) 280-4018
- [info@ncmainstreetconference.com](mailto:info@ncmainstreetconference.com)