

MAIN STREET AT WORK: BUILDING JOBS & PRESERVING DOWNTOWNS! OREGON MAIN STREET ANNUAL CONFERENCE

OCTOBER 5-7, 2011 • BAKER CITY, OREGON

About the Conference: Get ready to be inspired! Make new connections and get new tools to keep your downtown vibrant and competitive in today's market. The 2011 Oregon Main Street Annual Conference will offer proven ideas and strategies for preservation-based revitalization that is relevant to rural, mid-sized, and urban communities. This conference is a great way to look at the "big picture" of downtown revitalization by discovering fresh ideas and learning numerous ways to turn your historic downtown or neighborhood commercial district into a bustling center of activity. Sessions cover a variety of topics for both beginners and those with experience. The format includes walking tours, lectures, and networking time. Join us for this very special, one-of-a-kind conference!

Who Should Attend: Staff and volunteers of organizations focusing on downtown historic preservation and economic development, downtown business and property owners, government leaders, and others with an interest in the future of downtown will benefit from attending this conference.



Our Host Community: The setting for this year's conference is lovely downtown Baker City where the pioneering spirit and the sense of adventure still thrive along the Historic Oregon Trail. Known as the "Queen City of the Inland Empire" in the early twentieth century, profits from the gold mines financed many of the fine brick, masonry, and stone commercial buildings that grace the city. With its many registered historic buildings, Crossroads Carnegie Arts Center, terrific restaurants, national award winning brew pub, coffee houses, and one of a kind shopping, downtown Baker City is the perfect venue to showcase long-standing preservation-based revitalization efforts.

Keynote Address: You won't want to miss Roger Brooks' keynote address, "The 20 Ingredients of an Outstanding Destination." Have you ever wondered why some communities or downtowns are so successful while others struggle? To find out, the Destination Downtown International (DDI) team spent nearly 6 years studying more than 400 vibrant communities to uncover the most common elements that led to their success. In this lively keynote address, you'll hear stories from these great places and learn things you can do to enhance your community. Roger Brooks, CEO of DDI, has assisted nearly a thousand communities in their efforts to become better places to live, invest, establish a business, or visit.

Questions? Contact:
Sheri Stuart, Oregon Main Street Coordinator
503-986-0679

Register online at:
<http://OMS2011.eventbrite.com>

Oregon Main Street is a program of the State Historic Preservation Office, Oregon Parks and Recreation Department



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PRELIMINARY PROGRAM

WEDNESDAY, OCTOBER 5

- 1:30 p.m. Registration Begins— Baker Tower Fireside Room
- 3-5:00 p.m. Welcome and Opening Remarks – Baker Tower Ballroom
Keynote Address featuring Roger Brooks, “The 20 Ingredients of an Outstanding Destination,” Funded in part by a grant from the Pacific Northwest Preservation Fund of the National Trust for Historic Preservation
- 5:30-7 p.m. Opening Reception: Sponsored by Historic Baker City, Inc., Baker Tower Ballroom

THURSDAY, OCTOBER 6

- 8:00 a.m. Registration—Baker Tower Fireside Room
- 8:30-10 a.m. • Things You Can Do Today to Make a Difference Tomorrow
• Beyond Old is the New Green: Achieving Sustainability While Maintaining Historic Significance
- 10:30-noon • The Nuts and Bolts of Downtown Circulation
• What Managers Need to Know About Retail & Retailers
• Walking Tour: Upstairs/Downtown
- 1:30-3 p.m. • 7 Basic Storefront Components Contributing to an Eye-catching & Appealing Store
• Building a Successful Framework for Volunteer Recruitment, Retention, & Recognition
• Walking Tour: Behind the Facades: Downtown’s Hidden Places
- 3:30-5 p.m. • From the Trenches: Main Street at Work in Oregon
• Keep it Real: Preserving with Authenticity
• Walking Tour: History of Downtown Baker City’s On-going Revitalization Efforts
- 5:30-7 p.m. Social Mixer/“Excellence in Downtown Revitalization Awards”
Queen City Room, Geiser Grand Hotel

FRIDAY, OCTOBER 7

- 8:00 a.m. Registration—Baker Tower Fireside Room
- 8:30-10 a.m. • Funding Tools for Main Street: Urban Renewal, EID, & BID
• Insuring Your Main Street
- 10:30-noon • No Photoshop® Required: Capture Great Photos to Grow Your Main Street Program
• Creating Successful Special Events

Opening Night Reception: Join your counterparts from around the state for an early evening social gathering sponsored by the Historic Baker City, Inc. in the Ballroom of the Baker Tower.

Excellence in Downtown Revitalization Awards: The Excellence in Downtown Revitalization Awards program celebrates and recognizes outstanding accomplishments in downtown revitalization throughout our state.

Walking Tours: Explore Baker City’s downtown business district for ideas to bring home and implement in your own community. Participants will have an opportunity to take various walking tours offered during the conference. On-site registration for tours available at check-in

Major Sponsors:
State Historic Preservation Office/OMS
Historic Baker City, Inc.
Clackamas County Main Street
National Trust for Historic Preservation
Oregon Transportation & Growth Management Program

Attire: Please dress comfortably. Casual or business attire is recommended for the entire conference.

Special Needs: Conference sites are fully accessible. Sign language interpreters and materials in alternate format are available. Please call Oregon Main Street at 503.986.0679 at least two weeks in advance to request special accommodations.

Lodging: There are many lodging options in the area. Special arrangements have been made with the following hotels – let them know you are with the Oregon Main Street Conference:

Geiser Grand Hotel – 541.523.1889
1996 Main Street *10% off room rates

Best Western – 541.523.6444
One Sunridge Lane*\$64 single/\$74 double

Always Welcome Inn – 541.523.3431
175 Campbell Street*\$57 single/\$65 double

Oregon Trail – 541.523.5844
211 Bridge Street*\$42.12 single/\$63.72 double