**MONDAY**

**Building a Social City: Digital Media for Downtown**

9:00 – 10:45 a.m. │ Room 1

**Managing Main Streets in the Digital Age**

10:15 – 11:00 a.m. │ Room 2

*Ron Cook, Distrx, LLC*

**Lunch in Exhibitor’s Hall (TKT)**

11:00 a.m. – 12:30 p.m. │Parish Hall

**Opening Session/Keynote (TKT)**

12:30 – 2:00 p.m. │ Sanctuary

**DEEP DIVE SESSION - The Power of Numbers: Market Analysis 101** 2:15 – 5:00 p.m. │ Room 1

**Creative Placemaking: A Toolkit for Cultural Sustainability and Arts-Based Community Development**

2:15 – 3:00 p.m. │ Room 2

Utilize local arts and cultural resources to tell the story & place

*Amanda Hardeman, Bureau of Historic Preservation*

**Maximize Your Visit Florida Partnership**

3:15-4 p.m. Rm2

Learn ways to maximize your benefits available through your Main Street Partnership.

*Brenna Dacks, Visit Florida*

**Sociability Accelerates Economic Development**

4:15 – 5:00 p.m. │ Room 2

Learn how to evaluate your downtown or city's sociability, enhance vibrancy and activities that impact residential quality of life.

*Marjorie Ferrer, Downtown Management Consulting*

**Opening Reception**

Green Turtle Tavern, 14 South Third Street

5:00 – 7:30 p.m.

**TUESDAY**

**The Re-Vi Life Cycle – Six Steps to Revitalization**

9:00 – 10:15 a.m. │ Room 2

We’ll demystify the six stages of revitalization to help you map out the economic development strategy

*Matt Ashby, Ayers Associates*

**Telling Your Main Street Story**

9:00 – 10:15 a.m. │ Room 3

Hear the five rules of what to avoid and see case studies of successful branding from around the nation.

*Ben Muldrow, Arnett Muldrow & Associates*

**The Architecture of Resilient Main Streets**

10:30 – 11:45 a.m. │ Room 3

Main Street’s architectural makeup has always been definitively physical.

*Abraham Aluicio, Oddhouse, LLC*

**Main Street Executive Directors’ Lunch**

Pepper’s Mexican Grill

530 Centre Street | 11:45 a.m. – 1:15 p.m.

**Crossroads: Determining the Right Steps in Your Downtown**

1:15 – 2:30 p.m. │ Room 2

Learn about the “crossroads” in our experience, starting a Main Street from the ground up, managing expectations, and delivering brilliant results on a shoestring budget.

*Shellie Johnson, Visaggio & Co., LLC*

*Matt Visaggio, Visaggio & Co., LLC*

**Public Art: A Key Ingredient to Creating a Sense of Place**

1:15 – 2:30 p.m. │ Room 3

*Anita Strang, Main Street Winter Haven, Inc.*

*Karen Thompson, Plant City Main Street, Inc.*

**Resilience in Destination Management: From Crisis to Calm**

2:45 – 4:00 p.m. │ Room 2

**Crisis Management**

2:45 – 4:00 p.m. │ Room 3

**Secretary of State Awards Banquet**

**5:30 – 9:00 p.m. │ Omni Resort**

*Secretary of State Ken Detzner*

**WEDNESDAY**

**Mornings on Main Street Breakfast**

The Palace Saloon, 117 Centre Street, 7:45 – 8:45 a.m.

**MOBILE WORKSHOP – TKT**

**But I Already Have Too Much to Do: The Economic Case for Finding Time for Real Estate Development**

9:00 – 11:45 │ Room 1

Participants will learn from real world examples the economic impact of filling vacant property and increasing residential units.

*Thondra Lanese, Stuart Main Street, Inc.*

*Diana Schwartz, Ocala Main Street, Inc.*

**Combining Infrastructure & Aesthetics for Main Streets that Endure**

9:00 – 10:15 a.m. │ Room 2

Attendees will be given ideas on how their towns and cities can install necessary infrastructure which is both attractive and functional and learn ways their community can develop in a resilient way and understand the benefits of smart development

*Charlie Johnson, Wood+Partners, Inc.*

**Opportunities Through the Division of Historical Resources**

9:00 – 10:15 a.m. │ Room 3

In this session, you will learn about the Bureau of Historic Preservation, Division of Historical Resources programs. These programs will include: historical grants, historic markers, certified local governments, and the national register for historic places.

*Alissa Lotane, Bureau of Historic Preservation*

**Creating a Durable Downtown: The Winter Haven Story**

10:30 – 11:45 a.m. │ Room 2

*Kelly Cranford, Pennoni*

*Steve Elias, Pennoni*

*Wayne Sweikert, Pennoni*

**“Shop Local:” More than a Marketing Campaign**

10:30 – 11:45 a.m. │ Room 3

*Kristi Streiffert, American Independent Business Alliance and Industry Relations, Obsidian*

**Closing Session**

Parish Hall 11:45 a.m. – 12:45 p.m.