

ST. PETERSBURG — AUGUST 17-19



# FLORIDA MAIN STREET ANNUAL CONFERENCE





**National Main Street  
Center**

a subsidiary of the  
National Trust *for* Historic Preservation

Florida Main Street is administered by the Bureau of Historic Preservation, Division of Historical Resources, Florida Department of State. The Division conducts statewide programs aimed at identifying, evaluating, and preserving Florida's historic resources. Main Street, with its emphasis on preservation, is an effective strategy in achieving these goals in Florida's historic downtowns. Since 1985, the Bureau has offered manager training, consultant team visits, design assistance, as well as the benefit of experience gained by other Florida Main Street programs. Florida Main Street works. Florida's Main Street communities are bringing people and commerce back to the downtown!

[FLORIDAMAINSTREET.COM](http://FLORIDAMAINSTREET.COM)



**FLORIDA DEPARTMENT OF STATE**  
Division of Historical Resources



The National Main Street Center is the nation's leader in preservation-based revitalization, providing assistance, information, and leadership to grassroots-based organizations around the country. In 1977, the National Trust developed its pioneering Main Street Approach® to commercial district revitalization, an innovative methodology that combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts. Over the past 37 years it has created a network of more than 40 statewide, citywide, and countywide Main Street programs, with more than 1,200 active Main Street programs nationally. As a unique economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride.

[PRESERVATIONNATION.ORG](http://PRESERVATIONNATION.ORG)

# FLORIDA MAIN STREET ANNUAL CONFERENCE

## The Vinoy Renaissance Resort

501 5<sup>th</sup> Avenue North East | St. Petersburg, Florida

August 17 – 19, 2015

### Session Summaries

#### Monday, August 17, 2015

##### **Introduction to Main Street**

8:45 – 10:00 a.m. | Royal 1B

This session explains the use of the Main Street Four-Point Approach, the program's underlying principles; and describes roles and responsibilities for board, committee members and staff. Learn the importance of a strong organization which includes funding, work plan, committees, agendas/minutes, and annual filings. **OD/ ED/ LD**

*Ronni Wood, CMSM, Florida Main Street, Florida Department of State*

9:00 – 11:30 a.m.

Vinoy Main Lobby

Tour: **Streetscapes in the Districts**

*or*

Tour: **Adaptive Reuse**

##### **St. Petersburg City of the Arts and Lessons Learned**

10:15 – 11:30 a.m. | Royal 1B

The discussion will include a look at past, as well as today's trends in the arts and tourism with concepts that can work in any Main Street. Learn from the ideas that have worked in St. Petersburg and what it took to go from being known as "God's Waiting Room" to one of the most vibrant and successful art centers in the Southeast. **AC/ UR/ PD**

*Wayne Atherholt, City of St. Petersburg*

*John Collins, St. Petersburg Arts Alliance*

##### **How to Manage Risk for Main Street Organizations**

10:15 – 11:30 a.m. | Royal 2B

In this session, we will discuss the appropriate insurance policies needed to protect your Main Street organization and how these policies work (using common examples that occur within Main Street America). We will also discuss specific risk management techniques you can use to indemnify your organization in the event of a claim/loss. **OD**

*Kevin Sullivan, National Trust Insurance Services*

##### **Lunch in Exhibitor's Hall**

11:45 a.m. – 1:00 a.m. | Palm Court Majestic Ballroom

## **Opening Session**

1:15 – 2:30 p.m. | Palm Court Majestic Ballroom

### **Keynote Address**

Peter Kageyama, author of *Love Where You Live* and *For the Love of Cities*, is the co-founder and producer of the Creative Cities Summit, an interdisciplinary event that brings together citizens and practitioners around the big idea of the city. Peter is the former President of Creative Tampa Bay, a grassroots community change organization. He has spoken all over the world about bottom up community development and the amazing people that are making change happen.

What Peter talks about:

- How we create more engaged citizens without major resources
- How we fall in love with our cities; what works and what we don't respond to
- How a small number of people who are "in love" with their city can have major impacts
- What little things matter in the relationship with place making

## **Myth Busting on Main Street: A Guide to Partnering with Historic Preservation**

2:45 – 4:00 p.m. | Royal 1B

This presentation focuses on Historic Preservation and its use to promote and protect your community. Uncovering the history of your downtown will provide public educational opportunities, increase tourism and raise awareness of the importance of the area. Instituting a local landmark program and design review will help protect the significant properties in your downtown and ensure that new construction is compatible with the historic fabric. **PD/ OD/ UR/ M**

*Aimee Ross Angel, Cardno, Inc.*

*Kimberly Hinder, City of St. Petersburg*

*Jennifer Wolfe, City of St. Augustine*

## **Twenty Years of Growth and Change: The Evolution of Downtown Fort Pierce and its Main Street, 1995-2015**

2:45 – 4:00 p.m. | Royal 2B

This presentation tells the story from the early beginnings of citizen participation and visioning efforts through the charrette process, to creation and adoption of the subsequent master plan, to implementation of numerous public and private projects and programs that have made Fort Pierce one of the most livable, progressive cities in Florida. **OD/ PD/ ED/ LD/ PE/ M**

*Michael Busha, Treasure Coast Regional Planning Council*

*Doris Tillman, CMSM, Main Street Fort Pierce, Inc.*

## **From Mad Men to Main Street: How Small Businesses are Revitalizing Local Communities**

2:45 – 4:00 p.m. | Royal 3B

Following the Main Street Four Point Approach, Orlando's Audubon Park Garden District (APGD) transformed its image from an anonymous working class neighborhood into one of Central Florida's hottest destinations. Now APGD is nationally recognized as one of Central Florida's most dynamic environments. Learn how APGD fostered the conditions that made this transformation possible, resulting in John Rife developing the East End Market – a multi-million dollar investment. **OD/ PD/ ED/ AC/ UR/ M/ PE**

*Jennifer Marvel, Audubon Park Garden District*

*John Rife, East End Market*

### **Special Event Success Stories**

4:15 – 5:30 p.m. | Royal 1B

Join a panel of representatives from the Florida Festivals & Events Association, including Leesburg Partnership/Main Street to discuss ideas for unique special events that have made an impact. This is an idea sharing session so feel free to bring some of your success stories to share as well! **PE/ M**

*Suzanne Neve, Florida Festival & Events Association*

*Joe Shipes, Leesburg Partnership*

### **The Art of Asking**

4:15 – 5:30 p.m. | Royal 2B

An in-depth look at "the ask" which is a critical skill for not-for-profit boards, staff, and volunteers. Next to public speaking, asking is another fear (or at least discomfort) many people have. This session will help with tools, techniques, and tricks for the attendees to take back and immediately apply in their organizations. **OD/ LD**

*Roger Curlin, Alliance CLE*

### **Branding Your Main Street District**

4:15 – 5:30 p.m. | Royal 3B

The session will address how social media messaging, signage, "employee voice," and community engagement shape the perception (or misperception) of your Main Street. Attendees will learn how to focus on "good" ideas into "great;" to focus ideas into action and avoid burnout from ineffective actions; and how to lead employees/board members to be marketing assets in their representation of your Main Street's brand. **M/ PD**

*Jenn Greacen, Clear Labs*

6:00 – 8:00 p.m.

### **Art in the Evening Opening Reception**

Duncan McClellan Gallery

2342 Emerson Street, South

### **Tuesday, August 18, 2015**

8:00 a.m. – 5:00 p.m.

Registration & Information | Palm Court Foyer - South Entry

Exhibitors | Palm Court Foyer

### **TOUR & BREAKFAST: The Vinoy – An Historic Gem**

8:00 – 9:30 a.m. | Vinoy Main Lobby

### **Making Downtown Work Better: Implementing Strategic Initiatives in your Main Street District**

9:45 – 11:00 a.m. | Royal 1B

In order to achieve a high performing downtown area, Main Street managers look to implementing strategic initiatives that maximize the value of their assets. Downtowns across Florida are filled with opportunities to maximize the impact these assets can have on local economies. The work of a Main Street Manager is to make their downtown work better through the use of strategic initiatives. **OD/ M/ LD**

*Jay Revell, Tallahassee Downtown Improvement Authority*

### **Transforming a Used Shipping Container into Your New Downtown Art Gallery**

9:45 – 11:00 a.m. | Royal 2B

This presentation will give a brief overview of the creation of Hapeville, Georgia's new arts district and share the process for converting a used shipping container into an art gallery. The goal of Hapeville's Arts Initiative is to transform downtown Hapeville into THE arts destination in metro Atlanta. The centerpiece of this arts district will be several new art galleries constructed from repurposed shipping containers. **AC/ UR/ PD/ ED/ M/ PE**

*David Burt, David B. Burt, Inc.*

### **Recruiting and Retaining Volunteers**

9:45 – 11:00 a.m. | Royal 3B

Recruiting and retaining good volunteers can be a challenge for all organizations but they are essential to accomplishing more with less. The Downtown Delray Beach Downtown Development Authority shares their success story of collecting and managing a strong community of volunteers over the years, as well as developing community involvement and increasing the organization's visibility. **OD**

*Marjorie Ferrer, Delray Beach Downtown Development Authority*

### **Recruiting Businesses that Complement Your Cultural Arts Retail District**

11:15 – 12:00 Noon | Royal 1B

This session will view strategies for identifying and attracting businesses that will complement and strengthen your community's cultural arts district. We will also explore ways in which existing businesses can better capitalize on the market opportunities that these cultural districts provide and help take your district to the next level. **ED/ AC/ PD/ UR**

*Hilary Greenberg, Greenberg Development Services*

### **Boca Grande: Preserving a Gilded Age Town**

11:15 – 12:00 Noon | Royal 2B

This session focuses on communities that preserve historic landscapes to preserve culture and heritage and historic landscapes as manageable cultural resources. The Gulf Coast island community of Boca Grande is presented as a case study. Boca Grande originated in the early twentieth century as a company town associated with the worldwide trans-shipment of phosphate ore. **PD/ AC/ UR**

*David Driapsa, PLA, ASLA, Historic American Landscapes*

### **Grants and Tax Incentives: Opportunities Available through the Florida Division of Historical Resources**

11:15 – 12:00 Noon | Royal 3B

Learn the basics of programs administered by the Florida Department of State, Bureau of Historic Preservation and how they can assist with historic preservation of your Main Street. From grants for community education, historic surveys, and bricks and mortar projects to Federal Historic Preservation Tax Incentives for income producing properties – discover resources that can help preserve and promote your historic downtown! **OD/ ED**

*Alissa Slade Lotane, Bureau of Historic Preservation, Florida Department of State*

## **Main Street Executive Directors' Meeting - Box Lunch**

12:15 – 1:15 p.m. | Majestic

### **Living on Main Street**

1:45 – 3:00 p.m. | Royal 1B

This session will present examples of successful downtown residences. From the conversion of a historic hotel into high-end condominiums to amazing “over-the-store” living quarters, these projects have become economic engines for Main Street cities. Funding sources and some old-fashioned wheeling and dealing will be revealed. Discover how you can embrace this idea and transform your business district into a happening place! **ED/ PD/ UR**

*Sharlene Celaya Cannon, CMSM*

### **St. Petersburg Art Exchange: The Creative Class as an Economic Urban Driver**

1:45 – 3:00 p.m. | Royal 2B

Successful urban arts based projects require collaboration and vision in order to become a reality. Attendees will gain insight into the political, design and grassroots efforts necessary to make a project of this type move from an interesting idea to reality. **AC/ UR/ ED/ PD/ M**

*Andrew M. Hayes, AIA, Hayes/Cummings Architects*

### **The St. Petersburg Greenhouse**

1:45 – 3:00 p.m. | Royal 3B

The St. Petersburg Greenhouse is a collaboration between the City of St. Petersburg and the St. Petersburg Area Chamber of Commerce, and a model for how public-private partnerships can work to support small business. The Greenhouse cultivates entrepreneurial and economic development through business counseling, training, and networking opportunities. Altogether, the Greenhouse serves as the front door for starting and growing businesses in St. Petersburg. **OD/ ED/ LD**

*Jessica Eilerman, City of St. Petersburg*

*Sean Kennedy, St. Petersburg Greenhouse*

### **Engage! Excite! Inspire! Using Instagram for Main Street**

3:15 – 4:00 p.m. | Royal 1B

This session explains the importance of using Instagram as a free marketing tool to help gain outreach and visually engage the public while promoting your Main Street program. The session will guide you through the basics of Instagram and how best to use it for your program's advantage. Instagram is fun, easy and offers many benefits that are not available through other social media sites. **M/ PE**

*Katherina Paliwoda, Florida Main Street, Florida Department of State*

### **The Impact of New & Emerging Transportation Trends for Main Street Businesses**

3:15 – 4:00 p.m. | Royal 2B

The session encompasses an overview of new and emerging trends in transportation from delivery drones and off site/door-to-door deliveries to Intelligent Transportation Systems/data collection and driverless cars and delivery trucks. Learn how these trends are likely to impact Florida Main Street businesses and ways and means of adapting to their positive aspects. **PD/ UR/ ED**

*Mohsen Salehi, Corbel Design, Inc.*

### **Five Essential Tips for Effective Grant Writing**

3:15 – 4:00 p.m. | Royal 3B

This workshop is designed for the novice or experienced grant writer seeking efficient and effective methods for writing successful grant proposals. Participants will receive best practice tips and available resource for continuous funding solicitations along with a practical discussion of obstacles and how to overcome them. **OD/ ED**

*Sallie O'Hara, Vilano Beach Main Street, Inc.*

### **Secretary of State Awards Banquet**

**5:30 – 9:00 p.m. | Vinoy Golf Club – Sunset Ballroom**

**600 Snell Isle Boulevard NE**

*Donovan Rypkema – The Economic Impact of Florida Main Street*

*Secretary of State Ken Detzner – State of Main Street Address*

### **Wednesday, August 19, 2015**

8:00 - 9:15 a.m. | Vinoy – Fred's Cellar

#### **Mornings on Main Street Breakfast**

Surveys show that independent businesses in communities with an active "buy local" campaign see revenues grow at a rate of almost double than for those with businesses without such a local alliance. And when local businesses thrive, the whole community prospers.

*Robin King, LocalShops1*

### **Making a Place in an Urban Space - 15 Years of Main Street in St. Petersburg**

9:30 – 10:45 a.m. | Royal 1B

Before the “shop local” movement, before the recent downtown boom, the Florida Main Street (FMS) program made strides in the commercial districts of St. Petersburg. Hear a brief history of how the partnership between the City and its three FMS Districts started and continues today. The presentation also explores how the FMS Districts work together, and with other Districts and organizations throughout the City. **UR/ OD/ M/ PD/ ED**

*Leslie Curran, EDGE Business District Association*

*Jeff Danner, Grand Central District Association*

*Gloria Campbell, The Deuces Live, Inc.*

*Gary Jones, City of St. Petersburg*

*Lauren Ruiz, Grand Central District Association*

### **Harnessing the Power: Partnering with Utilities and Energy Efficiency Programs**

9:30 – 10:45 a.m. | Royal 2B

Attendees will hear an overview of the current state of the energy industry in Florida and future renewable energy opportunities, as well as tips on how small businesses can save energy. **ED/ UR**

*Tom Lawrey, Wholesale Renewable Energy*

*Alan Swisher, Small Business Energy Efficiency*



### **Communication is a Wonderful Thing**

9:30 – 10:45 a.m. | Royal 3B

When used correctly, digital resources can help streamline the event process, facilitate better communication and fill the gap when additional staff isn't an option. Learn about new ways to integrate new technology, and "old school" practices into your program as a way to promote better communication. Leave with a working knowledge of how to automate your work load as much as possible. **OD/ LD/ M**

*Pauline Eaton, Orlando Main Street Program*

### **How to Implement a "Buy Local" Discount Card Program**

11:00 – 11:45 a.m. | Royal 1B

A buy local discount card program encourages consumers to frequent local businesses assisting with economic revitalization. This presentation describes the planning, implementation and assessment of such a program in Orlando, Florida. Participants receive a discount card, sponsorship package, technology list and more. **M/ ED**

*Brent Ward, Gateway Orlando Partnership*

### **Creating Unified Places in a Contemporary Cityscape**

11:00 – 11:45 a.m. | Royal 2B

Artists Carol Mickett and Robert Stackhouse present their approach to using art to create places and interface with urban design. They discuss two recent commissions: *Gateway Trio* at the new signature building in downtown Richmond, Virginia; and *Central Avenue Art-In-Transit*, commissioned by the City of St. Petersburg, Florida, to visually unify the city's core Main Street thoroughfare. **UR/ PD/ AC**

*Carol Mickett*

*Robert Stackhouse*

### **"Complete Streets" Equal Stronger Main Streets**

11:00 – 11:45 a.m. | Royal 3B

This presentation will show how "complete streets" can lead to strong Main Streets. The National Complete Streets Coalition, a program of Smart Growth America, provides a wealth of knowledge on what complete streets are. So what are complete streets? Simply stated: They are streets for everyone. "Complete streets" act as the building blocks of successful communities. **PD/ ED/ UR**

*Charlie Johnson, Wood+Partners, Inc.*

### **Closing Session**

12:00 p.m. – 1:00 p.m. | Palm Court Majestic Ballroom

Keynote Address

City of St. Petersburg Deputy Mayor Dr. Kanika Tomalin

# # #

**KEY:** ED – Economic Development | UR – Urban Revitalization | AC – Arts and Culture |  
M – Marketing | PD – Placemaking and Design | OD – Organizational Development |  
LD – Leadership Development | PE – Promotional Events