

Destination DOWNTOWN

Hammond, LA
2019



September 11 - 13, 2019

Destination Downtown is a regional conference sponsored by Louisiana Main Street, Mississippi Main Street Association and Main Street Arkansas, attracting more than 200 professionals in preservation-based commercial district revitalization, including new and experienced downtown and neighborhood Main Street directors, board members, architects, planners, economic development professionals, public officials, volunteers and consultants. Attendees hail from communities of all sizes, from small rural towns to neighborhood commercial districts in larger cities across the states of Louisiana, Mississippi and Arkansas.

Conference Location

Columbia Theatre for the Performing Arts
220 East Thomas Street
Hammond, LA 70401

Conference Hosts



Contact

Ray Scriber
Louisiana Main Street
mainstreet@crt.la.gov
225-342-8162

Agenda

Wednesday, September 11, 2019

Registration Opens at Noon
Columbia Theatre for the Performing Arts Lobby

2:00 - 5:00 Tours

All tours depart from the Columbia Theatre for the Performing Arts

Historically Hip Walking Tour - The Secrets of Adaptive Reuse

The backbone of Hammond's downtown is its historic architecture and places that have been transformed into mixed-use spaces. Hear from the architects and investors who dared to start the process when abandoned structures were literally falling onto the sidewalks and streets. Walking the streets will also show why Hammond is a favorite location for Hollywood South film projects. This is a walking tour - wear cool clothes and comfortable shoes!

America's Antique City - Ponchatoula

The downtown of Hammond's sister city of Ponchatoula is only 6 miles away! Affectionately known as America's Antique City and the Strawberry Capitol of Louisiana, Ponchatoula is best described as quaint, wholesome, and community-oriented. This guided tour will meander through the antiques, boutiques, and uniques in what is sure to be a shopper's delight!

Take a Walk on the Wild Side - Global Wildlife Safari

Get eye to eye with a giraffe and hand feed multiple species of wildlife at this 900-acre wildlife preserve. The Global Wildlife Center is the largest totally free-roaming wildlife preserve of its kind in the country. You will travel in a private Pinzgauer, a 4 X 4 vehicle that can go places that the center's safari wagons cannot go. Don't forget your camera! This tour requires a paid ticket that can be purchased on the conference registration page.

5:30 - 7:00 Opening Reception

Hammond Regional Arts Center

217 East Thomas Street

Meet up with old friends from across Louisiana, Arkansas, and Mississippi and make new friends as well! Enjoy light hors d'oeuvres and lively music before heading out to dinner at one of 44 different restaurants in downtown Hammond.

Thursday, September 12, 2019

Registration Opens at 8:00
Columbia Theatre for the Performing Arts Lobby

9:00 - 10:15

Opening Plenary

Columbia Theatre Auditorium

Keynote Speaker: Mary Means

Mary Means is recognized as a national leader in heritage development in the United States. She was Vice President of the National Trust for Historic Preservation, where she is most well-known for having created the national Main Street program. The Mother of Main Street is a

popular conference speaker - you don't want to miss her story of the early days of the Main Street movement!

10:30 - 11:45

Concurrent Sessions

11:45 - 1:15

Lunch on Your Own at one of 44 different restaurants in downtown Hammond

1:15 - 2:30

Concurrent Sessions

2:45 - 4:00

Concurrent Sessions

6:00 - 9:00

Tangipahoa Festivals Party - A Taste of Tangi

Columbia Theatre Lobby

The Louisiana Renaissance Festival, Independence Sicilian Heritage Festival, Amite Oyster Festival, Hammond Smokin' BBQ Challenge, Ponchatoula Strawberry Festival and The Italian Festival all take place in Tangipahoa Parish. At this party you will get your fill of food samples from each of these festivals while dancing the night away to the tunes of one of Louisiana's favorite dance bands!

Friday, September 13, 2019

8:30 - 9:45

Concurrent Sessions

10:00 - 11:15

Concurrent Sessions

11:30 - 12:30

Closing Plenary

Columbia Theatre Auditorium

Keynote Speaker: Irvin Henderson

If you've recently attended the national Main Street Now conference, you will recognize Irvin as the young man who gets the crowd motivated and revved up for the start of each year's conference! He is a past board chairman of the National Trust Community Investment Corporation. He is responsible for the development of a substantial number of projects in affordable housing, commercial development and enterprise development nationwide. In recognition of his many years of devoted and invaluable service to NTCIC, as well as his deep commitment to investing and strengthening underserved communities, the NTCIC HTC/NMTC Main Street Small Deal Fund has been renamed the "Irvin Henderson Main Street Revitalization Fund."

Concurrent Session Topics

Aligning Your Plan of Work with Your Community's Vision for Downtown

Opening the door to community input into your organization can be the most intimidating obstacles Main Street directors face. With all the opinions, ideas, and criticisms that come from an open discussion, plan of work direction can be impossible to achieve. However, with the HOW Downtown method of community engagement, learn HOW to utilize inexpensive and effective ways to engage your community; HOW to adapt responses into a plan of work for your organization; HOW to create projects with real, tangible outcomes with community investment; HOW to produce an interactive and dynamic plan of work for your organization.

Brantley Snipes, Main Street Greenwood Mississippi and Thomas Gregory, Mississippi Main Street Association

Building Developers

The key to revitalization is real estate, but real estate development is often looked at as some kind of sorcery. Real estate development is simply about the numbers and this session will explain how the numbers work and why it is critical that community leaders understand those numbers so they can understand why buildings are being renovated. With this information, it then becomes possible to try to develop your own community developers. Typically, real estate developers don't come from the outside, it is something that community leaders must foster from within if they are going to experience wholesale revitalization.

Jeff Siegler, Revitalize or Die

Badass Your Board

Most boards are comprised of people who enjoy downtown and are free on Monday evenings at 6 pm. This is not good enough! Board roles are absolutely critical in our effort to revitalize downtown and we must take the role of board members much more seriously. We must badass our boards. Learn strategies to go from an apathetic average board to a board full of revitalization rock stars.

Jeff Siegler, Revitalize or Die

Strengthening Your Organization's Volunteer Base

This session will introduce broader ways of encouraging a volunteer base that is overly courted and exhausted. It will give ideas on how to invite younger volunteers to be a part of the community's work and allow greater flexibility with local and regional partnerships. There will be some specific emphasis given to youth/millennial involvement in volunteering.

Derek Lumsden, Jones County Iowa Economic Development

Turning the Past into the Future: The History and Revitalization of Downtown Hammond

The success of downtown Hammond as a vibrant community is a testament to the persistence of its citizens. The revival story is linked to modes of transportation throughout the history of America. The funding, growth, decline and revitalization are all linked to our society's evolution in transportation and our eventual reliance on smart growth as a quality of life advancement. Learn how the citizens, business owners, and investors have utilized innumerable tools to bring about results in this top-10 finalist Great American Main Street Award community.

Michael Holley and Jeffrey Smith, Holly & Smith Architects

What Makes a Great Organizational Website?

In an age with so many ways to share your brand and message, is your website still important? What should the website look like and how should it be organized? How frequently does the site need to be updated and with what kind of content? What about design cost and maintenance? In this class, we'll tackle all of these questions and more in an effort to demystify the common questions organizations and government entities have about websites. We'll also discuss the critical elements of organizational websites that not only *look* good, but actually do a great job of keeping the site's audience informed and impressed.

J. R. Portman and Kim Walker, 5 Stones Media

How Communities Can Use the StoryBrand Framework to Clarify Their Message and Attract Citizens

The human brain is drawn to CLARITY and away from confusion. If your citizens or community members are confused about what you offer, they'll look elsewhere and miss out on all that you have to give. Once you clarify your message, your community will begin to see new visitors and folks wanting to learn more about your organization. Attendees will leave this workshop having learned how to craft a clear message. A message that speaks to the true character of who your community is so that your marketing peaks the curiosity of visitors and citizens.

J. R. Portman and Kim Walker, 5 Stones Media

Social Media – TBD

Realistically, very few citizens still use local newspapers as their information source. Learn how to use Facebook as a massive advertising tool for your Main Street district. This session will go into detail on the use of hashtags, setting up event pages, boosting advertising, and polls. Learn how to share from your local businesses every day and how to use your community's culture, pride, and heritage to your advantage and pull at people's heart strings.

Beth Price, Morgan City Louisiana Main Street

Vacant to Vibrant: Attracting New Business to Downtown

While developing a "wish list" of desired businesses to recruit is not difficult, attracting the "right" mix of businesses is challenging for even the most seasoned development organizations. Using lessons learned from across the country, we will review proven strategies that downtown volunteers can use to help property owners attract new businesses and fill vacant spaces in the Main Street district.

Hilary Greenberg, Greenberg Development Services

Downtown: A Look Ahead

During this session, we will review trends that are reshaping our commercial districts and the strategies your businesses will need to continue to flourish. From new tenant opportunities to changes in transportation and infrastructure, we will explore what your organization can do to help businesses navigate this fast-changing environment.

Hilary Greenberg, Greenberg Development Services

It's Hard But We Can Handle It: Tools for Building Community, Consensus, and Collaboration in a Difficult World

Case study on ways to battle CAVE people. You know, Citizens Against Virtually Everything.

Jackie Wolven, Main Street Eureka Springs Arkansas

Farmers Markets: Beauty & the Beast

The many benefits of a thriving farmers market are undeniable; they have the potential to positively impact social, economic, and physical aspects of a community's health. The realities of maintaining a successful farmers market, however, are not as known, nor are they as upbeat. Markets require significant investments of resources, and they might not be for every community. This session will discuss what it takes to make a farmers market work and why it's worth the investment. Attendees will leave with an understanding of the essential aspects of farmers market development with a focus on the complex role of market leaders (managers) in small communities.

Allison Tohme, Central Louisiana Economic Development Alliance

Diversify Your Revenue Sources!

Established downtown organizations need regular and predictable income to sustain their organizations and ensure a viable future. This fast-paced workshop explains the board's role in fundraising and how it delegates responsibilities to the four committees and staff. We cover the seven traditional sources of revenue for downtown organizations and put special emphasis on three sources of revenue where the organization controls both the output and largely the outcome: residential membership/investor campaigns, sponsorship, and fundraising events. We will offer ideas about how to grow these three revenue sources so that they constitute 50% of the operating budget. We will explore ideal revenue mixes at various stages of Main Street organizational development. Finally, we will review other options for a sustainable organization such as Business Improvement Districts and endowments. We wrap up with our top 10 tips.

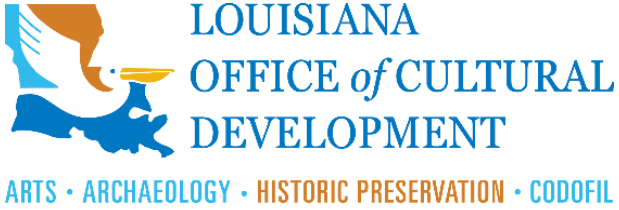
Donna Ann Harris, Heritage Consulting, Inc.

Creating Year-Long Sponsorship Packages

Learn why you should gather all your sponsorship opportunities into one package to solicit sponsors on a yearly basis, rather than a scattershot approach one event at a time. We'll review three examples of downtown year-long sponsorship packages and explain how this simple marketing effort can help you diversify your sponsorship base, gain more revenue from existing sponsors by offering more opportunities, and allow you to fine tune your sponsorship benefits across all events and programs your organization promotes throughout the year.

Donna Ann Harris, Heritage Consulting, Inc.

Conference Sponsors



Conference Hotels



Holiday Inn[®]

Holiday Inn Hammond

1819 SW Railroad Avenue
Hammond, LA 70403
(985) 662-3877
Special Room Rates: \$109 - \$129
Group Code: **DDC**



Hampton Inn Hammond

401 Westin Oaks Drive
Hammond, LA 70403
(985) 419-2188
Special Room Rates: \$109 - \$129
Group Code: **Destination Downtown 2019**

COURTYARD[®]
BY MARRIOTT

Courtyard by Marriott Hammond

1605 South Magnolia Street
Hammond, LA 70403
(985) 956-7730
Special Room Rate: \$109
Group Code: **Destination Downtown Conference**