

THE

National Main Streets Conference



# POWER OF MAIN STREET

Oklahoma City, Oklahoma | May 2-5, 2010

**Main Street**

NATIONAL TRUST FOR  
HISTORIC PRESERVATION

Register online and save! [www.mainstreet.org/conference](http://www.mainstreet.org/conference)



# THE **POWER** OF **MAIN STREET**

**BILLIONS OF DOLLARS** in reinvestment, thousands of volunteer hours, hundreds of thousands of new jobs and new businesses, and thousands of revitalized communities—this is the **Power of Main Street**.

Preservation-based economic development is not only essential to the success of Main Street; it is connected to issues now in the national spotlight—sustainability; smart growth; local fiscal investment and job creation; fostering small, independent and innovative businesses; embracing diversity; utilizing social media for grassroots campaigns; and so much more.

Feel the **POWER** and register now...



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## What Does the Conference Offer You?

The 2010 National Main Streets Conference will showcase and celebrate the innovative techniques and practices that make the Main Street Approach® one of the most powerful economic development tools in the nation. Whether you hail from an urban business district, small rural downtown, or some place in between, you won't want to miss the opportunity to find real solutions not only to survive this economic downturn, but also to find ways to position your Main Street and your community to thrive long after these difficult times are gone and forgotten.

### In Oklahoma City, you'll get:

- Four days of educational and networking opportunities;
- Daylong Main Street Four-Point Approach® training;
- Mobile workshops that focus on revitalization successes in Oklahoma City and surrounding Oklahoma Main Street communities;
- Expo Hall filled with product and service providers that specialize in commercial district revitalization; and
- Opportunities to network with colleagues who are experiencing similar successes and challenges in their communities.

## CONFERENCE CO-HOSTS

National Trust Main Street Center  
Oklahoma Main Street

**Main Street**  
NATIONAL TRUST FOR  
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# 2010

## EDUCATIONAL OPPORTUNITIES

### CAPITALIZING ON THE POWER OF MAIN STREET

#### The Power of Numbers: Main Street Data and Economic Impact

Amy Seitz, Maryland Department of Housing and Community Development, Baltimore, Md.

#### The Intangible Power of Main Street

Todd Barman, National Trust Main Street Center, Stoughton, Wis.

#### Boosting (Amplifying) the Power of Economic Restructuring

Todd Barman, National Trust Main Street Center, Stoughton, Wis.; Jeff Siegler, Heritage Ohio, Columbus, Ohio.

#### Powerful Public Partnerships: Connecting to Elected Officials

Donna Ann Harris, Heritage Consulting Inc., Philadelphia, Pa.; Timothy Bishop, Ellensburg Downtown Association, Ellensburg, Wash.; Stephanie Redman, ReSurge, Inc., Albuquerque, N. Mex.

#### Strength in Numbers: Building an Effective "Buy Local" Campaign

Jeff Milchen, American Independent Business Alliance, Bozeman, Mont.; Marilyn Kearney, Main Street Oak Street, New Orleans, La.

#### Power of Public Relations: A Conversation with Journalists and Bloggers

Lisanne Anderson, KTEN TV, Oklahoma City, Okla.; Steffie Corcoran, Oklahoma Today Magazine; Andrea Dono, National Trust Main Street Center, Washington, D.C.; Donna Dow, Durant Main Street, Durant, Okla.; Steve Lackmeyer, Daily Oklahoman, Oklahoma City, Okla.

#### Power of Regionalism

Kathy Hendrick, Center for Regional Economic Development, Durant, Okla.; Leslie Smith, Natchitoches Main Street Program, Natchitoches, La.; Elizabeth Wiedower, National Trust for Historic Preservation, Helena, Ark.

#### Power of Youth on Main Street

Karen Dye, Newkirk Main Street, Newkirk, Okla.; Carola Lillie Hartley, Bridgeton Main Street, Bridgeton, N.J.; LoAnn Latona, Durant High School, Durant, Okla.

#### Telling Your Story in the 21st Century

Marianna Hayes, HALO Business Advisors, Clinton, Miss.; Kristina Trevarrow, Rochester Downtown Development Authority, Rochester, Mich.

#### The Power of Destination Marketing

Tanya Andrews, Claremore Convention and Visitors Bureau, Claremore, Okla.; Cindy Bissett, Claremore Main Street, Inc., Claremore, Okla.; Barbara Elder, Oklahoma Tourism and Recreation Department, Oklahoma City, Okla.; Danny Perry, Tahlequah Main Street Association, Tahlequah, Okla.

#### The Four Points in 3D

Andrea Dono, National Trust Main Street Center, Washington, D.C.; Chris Wilson, Strategic Resources, McMinnville, Tenn.

### MAXIMIZING RESOURCES

#### Doing More With Less: Remaining Effective Amidst Budget Cuts

Drane Wilkinson, National Alliance of Preservation Commissions, Athens, Ga.; Roxanne Eflin, Maine Downtown Center, Augusta, Maine; Scott Whipple, Office of Historic Preservation for Montgomery County, Silver Spring, Md.

#### Creative Fund-raising Strategies and Techniques

Kathy La Plante, National Trust Main Street Center, Pembroke, N.H.

#### Creating BIDs in Challenging Times

Brad Segal, Progressive Urban Management Associates, Inc., Denver, Colo.

#### Using Information to Achieve Project Funding Success

Rebecca Denlinger, RETTEW Associates, Inc., Lancaster, Pa.

#### How to Sell Sponsorship in 2010

Sylvia Allen, Allen Consulting, Holmdel, N.J.

#### RELATED EDUCATIONAL TOUR 10 Years of Tax Credits in Automobile Alley

### MANAGER DEVELOPMENT

#### It's a Circus Out There: Better Work on Your Balancing Act!

Marian Boyd, Arkansas Historic Preservation Program, Little Rock, Ark.

#### Program Manager Survival: LOL

Beverly Abell, Heart of Tyler Main Street Program, Tyler, Tex.; Karen Dye, Newkirk Main Street, Newkirk, Okla.

#### Leading Main Street: A Main Street Managers Round Table

Norma Ramirez de Miess, National Trust Main Street Center, Washington, D.C.; Gayla Roten, Missouri Main Street Connection, Inc., Branson, Mo.

#### Writing and Responding to a Request for Proposal (RFP)

Carolyn Dellutri, Downtown Evanston, Evanston, Ill.; Kennedy Smith, Joshua Bloom, Community Land Use and Economics Group, Arlington, Va.

#### Working with People Who Don't Have to Follow Your Rules

Devery Youngblood, Chickasaw Nation





## ASSISTING SMALL BUSINESSES ON YOUR MAIN STREET

### Expanding the Power of Main Street: Engaging Hispanic Entrepreneurs

Norma Ramirez de Miess, National Trust Main Street Center, Washington, D.C.; Cervel "Ray" Doonkeen, Capitol Hill District, Oklahoma City, Okla.; Juan Himar Hernandez-Santana, Iowa State University, Ottumwa, Iowa; Jeannine MacDonald, Randy Quiroga-King, El Nacional Publishing, Oklahoma City, Okla.

### Small Business Marketing on a Dime

Karl Scifres, Kiamichi Technology Center, McAlester, Okla.

### Using "Clicks and Mortar" to Build Main Street Businesses

Daniel Bond, Bond & Associates, LLC, Milford, Del.; Rick Ferrell, Retail Market Answers, LLC, Wilmington, Del.

### Tying In To Downtown Events: Ideas to Help Your Merchants

Todd Noon, Main Street Vineland, Vineland, N.J.

### Retail Recipes for Success

Jan Miller, Mississippi Main Street Association, Columbus, Miss.; Stacy Pair, Mississippi Main Street Association, Gulfport, Miss.; Greg Phillips, Main Street Arkansas, Little Rock, Ark.

### Building Your Entrepreneurs' Success Rates

Barbara Wold, Wold International, Balboa Island, Calif.

## INCLUSION

### Expanding the Power of Main Street: Engaging Hispanic Entrepreneurs

Norma Ramirez de Miess, National Trust Main Street Center, Washington, D.C.; Cervel "Ray" Doonkeen, Capitol Hill District, Oklahoma City, Okla.; Juan Himar Hernandez-Santana, Iowa State University, Ottumwa, Iowa; Jeannine MacDonald, Randy Quiroga-King, El Nacional Publishing, Oklahoma City, Okla.

### Engaging Multi-Generational Volunteers in Main Street Programs

Ken Culp, University of Kentucky Cooperative Extension, Lexington, Ky.

### A Look at Visual Merchandizing from a Multicultural Perspective

Norma Ramirez de Miess, National Trust Main Street Center, Washington, D.C.; Tracey Cox, Ronald Frantz, Oklahoma Main Street Center, Oklahoma City, Okla.; Kenneth Miess; Gerardo Sandoval, Iowa State University, Ottumwa, Iowa.

### From Taiwan to Oklahoma: Product Development and Cultural Celebrations that Go Beyond the Basics

Norma Ramirez de Miess, National Trust Main Street Center, Washington, D.C.; Jef Chang, Corporate Synergy Development Center (CSD); Jorge Hernandez, Tango Public Relations, Oklahoma City, Okla.; Randy Quiroga-King, El Nacional Publishing, Oklahoma City, Okla.

#### RELATED EDUCATIONAL TOURS

##### The Paseo Artists Colony Tour

##### Gateway to the Chickasaw National Recreational Area

##### Historic Cherokee Nation and Claremore Main Street

## GREEN MAIN STREETS

### Creating an Urban Green Trail

Melissa Everett, Sustainable Hudson Valley, Kingston, N.Y.; Guy Thomas Kempe, Rural Ulster Preservation Company (RUPCO), Kingston, N.Y.

### It's Easy Being Green: Tips and Techniques for Downtown

Maria Broadbent, City of Annapolis, Md.; Sasha Land, Maryland Department of Natural Resources, Annapolis, Md.; Amy Seitz, Maryland Department of Housing and Community Development, Baltimore, Md.

### Designing Sustainable Communities

Jane Jenkins, Downtown Oklahoma City, Inc., Oklahoma City, Okla.; Todd Scott, King County Historic Preservation, Seattle, Wash.; Erin Simmons, The American Institute of Architects, Washington, D.C.

## MAIN STREET FOUR POINT APPROACH®

### 1 Organization

#### Best Board Practices: Twelve Touchstones of a Healthy Main Street

Stephanie Redman, ReSurge, Inc., Albuquerque, N.Mex.

#### Building and Rejuvenating Main Street Boards

Ken Culp, University of Kentucky Cooperative Extension, Lexington, Ky.

#### Magic Walls and Other Ways to Rescue Deadly and Dreadful Meetings

John Monroe, Greenleaf Collaboration, Amesbury, Mass.

## Main Street Awards Presentation

Sponsored by Chesapeake Energy In 2010, for the first time, winners of the Great American Main Street Awards® and the Main Street Leadership Award will be recognized at their own event. See page 12 for more details.

## Main Street Manager Development Track

During the 2010 National Main Streets Conference, Main Street managers can choose to attend four sessions that were developed with their needs in mind.

## New Attendees Orientation

Join us on Sunday afternoon for this event designed to help you get the most from the National Main Streets Conference and to connect you with other newcomers right from the start.

## New Social Media and Online Networking Opportunities

The 2010 conference will feature an easy-to-use, online community and social networking tool that will let you:

- Start group conversations with those who share your interests;
- Create personal profiles to easily connect with other attendees by sharing your blogs, tweets, etc.;
- Create a personalized session and event calendar that you can download to your calendar.

**And much more.** Once you register for the conference, you'll be given more details to help you use this feature.



## MAIN STREET FOUR POINT APPROACH®

### 1 Organization (continued)

#### Writing and Responding to a Request for Proposal (RFP)

Carolyn Dellutri, *Downtown Evanston, Evanston, Ill.*; Kennedy Smith, Joshua Bloom, *Community Land Use and Economics Group, Arlington, Va.*

#### You Better Recognize! How to Acknowledge and Thank Volunteers

Nick Rudolph, *Baltimore Main Streets, Baltimore, Md.*

#### Main Street 101: Organization

*National Trust Main Street Center® Staff*

### 2 Economic Restructuring

#### Cool Tools for Main Street Economic Development

Kennedy Smith, *Community Land Use and Economics Group, Arlington, Va.*

#### Downtown Hotel Development— Demonstrating Market Potential

Bill Ryan, *Bill Way, Downtown Hospitality Advisors, Madison, Wis.*

#### Beyond Farmers Markets: Main Street as a Local Food System Hub

Ashley Atkinson, *The Greening of Detroit, Detroit, Mich.*; Dan Carmody, *Eastern Market Corp., Fort Wayne, Ind.*

#### Don't Drive Away Your Auto Heritage!

Paul Simo, *iB+a Community Advantage, Atlanta, Ga.*

#### Reviving Your Economy: The Value of Strategic Partnerships

Tom Baker, *National Park Service/Keweenaw National Historical Park, Calumet, Mich.*; Kara Sokol, *Michigan Technological University, Houghton, Mich.*; Tom Tikkanen, *Main Street Calumet, Calumet, Mich.*

#### Main Street 101: Economic Restructuring

*National Trust Main Street Center® Staff*

### 3 Promotion

#### Lessons from Louisiana: Main Street's Role in New Orleans' Recovery

Marilyn Kearney, *Main Street Oak Street, New Orleans, La.*; Michael Powers, *Stay Local!, New Orleans, La.*

#### Branding Your Main Street and Downtown

Ben Muldrow, Tripp Muldrow, Arnett Muldrow & Associates, *Greenville, S.C.*

#### Get Your Festival Groove On

Jan Miller, Stacy Pair, *Mississippi Main Street Association, Columbus, Miss.*

#### Using Podcasts to Attract a Global Audience

Rob Pyles, *Audissey Guides Media, East Boston, Mass.*; Vera Sansalone, Sandra H. Scaffidi, *Main Street Fairmont, Fairmont, W. Va.*

#### Event Lifecycles: The Power of Analysis

Donna Ann Harris, *Heritage Consulting, Inc., Philadelphia, Pa.*

#### Creative Marketing Tells Your Story: Meet Me in Port Townsend.com:

Mari Mullen, *Port Townsend Main Street Program, Port Townsend, Wash.*

#### The 20 Ingredients of an Outstanding Destination

Roger Brooks, *Destination Development International, Inc., Seattle, Wash.*

#### Main Street 101: Promotion

*National Trust Main Street Center® Staff*

#### RELATED EDUCATIONAL TOURS Main Street on the High Plains

#### Historic Route 66 Tour - EAST to Chandler

#### Historic Route 66 Tour - WEST to Clinton

### 4 Design

#### Rebuild, Revitalize, and RETHINK Wellness in Community Development

Sharon Covert, *Wellness Council of West Virginia, Institute, W. Va.*; Heather Deutsch, *Rails-to-Trails Conservancy, Washington, D.C.*

#### The Second Oklahoma Land Run: The MAPS Plan that Saved Downtown

Devery Youngblood, *Chickasaw Nation*

#### Too Modern for Main Street? How to Decide What To Keep—or Lose— From Your 1950-70s Era

Adrian Scott Fine, *National Trust for Historic Preservation, Washington, D.C.*; Mindy Crawford, *Preservation Pennsylvania, Harrisburg, Pa.*

#### Surviving in the Original Lifestyle Center

Mark Miller, *Main Street Arkansas, Little Rock, Ark.*

#### In-Store Visual Merchandising: Big Bang, Little Bucks

Susan Shaddox, *Main Street Arkansas, Little Rock, Ark.*

#### Win Some—Lose Some

Karen Dye, *Newkirk Main Street, Newkirk, Okla.*

#### Main Street by Design: From Awful



#### Space to Great Place

John Woods, *Revitalization by Design, Naselle, Wash.*

#### Form-based Codes Through Partnerships: Refreshing Real Estate Development

Paul Dreher, *City of Newport, Newport, Vt.*; Todd Scott, *King County Historic Preservation, Seattle, Wash.*; Patricia Sears, *Newport City Renaissance Corporation, Newport, Vt.*

#### Nuts and Bolts of Downtown Circulation

Keith Tianen, *Downtown Solutions, LLC, Pinckney, Mich.*

#### Arts Movement in Downtown Tyler

Beverly Abell, *Heart of Tyler Main Street Program, Tyler, Tex.*

#### Main Street 101: Design

*National Trust Main Street Center® Staff*

#### RELATED EDUCATIONAL TOURS Design After Disaster: Oklahoma City National Memorial

#### People, Places, and Progress: Oklahoma City Overview

#### 10 Years of Tax Credits in Automobile Alley

#### Art Deco Delights and the Underground

#### The Second Oklahoma Land Run: The MAPS Plan that Saved Downtown

#### Okla Modern: A Recent Past Tour

# SCHEDULE AT A GLANCE

## SATURDAY, MAY 1

2:00–6:00 p.m.  
Conference Registration  
Open

## SUNDAY, MAY 2

7:00 a.m.–5:30 p.m.  
Conference Registration  
Open

### Educational Tours

7:45 a.m.–6:30 p.m.  
Ponca City Main Street Tour\*

8:00 a.m.–noon  
Capitol Hill Urban Main  
Street Tour\*

8:00 a.m.–5:00 p.m.  
Great Small Towns on the  
Edge of the Great Plains \*  
Main Street on the High  
Plains\*

9:00 a.m.–noon  
People, Places, and Progress:  
Oklahoma City Overview\*

9:00 a.m.–5:00 p.m.  
10 Years of Tax Credits in  
Automobile Alley\*

1:00–4:00 p.m.  
People, Places, and Progress:  
Oklahoma City Overview\*

### Main Street 101

8:30–11:00 a.m.  
Main Street 101: Organization

11:15 a.m.–1:15 p.m.  
Main Street 101: Economic  
Restructuring

1:45–3:45 p.m.  
Main Street 101: Promotion

4:00–6:00 p.m.  
Main Street 101: Design

4:00–5:00 p.m.  
**New Attendee Orientation**

6:00–9:00 p.m.  
**Opening Reception**

## MONDAY, MAY 3

7:00 a.m.–5:30 p.m.  
Conference Registration  
Open

10:00 a.m.–noon  
**Opening Plenary**

### Educational Tours

1:00–5:00 p.m.  
Downtown Shawnee Tour\*  
Art Deco Delights and the  
Underground\*

The Paseo Artists Colony  
Tour\*

Historic Stockyards City:  
100 Years of Western Culture  
and Heritage

1:00–5:30 p.m.  
Plaza District Urban Main  
Street Tour\*

1:00–7:00 p.m.  
**Main Street Expo Open**

2:00–3:15 p.m.  
**Educational Sessions**

3:45–5:00 p.m.  
**Educational Sessions**

5:00–7:00 p.m.  
**Main Street Exhibitor  
Reception**

## TUESDAY, MAY 4

7:30 a.m.–5:00 p.m.  
Conference Registration  
Open

### Educational Tours

8:00 a.m.–noon  
The Second Oklahoma Land  
Run: The MAPS Plan that  
Saved Downtown\*

Okla Modern: A Recent Past  
Tour\*

8:00 a.m.–5:00 p.m.  
Rubbin' Buckles on the  
Chisholm Trail \*

8:00 a.m.–5:15 p.m.  
Gateway to the Chickasaw  
National Recreational Area\*

8:00 a.m.–2:00 p.m.  
**Main Street Expo Open**

8:30–11:30 a.m.  
**Educational Session**  
**Leading Main Street: A Main  
Street Managers Round Table\***

8:30–9:45 a.m.  
**Educational Sessions**

10:15–11:30 a.m.  
**Educational Sessions**

### Educational Tour

1:00–4:00 p.m.  
Design after Disaster:  
Oklahoma National Memorial\*

1:30–2:45 p.m.  
**Educational Sessions**

3:15–4:30 p.m.  
**Educational Sessions**

5:00–6:00 p.m.  
**Main Street Awards**

6:30–9:30 p.m.  
**Main Street Bash\***

## WEDNESDAY, MAY 5

### Educational Tours

7:30 a.m.–6:00 p.m.  
Historic Cherokee Nation and  
Claremore Main Street\*

8:00 a.m.–noon  
MidTown Urban  
Neighborhood Tour\*

8:00 a.m.–4:15 p.m.  
Historic Route 66 Tour—EAST  
to Chandler\*

8:00 a.m.–4:30 p.m.  
Historic Route 66 Tour—  
WEST to Clinton\*

8:15 a.m.–6:30 p.m.  
Pauls Valley: Not Your  
Ordinary Small Town\*

9:00 a.m.–4:30 p.m.  
El Reno: On the Right Track\*

8:00–11:30 a.m.  
Conference Registration  
Open

8:30–9:45 a.m.  
**Educational Sessions**

10:15–11:30 a.m.  
**Educational Sessions**

11:45 a.m.–1:00 p.m.  
**Closing Plenary**

## Main Street Coordinator and Architect Activities

The National Trust Main Street Coordinators and Architects will have a series of meetings and specialized sessions throughout the Main Streets Conference in Oklahoma City. For details on Main Street Coordinator and Architect activities, please watch your e-mail box and check the coordinator page on [www.mainstreet.org](http://www.mainstreet.org).

## Main Street 101

There's no free lunch anymore, but there is **free Main Street 101** training by National Trust Main Street Center staff. New directors, board members, and volunteers are invited to participate in our daylong free training on the basics of the Main Street Approach, Sunday, May 2.

\* *Ticket Required*

# 2010 EDUCATIONAL TOURS

## SUNDAY, MAY 2

7:45 a.m.–6:30 p.m.

### Ponca City Main Street Tour

Visit Ponca City, Oklahoma, and see the economic impact of cultural tourism and great architecture. Ponca City experienced a heyday with one of the state's largest oil discoveries during the 1920s oil boom. You'll visit the estate of E.W. Marland, founder of Marland Oil, hear stories of Indian lore and civil rights challenges, and experience the life of a pioneer during the Land Run of 1893. You'll also visit the 1917 Ponca City Hall and learn about its 21st-century sensitive



Ponca City Main Street Tour: Poncan Theatre

renovation, experience the glamour of the vaudeville era Poncan Theater. Then it's on to lunch with Madam Opal and her girls—the “street walkers” of downtown Ponca City. **BUS AND WALKING TOUR | B01: PONCA CITY—\$40.**

8:00 a.m.–noon

### Capitol Hill Urban Main Street Tour

Originally proposed as the site of the new state capitol building, Capitol Hill was a community of hard-working,

blue-collar settlers. After the capitol was built in the opposite corner of Oklahoma City, this area became a new capital of sorts for the city's growing Latino population. During this tour, you'll see a non-conventional streetscape project and a unique department store conversion. There will also be a special stop along the way at the historic farmers market. **BUS AND WALKING TOUR | B02: CAPITOL HILL—\$25.**

8:00 a.m.–5:00 p.m.

### Main Street on the High Plains

Visit two thriving towns located on the high plains of northwest Oklahoma. On the bus ride to Watonga you'll hear about Chief Roman Nose and T. B. Ferguson the sixth territorial Governor of Oklahoma, who lived in Watonga while it was still a cow town and had a bar or brothel on every corner. You'll tour Watonga's Main Street and see the T.B. Ferguson Museum and Centennial Park. Then you'll be off to Enid, a 2001 Great American Main Street Award® winner. Enid boasts a downtown that

offers fine dining, shopping, entertainment, museums, live sporting events, and more! In Enid, you won't want to miss: The David Allen Memorial Ballpark, an amazing facility built downtown in the style of old-time brick ball parks; Adventure Quest, a great hands-on museum featuring indoor and outdoor activities for kids of all ages; and the Enid Symphony Center, a fabulous rehabbed building that once housed a Masonic Temple. **BUS AND WALKING TOUR | B03: WATONGA/ENID—\$45.**

### Great Small Towns on the Edge of the Great Plains

Visit two classic courthouse square towns in Oklahoma. Newkirk is a 2000 Great American Main Street Award® winner. On a guided walking tour, you'll see the 1920 Kay County Courthouse, which has two beautifully restored courtrooms; visit several restored upper floors, including an artist studio, a quilters' retreat, two upper-floor homes, and an attorney's office; and stop at the “Hole in the Wall” park, which has a new replicated façade that adds architectural interest. Then it's on to Perry which has late-Victorian architecture designed by a Belgian-born architect. Perry is also an award-winning Main Street community and a Great American Main Street Award® finalist. During your visit, you'll be treated to a welcome reception and visit newly restored downtown buildings. Perry has one of the few standing Carnegie libraries and is the smallest Oklahoma town with a daily newspaper. Before you leave, visit the historic courthouse where terrorist Timothy McVeigh was arrested and held after the bombing of the Oklahoma City Murrah building. **BUS AND WALKING TOUR | B04: PERRY/NEWKIRK—\$45.**

9:00 a.m.–noon

### People, Places, and Progress: Oklahoma City Overview

Board the bus and relax while Bob L. Blackburn, Oklahoma's state historic preservation officer, shares the story of the diverse population, unique settlement experience, and development of Oklahoma City into a vibrant modern urban center. Glimpse the city's commercial core, historic neighborhoods, and resources of the recent past; and hear about pres-

FOR REGISTRATION, SEE CODE, NAME AND PRICE AT THE END OF EACH DESCRIPTION.

ervation challenges and successes. Automobile Alley, “church row,” the State Capitol, Urban Main Street Projects, and historic neighborhoods are along the route.

**BUS AND WALKING TOUR | B05: OKC OVERVIEW—\$25.**

**9:00 a.m.–5:00 p.m.**

### **10 Years of Tax Credits in Automobile Alley**

Massive, bulky, straightforward. Early automobile showrooms can be found in all downtowns. It was a new building type to service a new type of merchandise. Automobile Alley was home to 52 of the first 76 dealerships in Oklahoma City. These structures feature interior auto ramps, auto elevators, and rooftop parking. It’s not your typical commercial Main Street district. This tour will not only take you on a nostalgic trip of the models of yesteryear; it will also show you new uses for these dealerships. You’ll see office conversions, light industries, lofts, dance studios, nonprofit organizations, restaurants, and retail, as well as automotive-related businesses. Indoor first-floor parking that converts to major party space keeps large showrooms just as they were! Many of these projects qualified for investment tax credits, making for bumper-to-bumper great deals for the owners!

**BUS AND WALKING TOUR | B06: TAX CREDIT AUTO ALLEY—\$40.**

**1:00–4:00 p.m.**

### **People, Places, and Progress: Oklahoma City Overview**

*See description at left.*

**BUS AND WALKING TOUR | B07: OKC OVERVIEW—\$25.**

**MONDAY, MAY 3**

**1:00–5:00 p.m.**

### **Downtown Shawnee Tour**

Enjoy the afternoon in downtown Shawnee! Your tour will begin at the legendary Aldridge Hotel with its Chicago-style architecture and tales of famous guests. This landmark recently underwent a \$10 million renovation. Enjoy the beautiful stained glass at Emmanuel Episcopal Church and bring a camera to capture the Romanesque Revival style architecture of the Santa Fe Depot & Museum. The 19th-century depot, which houses the county’s historic memorabilia, is one of the most photographed landmarks in Oklahoma. Your visit to Shawnee will conclude with a tour of the Citizen Potawatomi Nation Cultural Heritage Center, which tells the story of the tribe throughout the years.

**BUS AND WALKING TOUR | C01: SHAWNEE—\$25.**

### **The Paseo Artists Colony Tour**

Developed in the late 1920s as one of the first “suburban” commercial districts, this two-block, curvilinear stretch of Spanish Revival buildings has many stories to tell. As residents of the surrounding neighborhoods took part in the “white flight” of the 1960s, Paseo became known as the “Haight-Ashbury” of Oklahoma City. By the 1980s, it had the city’s highest crime and arson rates, a 50 percent vacancy rate, and an 81 percent absentee landlord ownership. Yet, today Paseo has some of the fastest-rising home values in Oklahoma City and a dramatically



**10 Years of Tax Credits in Automobile Alley**

decreased vacancy rate. The Paseo Arts Festival draws more than 50,000

people in three days,

and the diversity of residents and artists is greater than ever.

**BUS AND WALKING TOUR | C02: PASEO ARTISTS COLONY—\$25.**

### **Historic Stockyards City: 100 Years of Western Culture and Heritage**

Come visit Historic Stockyards City where you’ll be transported back in time and enjoy an Old West experience. As the state’s first urban Main Street program, we are excited to show you our thriving and active community. On the tour, you’ll see the world’s largest stocker and feeder cattle auction, enjoy the musical talents of the Rodeo Opry, and have time to visit our shops.

**BUS AND WALKING TOUR | C03: HISTORIC STOCKYARDS—\$35.**

### **Art Deco Delights and the Underground**

Enjoy the Art Deco delights of the Oklahoma County Courthouse, the Oklahoma City Municipal Building, and the Civic Center Music Hall, all constructed in the 1930s. On the way back, explore the 1960s “Concourse” system of tunnels linking major buildings and the 1993 Metropolitan Area Projects (MAPS) downtown revitalization efforts that inspired the Art Deco restorations and the refurbishment of what is now called “The Underground.”

**WALKING TOUR | C04: ART DECO—\$20.**

BOTTOM PHOTO COURTESY EL RENO MAIN STREET



# EDUCATIONAL TOURS

## MONDAY, MAY 3 *(continued)*

1:00–5:30 p.m.

### Plaza District Urban Main Street Tour

See how this emerging arts district has capitalized on young, creative entrepreneurs to spur the energetic redevelopment of a district once plagued by urban decay. Tour a number of creative work/live spaces and the landmark Plaza Theatre, as well as hip commercial projects focusing on local art, handmade goods, vintage retail, and creative services. Before touring the Plaza District, you'll visit Artspace at Untitled, a dilapidated industrial warehouse that has been transformed into a contemporary art center. For more information, visit the website [www.plazadistrict.org](http://www.plazadistrict.org).

**BUS AND WALKING TOUR | D01: RECENT PAST—\$25.**

## TUESDAY, MAY 4

8:00 a.m.–noon

### Okla Modern: A Recent Past Tour

At the end of World War II, Oklahoma City was 26 square miles in size. By the early 1970s, the city had exploded to some 622 square miles—more than 23 times its size in the 1940s. Oklahoma City's rapid growth was due to the country's

incredible prosperity in the 1950s and 1960s. During this time, city leaders experimented with modern architecture, new materials, and bold building prototypes. Many of these contemporary landmarks remain—and they remain relatively unaltered. Known as “Recent Past” structures in other places, these “Okla Modern” buildings are gaining new appreciation.

**BUS AND WALKING TOUR | D01: RECENT PAST—\$25.**

### The Second Oklahoma Land Run: The MAPS Plan that Saved Downtown

Hear the Oklahoma City story—from urban renewal to oil boom to the bust that brought Oklahoma City's own “Great Depression.” Learn the secrets of the MAPS Plan that built or renovated nine public venues—seven of them downtown—and how those projects sparked a resurgence with \$5 billion of new investment, the second tallest skyscraper west of the Mississippi, and the NBA Oklahoma City Thunder.

**BUS AND WALKING TOUR | D02: MAPS—\$25.**

8:00 a.m.–5:00 p.m.

### Rubbin' Buckles on the Chisholm Trail

Experience the Chisholm Trail at the Chisholm Trail Heritage Museum. At the Experience Theater, you'll learn about the Trail from Animatronic Jessie Chisholm. Afterwards, you'll enjoy a real chuckwagon lunch and do some country line dancin'. Then it's off to Main Street where you'll see downtown's stepping-stone trail, shop 28,000 square feet of retail, visit the Historic Palace Theatre, or tour the restored Frank Lloyd Wright-inspired Prairie House.

**BUS AND WALKING TOUR | D03: CHISHOLM TRAIL—\$45.**

**Historic Cherokee Nation Tour: Art Gallery**



Plaza District Urban Main Street Tour: Lyric at the Plaza

8:00 a.m.–5:15 p.m.

### Gateway to the Chickasaw National Recreational Area

Sulphur Main Street enjoys a unique relationship with the National Park bordering its town. You'll tour Turner Falls, a 77-foot natural water fall, before visiting the Chickasaw Nation Cultural Center to enjoy a relaxing lunch and tour the new facility. Next, you'll visit historic downtown Sulphur to do a little shopping, listen to music by local musicians on the plaza, or simply sightsee. From Sulphur, the tour will head to the beautiful Chickasaw National Recreational Area, where you'll visit the Travertine Nature Center for refreshments, then walk to Little Niagra. This tour is sponsored by the Chickasaw Nation.

**BUS AND WALKING TOUR | D04: CHICKASAW/SULPHUR—\$45.**

1:00–4:00 p.m.

### Design after Disaster: Oklahoma City National Memorial

Where were you on April 19, 1995? On that day in Oklahoma City, a truck bomb destroyed the Alfred P. Murrah Federal Building, killing 168 people and injuring more than 600. On this tour, National Park Service guides will lead you through the outdoor memorial, while Oklahoma City Memorial volunteers



and staff will take you through the inspirational museum. The museum will take you through the stages of shock, disbelief, anger, frustration, acceptance, recovery, and even forgiveness and reconciliation. Come see how this museum so well delivers its mission statement: “We come here to remember those who were killed, those who survived, and those who were changed forever. May all who leave here know the impact of violence. May this memorial offer comfort, strength, peace, hope, and serenity.”

**WALKING TOUR | D05: OKC MEMORIAL TOUR—\$30.**

## **WEDNESDAY, MAY 5**

**7:30 a.m.–6:00 p.m.**

### **Historic Cherokee Nation and Claremore Main Street**

Experience the Old West, Cherokee history, and the unique charm of the city that was home to world famous entertainer and Indian-Cowboy Will Rogers. Incorporated in 1883 by the Cherokee Nation, Claremore is located on Historic Route 66 and offers visitors an abundance of antique shopping and historic architecture, including two buildings listed in the National Register of Historic Places. Come discover Claremore’s thriving downtown and the significance the “Cherokee Kid” and “Oklahoma’s favorite son” Will Rogers still has on this unique city!

**BUS AND WALKING TOUR | E01: CHEROKEE NATION/CLAREMORE—\$45.**

**8:00 a.m.–noon**

### **MidTown Urban Neighborhood Tour**

Until 2000, this 81-block area had no name. Some 80 percent of its historic buildings had been demolished. Now known as “MidTown,” the area is filled with rehabbed structures, new construction, restaurants, housing, and destination businesses. Public amenities have changed the district from a “drive-through-it-as-fast-as-

you-can” area to a friendly neighborhood filled with pedestrians and bicyclists. Learn how this part of town was brought back to life and hear how the district created its signature event, “Ghouls Gone Wild,” where 50,000 people gather for a Halloween parade that includes The Flaming Lips and their “March of 1000 Skeletons.”

**BUS AND WALKING TOUR | E02: MIDTOWN—\$25.**

**8:00 a.m.–4:15 p.m.**

### **Historic Route 66 Tour—EAST to Chandler**

Head EAST on Route 66 to historic Chandler, Oklahoma. After touring a great downtown museum and a rehabilitated National Guard Armory, you’ll head east on the road that is the best. Stop in small-town Arcadia to view The Round Barn, a major Route 66 landmark. Then hop down the street to POPS, a two-year-old Route 66 landmark that is getting international design awards. The \$5.2 million filling station has a shake shop and soda ranch, where visitors can purchase 500 types of soda pop. It’s not your father’s filling station!

**BUS AND WALKING TOUR | E03: ROUTE 66-EAST—\$40.**

**8:00 a.m.–4:30 p.m.**

### **Historic Route 66 Tour—WEST to Clinton**

Head WEST on Route 66 to see how, as Tom Snyder describes in his Route 66 Traveler’s Guide, “the roadside draws ... become more pronounced as farms give way to ranches and the real west begins.” View red clay bluffs, small mesas, incredible vistas, and the huge Oklahoma sky. You’ll stop at an air and space museum named for a native-son astronaut as well as a Route 66 museum. Enjoy lunch in a new roadhouse with a stop at a classic curio and souvenir shop.

**BUS AND WALKING TOUR | E04: ROUTE 66-WEST—\$40.**

**8:15 a.m.–6:30 p.m.**

### **Pauls Valley: Not Your Ordinary Small Town**

From Historic Buildings to a Haven for Super Heroes and the Home of the Original Okie Noodling Tournament, Pauls Valley has something fun for the entire family! Come to the town where 12 blocks are listed in the National Register of Historic Places. Tour the museum that was listed in *Time* magazine’s “50 Authentic American Experiences.” Pauls Valley, settled by Smith Paul in 1857 and once known as the “Queen of the Washita River Valley,” also lays claim to having more original brick streets than any other town in the U.S.—17,986 yards!

**BUS AND WALKING TOUR | E05: PAULS VALLEY—\$45.**



Pauls Valley Tour: Sheep riding at Brickfest

**9:00 a.m.–4:30 p.m.**

### **El Reno: On the Right Track**

Join us for a narrated tour of downtown El Reno, and a ride on Oklahoma’s only rail-based trolley. Hear from local business owners, city officials, and Main Street board members about the roles they play in implementing the Main Street Approach.® The Centre Theatre will show off its recent renovation, and enthusiastic townfolk will entertain, show slides, and describe successful promotion and organizational strategies.

**BUS AND WALKING TOUR | E06: EL RENO—\$45.**

# CONFERENCE SPECIAL EVENTS

## SUNDAY, MAY 2

### Opening Reception 6:00–9:00 p.m.

Get into the spirit of the Old West at the National Cowboy & Western Heritage Museum, site of the 2010 Opening Reception. Hosted by the Oklahoma Main Street Center, this event is guaranteed to put you in the mood for your stay in Oklahoma. Experience the taste and feel of the West—a region and a history that permeates our national culture. Enjoy grub from the chuck wagon and great western music. And, of course explore this fabulous museum which preserves and exhibits an internationally renowned collection of art and artifacts that celebrates the enduring legacy of our American West. **Free for all registrants.**



## MONDAY, MAY 3



### Opening Plenary 10:00 a.m.–Noon

Don't miss this perennial favorite of the Main Streets Conference. Always a highly anticipated and energetic event, this year's session will be no different as we welcome *New York Times* best-selling author of *\$20 per Gallon* and senior writer for *Forbes* Magazine, Chris Steiner. Steiner's message focuses on how increasingly tighter energy supplies could be good news for Main Street. In the future, Steiner says, more communities will embrace walk-

able neighborhoods that bundle commerce, jobs, and schools within compact development. More than ever, small towns will re-center toward Main Street as energy efficiency encourages more local products and denser living. Join us for this exciting and thought-provoking address. **Free for all registrants.**

### Main Street Exhibitors Reception 5:00–7:00 p.m.

Visit the Expo Hall for complimentary hors d'oeuvres, drinks, and the first Passport Raffle drawing for exhibitor merchandise. The Exhibitors Reception is the perfect opportunity to explore the products, services, and information you need to build your revitalization efforts. So meet up with colleagues and friends here after Monday's sessions before you head out to dinner. **Free for all registrants.**

## TUESDAY, MAY 4

### Main Street Awards 5:00–6:00 p.m.

Each year, the National Trust Main Street Center recognizes five communities for their achievements in preservation-based commercial district revitalization, as well as outstanding individuals and organizational leaders in commercial district revitalization. In 2010, for the first time, these deserving communities and individuals will be recognized at their very own event. Join us on Tuesday afternoon to celebrate the winners of the Great American Main Street Award® and the recipients of the Main Street Leadership Awards.

Then head out to the Main Street Bash and continue the celebration. **Free for all registrants.**

### Main Street Bash 6:30–9:30 p.m.

Join the party at the Oklahoma History Center, an architectural masterpiece that was a decade in the making. Enjoy food, drink, and fabulous "Red Dirt" entertainment while exploring Oklahoma's unique history of geology, transportation, commerce, culture, aviation, heritage, and more. Don't miss the "Main Streets in Oklahoma: Student Photo Contest Exhibit" sponsored by the Oklahoma Historical Society, OHS Kids! website, and the Oklahoma Main Street Center. The exhibit provides students' perspective on buildings, landscapes, special events, and everyday Okies doing what they do best on Oklahoma's Main Streets. **BB on the registration form—\$45.**

## WEDNESDAY, MAY 5



### Main Street Closing Plenary 11:45 a.m.–1:00 p.m.

Always a fan favorite for its fun and inspiration, wrap up the 2010 National Main Streets Conference with author of *Green Building and Remodeling for Dummies* and green architect Eric Corey Freed as he walks you through his creative and bizarre world of sustainable design. Experience the rapid advancements in green building and discover the latest systems to save energy, water, and resources. You'll laugh, cry, and never look at your world quite the same way again. Part stand-up comedy, part Ph.D. lecture, this talk will present a side of the environment most never get to see. You'll also be treated to a preview of Des Moines, Iowa, and the exciting things Iowa Main Street is planning for the 2011 Main Streets Conference. **Free for all registrants.**

# MAIN STREET EXPO

## EXPO HOURS

**MONDAY, MAY 3**  
1:00-7:00 P.M.

**TUESDAY, MAY 4**  
8:00 A.M.-2:00 P.M.

**VISIT THE MAIN STREET EXPO ON MONDAY AND TUESDAY** to find the information, products, and services that can take your revitalization effort to the next level. With more than 50 exhibitors, the **National Trust Resources Booth**, and the **Main Street Bookstore**, the Expo offers a wide range of exceptional resources.

And to make sure you don't miss the fun, the Expo includes an evening **Exhibitors Reception**, several refreshment breaks, and two raffles for fantastic prizes. Here's what you'll find in the Expo Hall:

### Great Exhibitors

The Expo features exhibitors offering a wide range of products and services to help your community and organization achieve their revitalization goals. These vendors understand the business and mission of Main Street and preservation-based revitalization. Past exhibitors have included:

- Buxton
- Cowpainters, LLC
- Downtown Diva
- Downtown Graphics Network, Inc.
- Dumor, Inc.
- East Jordan Iron Works, Inc.
- Google
- Keystone Ridge Designs
- My Emma
- Responsible Hospitality Institute
- Public Wi-Fi Project
- Savannah College of Art and Design
- Sternberg Lighting
- Swirling Silks, Inc.
- Union Metal Corporation
- Victor Stanley, Inc.

For a complete, up-to-date listing of our Main Street Expo exhibitors, visit [www.mainstreet.org/conference](http://www.mainstreet.org/conference).

### Special Events

Be sure to include the Expo's special events on your busy conference schedule. Coffee and afternoon refreshments will be served both days. On Monday evening, join us for the **Exhibitors Reception**, featuring complimentary hors d'oeuvres, drinks, and the **first Passport Raffle** drawing. On Tuesday, treat yourself to after-lunch sweets and coffee in the Expo Hall and stick around for the **second Passport Raffle** drawing.

### Passport Raffles

The Expo features two Resource Passports that can make your trip around the Expo even more valuable. By visiting the participating exhibitors on each passport form, you can enter the two Passport Raffles, held each day. The Monday raffle features prizes from our exhibitors to help your revitalization efforts. Past prizes have included free banners, streetscape furnishings, and organizational management software. Tuesday's prizes feature exciting items for you, including free registration for the 2010 conference in Oklahoma City. Past prizes have also included

iPods, digital cameras, and more. *Complete participation rules and prize information will be included in your registration packet.*

### The Main Street Bookstore

Browse through a wide variety of National Trust publications on historic preservation and Main Street revitalization. National Trust staff will be on hand to



answer your questions and direct you to resources that can help your community achieve its revitalization goals.

# REGISTRATION INFORMATION

The conference registration fee includes admission to all of the conference's non-ticketed events: all plenary and educational sessions; the Main Street Expo and all Expo events; and the Opening Reception. It also includes program materials and access to continued learning online after the conference.

## REGISTER ONLINE AND SAVE!

Register online at [www.mainstreet.org/conference](http://www.mainstreet.org/conference). Online registration accepts all forms of payments. By using online registration you can:

- Take \$10 off your conference registration.
- Purchase safely and securely through our online system.
- Obtain your tickets for events quickly: see what's available and get instant confirmation of your registration and ticket purchases.
- Use any form of payment: checks, purchase orders, and credit cards. With check and purchase order payments, you will get an instant invoice to present to your organization. Full payment is due within 30 days of registration to hold your tickets.

### Mail or Fax

If you prefer, you can mail or fax the registration form by the deadlines listed below.

- Check the website at [www.mainstreet.org/conference](http://www.mainstreet.org/conference) for event ticket availability before sending your registration.
- Registrations submitted by mail or fax will be processed only if accompanied by payment.
- If faxing, please do not mail a duplicate registration form. This results in duplicate registrations.
- Please allow one to two weeks for official confirmation by e-mail.
- Phone registrations are not accepted.

### Registration Rates

- **NETWORK MEMBER:** To qualify for the network member rate, you must provide your membership number when registering. If you are not a member, you can join now and get the discounted registration rate.
- **NETWORK GROUP:** We offer a group rate if three or more people from the same Network Member organization attend, so bring your colleagues and board members to the conference. To qualify, submit your registration with your network member number, by the early deadline of **March 19, 2010**.
- **STUDENT RATE:** Registrant must be a full-time student; submit a copy of current student ID with registration; and register by **April 14, 2010**.
- **EARLY:** Registration must be made online, be postmarked, or be faxed by **March 19, 2010**.

- **REGULAR:** Registration must be made online or received before **April 14, 2010**.
- **ON-SITE:** Registration received after **April 14, 2010**, will be charged the on-site rate.
- **ONE-DAY:** Available to people attending one day of the conference only. Registration must be completed on or before **April 14, 2010**, or onsite **May 1-5, 2010**.

### Event Tickets

Visit [www.mainstreet.org/conference](http://www.mainstreet.org/conference) to see ticket availability before you order. Events are filled on a first-come, first-serve basis. Online registration is recommended for the best chance of securing popular tickets. All ticket sales are final after **April 14, 2010**. Refunds for sold-out events will be issued approximately 30 days after the conference.

### Cancellations and Refunds

All cancellations or refund requests must be submitted in writing. Written cancellations received by **March 19, 2010**, will receive a full refund. Cancellations received after March 19 will receive a 50 percent refund. Cancellations received after **April 14, 2010**, will not receive a refund. Tickets may be canceled or exchanged until **April 14, 2010**. No refunds or exchanges for tickets will be made after **April 14, 2010**. A \$25 administrative fee will be applied to all cancellation refunds. Cancellations and refund requests can be faxed to 202-588-6050, e-mailed to [msconference@nthp.org](mailto:msconference@nthp.org), or mailed to National Main Streets Conference, 1785 Massachusetts Avenue, NW, Washington DC, 20036.

### Conference Location and Accommodations

#### CONFERENCE LOCATION

**Cox Convention Center**  
One Myriad Gardens  
Oklahoma City, OK 73102  
[www.coxconventioncenter.com](http://www.coxconventioncenter.com)

Most of the conference, including registration, educational sessions, Main Street Expo, and bus/tour departures, will take place at the convention center.

#### MAIN STREETS CONFERENCE HOTELS

##### Renaissance Oklahoma City

10 North Broadway  
Room Rate: \$159  
Rate deadline: March 29

##### The Skirvin Hilton Hotel

1 Park Avenue  
Room Rate: \$189  
Rate deadline: March 31

##### The Sheraton Oklahoma City

1 North Broadway  
Room Rate: \$142  
Rate deadline: March 29

To see a map, get more details on each hotel, and reserve your room online, go to [www.mainstreet.org/conference](http://www.mainstreet.org/conference).

### Room Rate Availability

The room block and special rate are available until the dates listed above, or until the rooms are filled, whichever comes first.

We request that you use a conference hotel for your stay in Oklahoma City. The National Trust Main Street Center takes a financial risk when securing rooms for the conference. Registrants reserving rooms at other hotels increase this risk, which could result in fewer available rooms and higher room and registration rates in the future.

### About the National Trust Main Street Center and the National Trust for Historic Preservation

The National Trust for Historic Preservation provides leadership, education, advocacy, and resources to a national network of people, organizations and local communities committed to saving places, connecting us to our history and collectively shaping the future of America's stories. For more information visit [www.PreservationNation.org](http://www.PreservationNation.org). The National Trust Main Center provides technical assistance in downtown and neighborhood commercial district revitalization to communities throughout the nation. For more information, visit [www.mainstreet.org](http://www.mainstreet.org).

SAVE ONLINE

[www.mainstreet.org/conference](http://www.mainstreet.org/conference)

# 2010 National Main Streets Conference REGISTRATION FORM

## 1 YOUR INFORMATION

One form per registrant—copy this form for additional registrants.

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL (REQUIRED FOR CONFIRMATION) \_\_\_\_\_

NETWORK MEMBERSHIP NUMBER (REQUIRED FOR MEMBER AND GROUP RATES) \_\_\_\_\_

EMERGENCY CONTACT \_\_\_\_\_ DAYTIME PHONE \_\_\_\_\_ EVENING PHONE \_\_\_\_\_

**Disability?** Please check here if you have special requirements. We will contact you.

## 2 REGISTRATION FEES

Register online and take \$10 off list prices. For detailed explanation, see "Registration Rates" at left.

	EARLY (BY 3/19)	REGULAR	ONSITE	1 DAY MON.	1 DAY TUES.	1 DAY WED.
Network member	<input type="checkbox"/> A1 \$355	<input type="checkbox"/> A2 \$425	<input type="checkbox"/> A3 \$455	<input type="checkbox"/> A4 \$190	<input type="checkbox"/> A5 \$190	<input type="checkbox"/> A6 \$155
Nonmember	<input type="checkbox"/> A7 \$465	<input type="checkbox"/> A8 \$555	<input type="checkbox"/> A9 \$575	<input type="checkbox"/> A10 \$230	<input type="checkbox"/> A11 \$230	<input type="checkbox"/> A12 \$195
Network group	<input type="checkbox"/> A13 \$330/person					
Student	<input type="checkbox"/> A14 \$100	<input type="checkbox"/> A14 \$100				

**Registration Code:** \_\_\_\_\_ If you are a speaker, conference volunteer, or co-host, or if your registration is paid by a state or citywide coordinating program, provide your registration code here to qualify for discounted or free registration.

**Network Membership—\$250** Take advantage of member rates by joining the National Main Street Network Membership now. Check here and add \$250 to your subtotal below. For more information on our membership benefits, go to [www.mainstreet.org](http://www.mainstreet.org).

SUBTOTAL SECTION 2 \$ \_\_\_\_\_

## 3 TICKETED EVENTS

Choose the events you want to attend on Sunday, Monday, Tuesday, and Wednesday.

Sunday, May 2	# Tickets	\$ Amount	Tuesday, May 4	# Tickets	\$ Amount
<input type="checkbox"/> B01 Ponca City	_____ X \$40	\$ _____	<input type="checkbox"/> T01 Directors Session	_____ X free	\$ _____
<input type="checkbox"/> B02 Capitol Hill	_____ X \$25	\$ _____	<input type="checkbox"/> D01 Recent Past	_____ X \$25	\$ _____
<input type="checkbox"/> B03 Watonga/Enid	_____ X \$45	\$ _____	<input type="checkbox"/> D02 MAPS	_____ X \$25	\$ _____
<input type="checkbox"/> B04 Perry/Newkirk	_____ X \$45	\$ _____	<input type="checkbox"/> D03 Chisholm Trail	_____ X \$45	\$ _____
<input type="checkbox"/> B05 OKC Overview	_____ X \$25	\$ _____	<input type="checkbox"/> D04 Chickasaw/Sulphur	_____ X \$45	\$ _____
<input type="checkbox"/> B06 Tax Credit Auto Alley	_____ X \$40	\$ _____	<input type="checkbox"/> D05 OKC Memorial	_____ X \$30	\$ _____
<input type="checkbox"/> B07 OKC Overview	_____ X \$25	\$ _____	<input type="checkbox"/> BB MS Bash	_____ X \$45	\$ _____
<b>Monday, May 3</b>			<b>Wednesday, May 5</b>		
<input type="checkbox"/> C01 Shawnee	_____ X \$25	\$ _____	<input type="checkbox"/> E01 Cherokee Nation/ Claremore	_____ X \$45	\$ _____
<input type="checkbox"/> C02 Paseo Artists Colony	_____ X \$25	\$ _____	<input type="checkbox"/> E02 MidTown	_____ X \$25	\$ _____
<input type="checkbox"/> C03 Historic Stockyards	_____ X \$35	\$ _____	<input type="checkbox"/> E03 Route 66 - EAST	_____ X \$40	\$ _____
<input type="checkbox"/> C04 Art Deco	_____ X \$20	\$ _____	<input type="checkbox"/> E04 Route 66 - WEST	_____ X \$40	\$ _____
<input type="checkbox"/> C05 Plaza District	_____ X \$25	\$ _____	<input type="checkbox"/> E05 Pauls Valley	_____ X \$45	\$ _____
			<input type="checkbox"/> E06 El Reno	_____ X \$45	\$ _____

SUBTOTAL SECTION 3 \$ \_\_\_\_\_

GRAND TOTAL \$ \_\_\_\_\_

## 4 GRAND TOTAL

Add sections 2 and 3 together.

Tell us about your community! My community is a:  
 Small or rural community     Mid-size town or city     Urban or neighborhood business district

## 5 PAYMENT INFORMATION

Registration WILL NOT be processed without payment. Full payment by check, purchase order, or credit card must accompany this form. You may register online instead and get an instant invoice for your conference registration. Go to [www.mainstreet.org/conference](http://www.mainstreet.org/conference).

Visa     American Express     MasterCard

CARD NO. \_\_\_\_\_ EXPIRE DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT THAN ABOVE) \_\_\_\_\_

Check (payable to National Trust)     P.O. Number \_\_\_\_\_

If you are using more than one type of payment, explain here: \_\_\_\_\_

# THE POWER OF MAIN STREET

**SAVE**  
WHEN YOU  
REGISTER BY  
**MARCH 19**

## THREE WAYS TO REGISTER!

**ONLINE:** [www.mainstreet.org/conference](http://www.mainstreet.org/conference)

**FAX:** 202-588-6050

**MAIL:** National Main Streets Conference/National Trust for Historic Preservation  
1785 Massachusetts Avenue, NW, Washington, DC 20036

**Cancellation Policy:** All cancellations or refund requests must be submitted in writing. Written cancellations received by **March 19, 2010**, will receive a full refund. Cancellations received after March 19 will receive a 50 percent refund. Cancellations received after **April 14, 2010**, will not receive a refund. Tickets may be canceled or exchanged until **April 14, 2010**. No refunds or exchanges for tickets will be made after **April 14, 2010**. A \$25 administrative fee will be applied to refunds for cancellations. Cancellations and refund requests can be faxed to 202-588-6050, e-mailed to [msconference@nthp.org](mailto:msconference@nthp.org), or mailed to National Main Streets Conference, 1785 Massachusetts Avenue, NW, Washington, DC 20036

**Main Street**  
NATIONAL TRUST FOR  
HISTORIC PRESERVATION®

# Main Street

NATIONAL TRUST FOR  
HISTORIC PRESERVATION®

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## THE POWER OF MAIN STREET



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PAUL L. McCORD, JR.

### Come to Oklahoma City and get:

- Four days of educational and networking opportunities;
- Daylong Main Street Four-Point Approach® training;
- Mobile workshops that focus on revitalization successes in Oklahoma City and surrounding Oklahoma Main Street communities;
- Expo Hall filled with product and service providers that specialize in commercial district revitalization;
- Opportunities to network with colleagues who are experiencing similar successes and challenges in their communities
- AND SO MUCH MORE!

**National Main Streets Conference**  
Oklahoma City, Oklahoma | May 2-5, 2010

**REGISTER ONLINE AND SAVE!**

**[www.mainstreet.org/conference](http://www.mainstreet.org/conference)**

