

TENTATIVE schedule

Kentucky Main Street Downtown Economic Revitalization Conference

July 20-22, 2011 in lovely downtown Murray, Kentucky

2 Training Credits

Wednesday, July 20, 2011

9:00 a.m. – noon (Central Standard Time) Main Street 101 Training for new Main Street Managers

12:30 – 1:30 p.m. Registration Open

1:30 – 2:30 p.m. Updates from the Kentucky Heritage Council including discussion on KYMS new partnerships, benefits of Main Street, National Main Street reinvestment stats and Trends Survey results, etc.

2:45 – 3:45 p.m. Speed Networking

Each Main Street manager brings one issue they are having trouble with in their community and we will pair you into teams of two. Every 10 minutes the whistle will blow and you change managers and by the end of the session you have 6 great ideas to take back home.

3:45 – 5:00 p.m. ABC's of Alcohol Beverage Control

A = Availability. Debbie Buckley, Ft. Thomas Renaissance will be invited to present issues relating to limited liquor licenses, regulations and policies that impact economic growth of downtown restaurants.

B = Benefits. Julie Wagner, Heart of Danville will provide statistics data on the economic impact of legalized alcohol sales and share info from her latest presentation at KTIA in Cave City.

C = Community Support. Murray business owners will share their experience on the marketing campaign to support local sales and how that has impacted their local economy.

6:00 p.m. Trolley pick-up at hotel for tours of the Pogue Library and Higgins House

7:00 p.m. D= Designated Driver – it's time for the Reception!

You will board the Murray Blue buses at our host hotel – Holiday Inn and Suites - for a free ride downtown where Murray Main Street will host a Welcome Reception at Mugsy's, a Chicago-style restaurant located in the heart of downtown. Mugsy's offer authentic cuisine including pasta, pizza, sandwiches and salads. You also get to tour this recently renovated downtown building. Those attending will be given one free drink ticket. Additional beverages will be available for purchase. Be prepared for a little competition as Murray Main Street spotlights their Trivia Night, which is a great fundraiser (\$4,000) for their local organization. The Murray Blue buses will provide free transportation back to the Holiday Inn.

Thursday, July 21, 2011

9:00 a.m. – 10:30 a.m. Powanna Know What You Learned at National Main Street Conference
Our Kentucky Team (Becky Gorman, Julie Wagner, Eilene Collins, Sam Burgess, Vicki Goode, Chris Robinson, Jessica Perkins, Beth Strawn) will bring back the latest and the greatest Main Street resources to share from the 2011 National Main Street Conference in Iowa!

10:45 – 11:45 a.m. Economic Incentives

This is the session to spotlight some of the best economic incentives being utilized in Main Street cities to support existing business and spur new business growth. We hope to invite the Murray Main Street Vice President, who is a District Director for the Small Business Development Center, to provide additional resources you can access.

11:45 – 1:30 p.m. Stimulate the Local Economy!

Lunch on your own and shopping highly recommended!

1:30 – 2:15 p.m. Murray Shop Local Campaign

This session is your opportunity to hear from local business owners on how “shop local” campaigns are working or how they can be structured to be more beneficial for the local merchant.

2:30 – 3:30 p.m. Murray Town & Gown Commission

With greater access to educational facilities in most Kentucky Main Street cities either through traditional colleges/universities, technical and community college system and satellite campus locations, we can learn from the Racers on ways to engage the next generation.

3:30 – 5:00 p.m. Best Practices in Workplan, Volunteer Recruitment & Recognition

6:00 p.m. Bob, Bob, Bourbon and BBQ

Our wonderful host, the Murray Convention and Visitors Bureau, will host a dinner at the historic Maple Center. The dinner will be hosted by Backwoods Barbeque from Paducah, which offers home-style dishes like barbecued chicken, fried catfish and ribs. Backwoods also serves delicious side dishes and mouth-watering desserts.

The main event of Thursday night will be a bourbon tasting hosted by a comedic duo of former Murray State University Professors Bob & Bob. This will be a fun and Main Street memorable time in Murray!

Once again the Murray Blue bus will provide free transportation to and from the host hotel – Holiday Inn and Suites – to the Historic Maple Center. If you need to purchase an additional dinner ticket for a spouse, please note it on your registration form.

Friday, July 22, 2011

9:00 a.m. – 11:30 a.m. Main Street Certification Celebration!

HOST Hotel

Holiday Inn and Suites , 1504 N. 12th Street , (270) 759-4449

<http://www.hiexpress.com/hotels/us/en/murray/muyky/hoteldetail>

Amenities: Free breakfast buffet, indoor pool, business center, free high speed Wi-Fi, fitness center, in-room refrigerator and microwave.

Conference Rate: \$92.50

*Murray offers a total a several seven different hotels to accommodate conference attendees, none of which are more than a 10-minute drive from downtown.