

2011 Wisconsin Conference on Downtown Revitalization



CREATING AN ENVIRONMENT FOR JOB GROWTH

October 19-20, 2011



Ramada Plaza Hotel



Fond du Lac, WI

REGISTER ONLINE AT www.wisconsinowntown.org

The Wisconsin Downtown Action Council's 2011 Conference on Downtown Revitalization will discuss how you can impact your downtown by focusing on job creation. The conference will provide informational sessions relating to creating jobs in your downtown.

Your participation in this annual gathering provides an opportunity to meet and network with fellow downtown professionals.

Join the Wisconsin Downtown Action Council and help further the role our downtowns play in the state's economy and quality of life.

Make Your Downtown A High Performance Job Generator

Job Creation through Entrepreneurship and Business Startups

- Grow Local Entrepreneurs with Economic Gardening
- Community Tour: The Center for Enterprise Development
- Entrepreneurship Through Local Food Systems

Multi-Channel Selling: The Key to Retail Growth and Job Creation

Job Creation through Business Expansion and Recruitment

- Attracting and Developing Small Downtown Industries
- Business Types that Succeed and Make Downtown Successful
- Ten Key Steps for Business Recruitment

Today's Critical Issues Facing Downtowns and Downtown Programs

Make your Downtown Environment Employment Friendly

- Arts and Creativity + Community + Commerce = Downtown Vitality, Growth and Success
- Innovative Use of Downtown Space for Employment
- Who are you? Tackling Community Identity Crisis

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CREATING AN ENVIRONMENT FOR JOB GROWTH



Opening Keynote Address

Making Your Downtown A High Performance Job Generator

Kennedy Smith, Principal
Community Land Use and Economics Group, LLC.

The economic downturn of the past few years has had a negative impact on nearly every town and city in the nation, making job and business creation a higher priority for local governments. Downtowns are ideally suited for job and business growth – particularly if the right tools are in place. In this keynote session, downtown economic development expert Kennedy Smith will describe new economic development tools and some new uses of old ones, to supercharge job and business development downtown. She'll explore ways to capitalize new businesses, create new sales distribution channels, develop creative leasing plans, and many more techniques for cultivating businesses and jobs.

Kennedy Smith is one of the nation's foremost experts on downtown revitalization. She has served as the director of National Trust for Historic Preservation's National Main Street Center and Executive Director of the League of Historic American Theatres. Fast Company Magazine named her to its first-ever list of "Fast 50 Champions of Innovation," recognizing "creative thinkers whose sense of style and power of persuasion change what our world looks like and how our products perform."



Luncheon General Session

Multi-Channel Selling: The Key to Retail Growth and Job Creation

N. David Milder, Downtown Revitalization Specialist, DANTh, Inc.

Downtown retailing will continue to fade as long as it focuses overwhelmingly on the traditional walk-in shopper. Merchants need to develop "multi-channel" strategies that not only includes brick and mortar stores, but also e-commerce, back door retailing, concierge services, trunk shows, etc. This also has big implications on the meaning of "LOCATION, LOCATION, LOCATION" and the way downtown organizations need to operate.

N. David Milder founded his private consulting firm in 1977 to confront downtown and commercial district revitalization issues in his own dynamic and no-nonsense way. In the past 35 years, he has helped to formulate programs that have revitalized downtowns across America. Milder has formulated numerous niche-based retail revitalization strategies that have stimulated growth in communities nationwide.

Wednesday, October 19, 2011
7:00 p.m.

Networking Reception

JR's Sports Bar & Grill
65 N. Main Street

Meet conference speakers and fellow attendees in an informal setting prior to the conference. Enjoy an after dinner dessert assortment with a cash bar.

Thursday, October 20, 2011
8:30 a.m. to 4:20 p.m.

Conference Schedule

Ramada Plaza Hotel
1 N. Main Street

8:30 - 9:00	Registration/Exhibitor Runway
9:00 - 10:00	Welcome & Keynote Address
10:10 - 11:10	Breakout Session 1
11:20 - 12:20	Breakout Session 2
12:30 - 2:00	Luncheon General Session
2:10 - 3:10	Breakout Session 3
3:20 - 4:20	Panel Discussion

Register today at:

www.wisconsinindowntown.org

\$99 Non-WDAC Members (become a member today!)
\$79 WDAC Members

CREATING AN ENVIRONMENT FOR JOB GROWTH

10:10 - 11:10 Breakout Sessions

Arts and Creativity + Community + Commerce = Downtown Vitality, Growth and Success

Large and small downtowns throughout Wisconsin are making the most of the arts to celebrate their unique cultural and creative assets, provide economic vitality, and engage, entertain and educate residents and visitors. In this workshop, you'll learn the what, why and how of creative downtown communities and come away with actions your community can take to develop and sustain its creative infrastructure and economy for your downtown area.

Presented by: **Anne Katz**, Executive Director, Arts Wisconsin and **Kevin Miller**, Executive Director, Fond du Lac Arts Council

Grow Local Entrepreneurs with Economic Gardening

Research suggests that most new jobs in any local economy were produced by the community's small, local businesses. Economic gardening embraces the fundamental idea that entrepreneurs drive economies and seek to create jobs by supporting existing companies in a community. Learn how to use economic gardening to create a stable and diverse employment mix. Explore how your downtown can become the center of the "knowledge sector" in your community.

Presented by: **Joshua Clements**, Community, Natural Resources & Economic Development Educator, UW-Extension-Walworth County and **Michael Stumpf**, Principal, Place Dynamics

Attracting and Developing Small Downtown Industries

Small industries have always been an important part of downtown economies, providing downtowns with a built-in supply of customers and boosting building occupancy. With the internet putting a global customer base within reach of small businesses, the time couldn't be better for expanding downtowns' small industrial base. This session will explore examples of districts throughout the country that are successfully attracting small industries and expanding existing ones.

Presented by: **Kennedy Smith**, Principal, Community Land Use and Economics Group, LLC.

3:20 - 4:20 Panel Discussion

Today's Critical Issues Facing Downtowns and Downtown Programs

Downtown organizations old and new are facing constant challenges. Ask your unanswered questions to our expert panel. Listen to innovative

11:20 - 12:20 Breakout Sessions

Innovative Use of Downtown Space for Employment

Adaptive reuse of historic buildings is a key element of downtown economic development. While any building can be used to house new or expanding businesses, historic buildings offer a great opportunity to create unique spaces. These spaces can help attract high quality businesses and foster a creative atmosphere where people want to work. You'll see successful examples of historic building renovations and adaptive reuse of space.

Presented by: **Joe Lawniczak**, Design Specialist, Wisconsin Main Street and **Tim Kabat**, Executive Director, Downtown Main Street Inc., LaCrosse

Community Tour:

The Center for Enterprise Development

The Center, a Wisconsin first, is built on a foundation of creativity to help speed up the development of start-ups and existing companies in the region. The Center provides support, infrastructure, and the educational framework for aspiring entrepreneurs to start new ventures or for existing businesses to expand practices and network capabilities. Get a first-hand look at the facility that provides a menu of resources, space to work, and a professional staff to provide assistance to entrepreneurs in Downtown Fond du Lac.

Hosted by: Fond du Lac County Economic Development Corporation

Business Types that Succeed and Make Downtown Successful

We've all seen businesses come and go in our local communities. Learn what types of businesses succeed in downtown areas, and what ones do not. Examine the business mix in our downtowns and what research tells us about business turnover.

Explore examples of innovative downtown businesses that are bringing people back downtown to live, work and play.

Presented by: **Bill Ryan**, Community Business Development Specialist, UW-Extension and **JD Milburn**, Small Business Specialist, Wisconsin Main Street

ways to advance the economic development of your downtown. Learn successful downtown management practices that have produced positive results. Our panel of downtown revitalization experts in touch with emerging issues and opportunities facing our business districts will review the fundamentals of downtown management.

2:10 - 3:10 Breakout Sessions

Who are you?

Tackling Community Identity Crisis

What's your "brand?" To whom do you target your message? What's the most effective way to reach your audience? This workshop will focus on marketing a downtown's distinct personality and most positive features through the most effective means. Leave a lasting impression and tell your community's story before they visit and after their arrival. Entice new businesses and help them recruit new employees and customers by being "THE" place to live, work and play!

Presented by: **Josie Minskey**, Executive Director, Downtown West Bend Association, **Kathleen Braatz**, Executive Director, Downtown Beloit Association, and **Tamara Brodnicki**, Executive Director, Downtown Whitewater, Inc.

Entrepreneurship Through Local Food Systems

Consumer demand for food that is locally produced, marketed, and consumed is generating increased interest in local food systems throughout the US. Learn how food production systems, kitchen incubators, community food cooperatives, and local eateries can take root in downtown areas and create new entrepreneurial opportunities in your community. See how these ventures support the local food economy, encourage local healthy living, and attract culinary tourism dollars to your downtown.

Presented by: **Michelle Schry**, General Manager, People's Food Co-op, **Mary Pat Carlson**, Executive Director, Farm Market Kitchen, and **Laura Brown**, Community Development Specialist, UW-Extension Center for Community & Economic Development

Ten Key Steps for Business Recruitment

How do you attract new businesses to your downtown? The process of getting new businesses to start up in your downtown can be derailed due to misconceptions about what needs to be done. These misconceptions often prevent communities from even attempting business recruitment efforts. In this session you will learn ten key steps that should be followed and hear varying perspectives on how to make the process a business and jobs generator for your community.

Presented by: **N. Dave Milder**, Downtown Revitalization Specialist, DANTH, Inc. and **Debra Ersland**, Partner, Redevelopment Resources

Moderator: **Beth Nicols**, Executive Director, Milwaukee Downtown BID #21

Panelists: **Debra Ersland**, Partner, Redevelopment Resources, **Jennifer Stephany**, Executive Director, Appleton Downtown Inc., and **Michael Stumpf**, Principal, Place Dynamics.

Learn how to Create an Environment for Job Growth in your Community!

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MAIN STREET



Wisconsin Public Service



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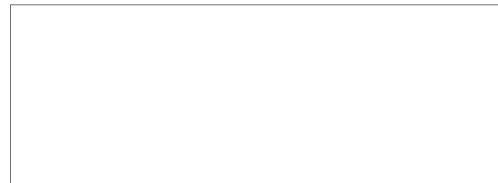


REDEVELOPMENT RESOURCES



Wisconsin Downtown Action Council
c/o Downtown Fond du Lac Partnership
207 N. Main Street
Fond du Lac, WI 54935

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Register Online at:

www.wisconsinowntown.org

Or Mail Payment to:

Wisconsin Downtown Action Council
c/o Downtown Fond du Lac Partnership
207 N. Main Street
Fond du Lac, WI 54935

\$99 Non-WDAC Members (become a member today!)

\$79 WDAC Members

Price includes program materials, reception, breaks and lunch.
Cancellations will be accepted through October 10, 2011.
Cancellations will be charged a \$15 administrative fee.
Substitutions will be accepted.

Hotel Information:

Ramada Plaza Hotel
1 N. Main Street
Fond du Lac, WI 54935
920-923-3000

www.ramadafdl.com

WDAC Room Rate:
\$69 single
\$79 double

Group Rate Cut-Off:
October 1



*Developing partnerships, sharing information
and networking to revitalize Wisconsin downtowns
as vibrant social and economic centers*