

2019 Training Opportunities

Jan. 22 - 24: Main Street Director's Retreat, St. Paul

This special session is for program managers from **designated communities only**.

Jan. – Feb: Community Development Grants How to Apply Workshops & Webinar

Join DHCD staff as we walk through the grant resources available through the department to those with qualifying economic development, design, and community revitalization projects. This will include all Virginia Main Street (VMS) Affiliates grants, Community Business Launch (CBL), and the Industrial Revitalization Fund (IRF).

April 16, 18, & 23: The Six Q's of Marketing, Hopewell, Wytheville, and Fredericksburg

Whether you are trying to increase your sales, recruit a new business, or secure more funding for your program, the basics of marketing to your audience are the same. In this spring Regional Rev Up, led by the destination marketing leaders of Virginia Tourism, we will answer the "Six Questions of a Marketing Plan" and help you develop your strategy for marketing to any audience.

May 14, 12 – 1 PM: WEBINAR – What is Main Street?

Have you ever wondered how small towns and cities build an organization run by volunteers to revitalize their historic downtowns? In this webinar, we will cover the basics of the Virginia Main Street Program, as well as the path to becoming a thriving Main Street community. New board members, staff, business owners, and local government will find it a great primer for basic downtown revitalization strategies.

July 22-24: Downtown Intersections, Lynchburg

Our 4th annual Downtown Intersections will provide education and inspiration for communities to build a strong foundation for revitalization efforts through creating a supportive business environment and making the most of a community's unique sense of place. Join us for networking with community revitalization practitioners, professionals, and enthusiasts from around the state.

Oct. 3, 12 – 1 PM: WEBINAR – Historic Preservation: A Springboard for Economic Development

Frazier Associates Principal Kathy Frazier, AIA, will review effective historic preservation incentives for Virginia's downtowns and their demonstrated positive impact on economic development efforts at the state and local levels.

Oct. 15, 16 & 18: Listen and Learn: Engaging Missing Voices to Inspire Local Action, Abingdon, Farmville, and Orange (Orton Family Foundation)

Before you start throwing around ideas or crunching numbers, take some time to simply listen to what people say about the community. By hearing each other's stories, community members find new reasons to connect, empathize, and motivate one another. In this fall edition of the Regional Rev Up, learn how to identify what matters most to the whole community to drive local decision-making and action.

Nov. 14, 12 – 1 PM: WEBINAR – Nonprofit Board Fundamentals

Join DHCD staff and the Center for Nonprofit Excellence's Cindy Coleson to learn about engaging your board and align their work with organizational values and vision. A highly effective and engaged board has clarity around roles, responsibilities and aligns their work and performance with organizational values and vision. This webinar focuses on board members' key responsibilities and moves boards out of operations and into the "big picture".

Incremental Development Alliance Training in Small Scale Development presented by Virginia Main Street and Virginia Housing Development Authority

Feb. - May: Small Real Estate Developer Training and Capacity Building Program

Brought to you by DHCD and VHDA, the Incremental Development Alliance will present a series of learning opportunities to generate interest for a program to cultivate new and grow capacity of existing small scale real estate developers for the purposes of revitalizing neighborhood residential and commercial areas.

Recruitment Training Webinars, 12 – 1 PM: Promotes and explains the program to recruit participants

Feb. 12: Regional & Local Organizations

Feb. 13: Statewide Partner Organizations

Feb. 14: Main Street Directors

Regional Small Scale Development Lectures: Explains common development challenges and details a series of finance, design and construction techniques specific for completing successful small building projects.

March 18, 4 – 6 PM: Harrisonburg

March 19, 9 – 11 AM: Wytheville

March 19, 5 – 7 PM: Petersburg

Small Scale Developer Workshop: A one-day course focusing on how to formulate a project, providing a big picture view of neighborhood-based development to help attendees analyze what makes a good project, how a building makes money, and how small developers interact with the broader ecosystem of professionals.

May 16: Staunton

Small Scale Developer Boot Camp: This two-day boot camp is an opportunity for participants to bring an actual project in front of seasoned small developers and work through exercises to flesh out details of future project and pitch a package for investors.

July 20-21: Lynchburg

Recommended Training Opportunities Presented By VMS Partners

Quarterly: Virginia Tourism Corporation Orientation Program

Feb. 26: Fundamentals of Affordable Housing Development Class (VHDA), Richmond

March 19: African American Historic Resources Symposium (Preservation Virginia), Charlottesville

March 25 - 27: Main Street Now Conference, Seattle, WA

May 1-2: Revitalization Revival: A Big Tent Approach to Preservation (DHR), Pulaski

July 24 - 24: APA Virginia Conference, Hampton

Oct. 23 – 25: Community Transformation Workshop (Main Street America), Richmond

Nov. 17-19: VA-1 Tourism Summit, Arlington

Nov. 20-22: Governor's Housing Conference, Hampton

Training Attendance Policy

Virginia Main Street (VMS) trainings are an important opportunity to gain new skills, network with other communities, and learn about resources available for downtown revitalization. Every attempt is made to make trainings an excellent learning experience that is convenient and reasonably priced. Because attendance at trainings is important, VMS has developed the following attendance policy.

- ❑ Each Designated Community is expected to attend as follows:

Accreditation by the National Main Street Center (NMSC) is determined by the Local Organization's adherence to and successful fulfillment of the Center's Ten Standards of Performance. Of these Standards is the designated community requirement to conduct a program of ongoing training for staff and volunteers.

To that end, the **local organization agrees to continue program volunteer and staff development in the Main Street Approach by attending training as provided by Virginia Main Street and the National Main Street Center.** Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the Center is highly encouraged.

-Virginia Main Street Memorandum of Understanding

- ❑ Attendance by DHCD Commercial District Affiliates is considered an element of their "active participation" which is necessary to maintain their status.

If you have questions about this policy, please contact Virginia Main Street at (804) 371-7030.