



WELCOME TO VANCOUVER
REVITALIZEWA
MAY 15-17 2013

WELCOME TO BEAUTIFUL VANCOUVER!



Columbia River at sunset
Photo courtesy of Vancouver USA Regional Tourism Office

The Washington Trust for Historic Preservation and the Washington Main Street Program are delighted to welcome you to Vancouver for the third annual RevitalizeWA Preservation and Main Street Conference! We invite you to enjoy the wide array of educational sessions, workshops, tours and networking opportunities available over the next few days. Don't miss Wednesday's Opening Reception where the Washington Trust's 2013 Most Endangered Historic Properties List will be announced. On Thursday night, the Washington Main Street Program will be awarding the 2013 Excellence on Main Awards, celebrating the extraordinary successes in community revitalization throughout our beautiful state. Be sure to bid high and bid often at our silent auction before it closes at the Excellence on Main Awards reception. We have fantastic items, and all the proceeds will be dedicated to helping support Washington Main Street's mentoring program.

The board and staff of the Washington Trust for Historic Preservation thank you for participating in this conference and extend our deepest appreciation to our sponsors, partners and volunteers. While you are here in Vancouver, please be sure to take advantage of all this engaging historic community has to offer by shopping local, buying local and, of course, eating local! Thank you for joining us for this wonderful celebration of historic preservation and community revitalization in the Pacific Northwest - welcome to RevitalizeWA!



Washington State
MAIN STREET
PROGRAM



9:00am-4:00pm

HOLLYWOOD ON MAIN STREET

Reviving Washington's Historic Theaters

Historic Kiggins Theatre in downtown Vancouver

This workshop is designed to engage owners, operators, and lovers of historic theaters across the Pacific Northwest. We will be highlighting a series of successful historic theaters operating in Washington and Oregon, as well as engaging attendees in discussions of best practices for programming, operational funding, building maintenance and rehabilitation, and technology upgrades, including various levels of digitization. The workshop will feature the Empire Theatre in Tekoa, the Kiggins Theatre in Vancouver, the Liberty Theater in Dayton, the Lincoln Theatre in Mount Vernon, Living Room Theatres in Portland, Oregon, the Ruby Theatre in Chelan, and Venetian Theatre in Hillsboro, Oregon.

9:00am-2:30pm

PRESERVATION ADVOCACY WORKSHOP

Marshall House at Fort Vancouver National Historic Site

Advocating for historic resources takes many forms at different levels. This overview will provide information on federal and state funding for historic preservation, grassroots efforts to maintain funding and uphold federal legislation, and how it all trickles down to your community. Focused specifically on Historic Preservation Commissions, this workshop will review the role of Historic Preservation Commissions as advocates for preservation; how to best work with community preservation advocates and developing a unified advocacy strategy.

Ron Emrich, National Alliance of Preservation Commissions

Brad White, Alhambra Foundation

1:30pm

Conference registration opens at the Hilton Vancouver

Prefunction

2:00pm-4:00pm

RETAIL MARKET ANALYSIS WORKSHOP

Heritage A

Many communities find the downtown market study vexing - why even do one? What is the Economic Restructuring Committee supposed to do with all these numbers when it is done? What does the market study tell you about the other three Main Street Committees? This workshop will take you through PRACTICAL ways to use your market data to foster a more dynamic downtown from more targeted promotions and marketing, to creating a retail micro-enterprise project. We will explore ways that the entire Main Street program can take advantage of the information gleaned from a market study and learn some of the "tricks of the trade" that market analysts know that you need to know yourself. Even if you haven't "run the numbers," this session will teach you some hands-on tips on how to understand the economics of downtown.

Tripp Muldrow, Arnett Muldrow & Associates



Downtown Vancouver
Photo courtesy of Vancouver USA Regional
Tourism Office

5:00pm-6:30pm

OPENING RECEPTION

Brickstone Ballroom

Join the Washington Trust for Historic Preservation and Washington's Main Street Program for live music from Bull Ramos, cocktails, and light hors d'oeuvres as we celebrate RevitalizeWA 2013! You won't want to miss the Trust's exclusive announcement of the 2013 Most Endangered List at 5:45pm.

Sponsored by: 4Culture, Brickstone Ballroom, Chosen Wood Window Maintenance, The McGregor Company, & Pioneer Masonry Restoration

6:30pm

Dinner on your own in downtown Vancouver



Photo by William James Photography, courtesy of the Brickstone Ballroom

THURSDAY MAY 16

7:30am

Registration

Prefunction

Coffee

Heritage CD

Sponsored by: Rafn Company

8:30am-10:00am

OPENING PLENARY

Heritage AB

SUSTAINABLE GROWTH IN OUR DOWNTOWNS

We are thrilled to welcome Charles Marohn, Executive Director of Strong Towns, as our RevitalizeWA 2013 Keynote Speaker! Strong Towns, a nonpartisan, nonprofit organization headquartered in Minnesota, has a fresh take on community design and sustainability. Marohn believes typical development patterns – the way we build our towns and neighborhoods – cost more to maintain than they generate in return. Strong Towns has introduced a new model of sustainable growth that allows America's towns to become financially secure and self-sufficient by establishing an approach to development that accounts for the full cost of growth.

Charles Marohn is a Professional Engineer and a member of the American Institute of Certified Planners (AICP). He has a Bachelor's degree in Civil Engineering from the University of Minnesota's Institute of Technology and a Masters in Urban and Regional Planning from the University of Minnesota's Humphrey Institute. Additionally, Marohn is a member of the National Society of Professional Engineers, the American Planning Association, Congress for the New Urbanism, and he serves as president of the Community Growth Institute, a planning organization that works with small towns and rural areas.



Charles Marohn

10:00am

Coffee break

Heritage CD

Sponsored by: Ellensburg Downtown Association & myellensburg.com

10:30am-12:00pm

SESSION BLOCK A

1A. GETTING THERE IS HALF THE FUN! SUCCESSFUL HERITAGE TOURISM PROJECTS

Heritage E

The State of Washington has a rich natural and built heritage, ranging from the rainforest lodges in the west to historic downtowns nestled in the golden wheat fields of the southeast. Communities across the state have found that both walking and driving tours support the preservation of historic assets by showcasing the uniqueness of our amazingly diverse state. In this session, you will learn about successful heritage-based tourism trail projects, from a passport tour of Carnegie libraries across the state to an innovative downtown tour in Olympia. You will also hear from 4Culture about their fantastic Destination Heritage program, a series of guides to King County's agricultural, industrial and maritime past.

Susan Tissot, Clark County Historical Museum
Connie Lorenz, Olympia Downtown Association
Brandi Link, 4Culture

2A. BUILDING REDEVELOPMENT 101: USING TAX CREDIT FINANCING

Heritage F

This workshop concentrates on the usage of financial incentives such as the historic tax credits to make Main Street commercial developments "pencil out." Tax credit basics, such as threshold requirements and eligibility, and the application process will be covered. More complex topics such as how to legally structure an LLC between private investors and non-profit organizations or public entities such as Public Development Authorities (PDAs), and project dos and don'ts will also be included in the program.

Nicholas Vann, WA State Dept. of Archaeology & Historic Preservation
Stephen Day, Stephen Day Architecture



Salmon Run Bell Tower and Glockenspiel
Photo courtesy of the Vancouver Downtown Association

3A. NON-PROFIT FINANCIALS REINVENTED

Discovery C

Has your non-profit organization wondered if there is a better way to present financials to volunteers and committees that can be clearer and more effective? Is there a better way to demonstrate where your funds come from and where they are spent? In 2012, the Ellensburg Downtown Association (EDA) asked those questions and reinvented their financial system. Utilizing QuickBooks with a new Chart of Accounts, Classes and Items, the EDA revamped their accounting system. Find out how more effective financials can help you rethink your organization.

Carolyn Honeycutt, Ellensburg Downtown Association
Jessica Weisz, Ellensburg Downtown Association

4A. TOUR: DISCOVERING DOWNTOWN VANCOUVER

Prefunction

Get outside and see what's happening in downtown Vancouver! From the new Vancouver Community Library to the rehabilitated Kiggins Theatre, this walking tour will showcase the best downtown has to offer. The Vancouver Downtown Association has a long history of investing in public art, and this tour will highlight a series of outstanding projects including the newest installation, *Flying Umbrellas*. You'll also get to see recent façade improvement projects and the award-winning Turtle Place, an underused bus mall that has been transformed into an amazing urban plaza. Constructed from repurposed materials, this exciting project is a perfect model of sustainability.

Lee Rafferty, Vancouver Downtown Association

12:00pm

Lunch on your own in downtown Vancouver

1:30pm-3:00pm

SESSION BLOCK B

1B. MODERNIZING AT MIDCENTURY

Heritage E

Sleek, cool, clean and sophisticated . . . midcentury design is all the rage. Attend this session to celebrate all that is mod and marvelous by discovering the how and why of 1950s and 1960s building alterations. You'll learn the basics of how to survey mid-20th century commercial and residential architecture, including a lesson on the introduction of new building materials and key design trends. Armed with this new information, you'll hear about a few outstanding projects in Colorado that are using survey results to create engaging walking tours and guides for your downtown or neighborhood.

Abbey Christman, *University of Colorado at Denver*

Michael Houser, *WA State Dept. of Archaeology & Historic Preservation*

2B. ICONIC PRESERVATION: SEATTLE'S TRINITY PARISH CHURCH

Heritage F

The Trinity Parish Church is a cherished and resilient piece of Seattle's past and present. The impressive 1891 English Gothic Revival style building has endured a lifetime of destructive events, such as the 1889 Great Seattle Fire and a number of earthquakes. Our panel of experts will tell the story of how this iconic structure has been preserved and the careful planning and detailed work that continues to ensure a lasting future for this inspiring building. We will highlight the collaborative efforts and insight needed to preserve the sandstone and identify future preventative opportunities, ensuring the best approach for this precise and intensive preservation work.

Doug Ito, *SMR Architects*

Ross Duncan, *W.G. Clark Construction*

Kevin Ormsby, *W.G. Clark Construction*

Nadiya Sheckler, *W.G. Clark Construction*

Larry Tompkins, *Pioneer Masonry Restoration Co.*

3B. FUNDING STOREFRONT IMPROVEMENT: CDBG GRANTS

Discovery A

From developing a worthwhile project, getting a budget together and prepping the documents to go out to bid, a Community Development Block Grant (CDBG) can be overwhelming. Learn the ins and outs of what kinds of storefront improvement projects work best to qualify for funding along with how and when to bring in a professional to get your project off the ground and moving forward.

Lee Rafferty, *Vancouver Downtown Association*

Seanette Corkill, *Frontdoor Back, LLC*

Peggy Sheehan, *City of Vancouver*

4B. STATE PRESERVATION PLAN & TOUR

Discovery C

The Department of Archaeology and Historic Preservation (DAHP) is updating the Washington State Historic Preservation Plan to proactively address archaeological, historic, and cultural resource issues and opportunities in Washington State over the next five years. We need your input to ensure that the State Historic Preservation Plan is responsive to historic preservation needs and issues facing property owners, communities, agencies and organizations across Washington. Come help shape the Plan by sharing your ideas about future historic preservation work in the state. This session includes a walking tour of downtown. (*Will continue into Session Block C.*)

Greg Griffith, *WA State Dept. of Archaeology & Historic Preservation*

Teresa Brum, *Brum & Associates*

Derek Chisholm, *Otak*

3:00pm

Coffee break

Heritage CD

Sponsored by: Hibbard Architecture & Planning

3:30pm-5:00pm

SESSION BLOCK C

1C. BUILDING TALK 2.0 WITH MICK & NICK

Heritage E

This session intends on finishing what it started during last year's RevitalizeWA conference. The incredulous duo of Mick and Nick will attempt, once again, to educate and entertain conference attendees with examples of appropriate and inappropriate rehabilitation techniques. Content will include a brief history of the architectural modernist movement in Washington State and a spirited, yet contentious discussion about the merits of architectural form and function. The preservation techniques discussion will also briefly address common building failures and remedies. Hecklers need not attend.

Nicholas Vann, WA State Dept. of Archaeology & Historic Preservation
Michael Houser, WA State Dept. of Archaeology & Historic Preservation

2C. DEVELOPING TRAIL CONNECTIONS IN WASHINGTON

Discovery A

Trails can support economic vitality by increasing property values and supporting businesses nearby. They are becoming a more important part of the transportation discussion in both rural and urban settings where people want to be separated from motor vehicle traffic and safely bike and walk to school, work, shopping and services. In some rural communities, trails are now being considered as a way to attract people to town centers. In urban areas that have experienced growth, these trails provide desirable, time-saving commute options and also help to accommodate the growing recreational and physical activity needs of residents. This panel discussion addresses frequently asked questions about developing community and town center trail connections. Panel members will share their experiences with trail development, giving state, regional and local agency perspectives.

Paula Reeves, WA State Department of Transportation
Cynthia Welti, Mountains to Sound Greenway Trust
Kirk Harris, Fall City Park District Board
Dave Rodgers, SvR Design Company

3C. ANATOMY OF A SPECIAL EVENT

Discovery F

Special events are a great way to bring pedestrian traffic to your community, but before you launch another festival, fundraiser or retail promotion, find out what questions to ask to make the best use of time, money, resources and your sanity. Port Townsend (population 9,100) features over 125 events a year, including the Wooden Boat Festival, which brings 25,000 boat lovers to town, and the new Steam Punk event that blends Victoriana with Jules Verne gadgetry. Learn how Port Townsend's Main Street Program uses events to capitalize on the town's assets and offers ways for locals and visitors to connect.

Mari Mullen, Port Townsend
Main Street Program

4C. STATE PRESERVATION PLAN & TOUR, CONTINUED

Discovery C

(Continued from Session Block B.)

5C. MISUNDERSTANDING MOBILITY

Discovery B

The post World War II experiment with an auto-centric development pattern is a work in progress. As transportation engineers have tried (and often failed) different approaches and as we've all lived in the world we've created, some misunderstandings have crept in the American culture, preventing us from taking the next step. This presentation will examine those barriers and propose new ways of thinking that can transform our cities.

Charles Marohn, Strong Towns



Flowers and produce at the Saturday Market
Photo courtesy of the Vancouver Downtown Association

6:00pm-7:30pm

EXCELLENCE ON MAIN AWARDS RECEPTION

Heritage AB

Join Washington's Main Street Program for live music from Bull Ramos, cocktails and light hors d'oeuvres and help us celebrate achievements in preservation and revitalization in Washington's Statewide Main Street Network. Awards will be presented for Organizational Excellence, Community Partnership, Outstanding Promotional Event, Visual Impact, Green Community, Business of the Year, Economic Vitality, Outstanding Special Project and Excellence on Main Award.

Sponsored by: 4Culture, Clark Design Group, SHKS Architects, Swenson Say Fagét, & Versatile Wood Products

7:15pm: Silent Auction Closes

7:30pm

Dinner on your own in downtown Vancouver

MANY THANKS TO THE GENEROUS INDIVIDUALS, ORGANIZATIONS, AND BUSINESSES WHO DONATED ITEMS TO OUR SILENT AUCTION!

Alley Cat Arts	Fort Vancouver National Trust	Street Program
Arnett Muldrow & Associates, Ltd.	Frontdoor Back, LLC	Sound Experience
Business Outcomes Consulting	Gig Harbor Downtown Waterfront Alliance	Strong Towns
Callahan's Firehouse Glass Studio	Hilton Vancouver	Sumner Downtown Association
Campbell's Resort	iQ Credit Union	The Grant House
Choice Events, LLC	Kent Downtown Partnership	The Source Climbing Center
Devlin Endean Marketing Group	Kittitas County Chamber of Commerce & Iron Horse Brewery	Vancouver Brewfest USA
Divine Bites	Port Angeles Downtown Association	Wenatchee Downtown Association
Downtown Walla Walla Foundation	Port Townsend Main	Yakima Federal & Ellensburg Downtown Association
Ellensburg Rodeo & Ellensburg Downtown Association		Yogurt Time

All proceeds go to support Washington Main Street's mentoring program



The new library in downtown Vancouver
Photo courtesy of Vancouver USA Regional Tourism Office



The Java House
Photo courtesy of the Vancouver Downtown Association

WASHINGTON'S MAIN STREET PROGRAM



Washington State
MAIN STREET
PROGRAM

Since 1984, the Washington State Main Street Program has been helping communities revitalize the economy, appearance, and image of their downtown commercial districts using the successful Main Street Approach®. In 2010 the Main Street Program was moved from the Department of Commerce to the Department of Archaeology & Historic Preservation. The program is managed (under contract) by the Washington Trust for Historic Preservation.

Main Street Communities

The purpose of the Main Street Community level is to provide access to resources, networking opportunities, training and advanced resources and opportunities to communities who have a non-profit organization dedicated solely to downtown revitalization. These communities have committed the necessary time and training to develop community support, financial and human resources, and are implementing the Main Street Four-Point Approach®.

Bainbridge Island	Port Angeles
Chelan	Port Townsend
Ellensburg	Prosser
Gig Harbor	Puyallup
Kennewick	Walla Walla
Mount Vernon	Wenatchee
Olympia	

Tax Credit Incentive Communities

The purpose of this tier level is to provide access to resources, networking opportunities and training to communities that have a non-profit organization dedicated solely to downtown revitalization. These communities already have a track record of success in downtown revitalization and are committed to following the Main Street 4-Point Approach®.

Auburn	Monroe
Camas	Moses Lake
Centralia	Ritzville
Cle Elum	Roslyn
Coupeville	Snohomish
Issaquah	Sumner
Kent	Vancouver
Langley	

Affiliate Communities

The purpose of the affiliate level is to provide access to resources and networking opportunities for community groups and individuals that have an interest in revitalizing their downtown or neighborhood commercial district, but may not have the capacity at this time to meet the Washington State Main Street Community Requirements.

Aberdeen	Friday Harbor
Bellingham	Hoquiam
Benton City	Ilwaco
Blaine	Kelso
Bothell	Kent
Bremerton	Kettle Falls
Burien	Kirkland
Carnation	Lake Stevens
Cheney	Langley
Chewelah	Longview
Clarkston	Morton
Colfax	Mossyrock
Des Moines	Oak Harbor
Duvall	Omak
Edmonds	Othello
Ferndale	Port Orchard
Forks	Poulsbo
Fox Island	Redmond



Historic Carnegie Library in Vancouver, which now houses the Clark County Historical Museum

Renton	Sprague
Richland	Stanwood
Ridgefield	Sultan
Ruston	Tacoma
Seattle	Waitsburg
Sedro Woolley	Waterville
Sequim	Wilbur
Snoqualmie	Winlock
Spokane	Woodland

7:30am

Registration & Coffee

Prefunction

Sponsored by: Frontdoor Back, LLC & Kiggins Theatre

8:30am-10:00am

SESSION BLOCK D

1D. SEEING MAIN STREET IN A WHOLE NEW LIGHT

Heritage E

Lighting is essential to every aspect of a retail space as well as a commercial district's success. Well-designed lighting can make your store more attractive, sell more merchandise, and create a sense of safety and vitality. Learn the five essential layers of light every district needs, pick up information on current technology (what you should employ and what you should avoid), and discover local energy efficient incentives for retailers.

Seanette Corkill, *Frontdoor Back, LLC*

2D. HARNESSING THE 'WHITE ELEPHANT': SUCCESSFUL ADAPTIVE-USE IN WASHINGTON

Heritage F

Large, abandoned or under-used industrial and commercial sites are a common sight in many Washington communities. Many also have landmark status within their community. This session will review several recent case histories in which the presenters investigated important properties for their potential for adaptive reuse from an architectural, structural and economic redevelopment perspective. Case histories will include: the Georgia Pacific Mill property in Bellingham; the Olympia Brewery in Tumwater; and the original Seattle Brewery (Rainier Cold Storage) in Seattle's Georgetown neighborhood.

Steve Johnson, *Johnson Architecture & Planning*
Bryan Tokarczyk, *GRID Engineers*
Tom Fitzsimmons, *Lorig Associates*



Compassion Vancouver
Photo courtesy of Vancouver USA Regional Tourism Office



"Wendy Rose" sculpture on the waterfront.
Photo courtesy of Vancouver USA Regional Tourism Office

3D. YOUTH ENGAGEMENT IN PRESERVATION

Discovery A

Students can be the best teachers. In this session, find out how best to engage young and diverse audiences in the important work of historic preservation and community revitalization. Hear from the Port Angeles Downtown Association about their Youth Volunteer Program and learn how to build working relationships with schools to better engage youth on a local level. The Washington Trust will share information about nationally recognized Youth Summit programs, which are exciting the next generation of advocates and stewards of our natural and built historic resources. Trust staff will share highlights from the 2012 Washington State Youth Summit and how they worked in partnership with state and federal agencies and engaged community leaders to produce a four-day interactive field school that furthered the objectives of the American Latino Heritage Initiative. They will also give an overview of the upcoming 2013 *Discover Washington: Youth Heritage Project* at Ebey's Landing National Historical Reserve.

Barbara Frederick, Port Angeles Downtown Association
Grace Kauffman, Port Angeles Downtown Association
Jennifer Meisner, Washington Trust for Historic Preservation
Chris Moore, Washington Trust for Historic Preservation

4D. TOUR: FORT VANCOUVER NATIONAL HISTORIC SITE

Meet at the Red Cross Building, Fort Vancouver National Historic Site, at 8:30am

Start your day at beautiful Fort Vancouver National Historic Site, established by the Hudson's Bay Company in 1824 as administrative headquarters and chief supply depot for fur trading operations west of the Rockies. The fort soon became the most important site of European-American commercial and cultural activities in the Pacific Northwest. The Site was congressionally created in 1996 and includes Fort Vancouver, Officers Row, Vancouver Barracks and Pearson Field. You will learn more about past and current rehabilitation projects, including the historic Red Cross Building, Artillery Barracks Building and the endangered Post Hospital Building, one of the first hospitals in the country to use x-ray technology. The Columbia River Crossing, an important national infrastructure project that will widen I-5, is slated to begin construction in 2014 and will place the interstate wall within several feet of the northwest corner of the Post Hospital Building. Officials with the Fort Vancouver National Trust hope efforts in place to mitigate these threats will be successful, allowing the implementation of an envisioned community arts and education center in the building.

Mike True, Fort Vancouver National Trust
Kaare Hyde, Fort Vancouver National Trust

10:00am

Coffee break

Prefunction

Sponsored by: Archaeological Investigations Northwest, Inc.

10:30am-12:00pm

CLOSING PLENARY

Heritage AB

WHAT'S NEXT FOR MAIN STREET?

Join us for an exciting look at the future of American downtowns and the Main Street movement with Ben Muldrow of Arnett Muldrow & Associates. We will see exciting examples of real innovation, and learn more about what Main Street might look like in the very near future. Buckle your seatbelts and keep your hands and feet in for the ride!

Ben Muldrow, a Partner at Arnett Muldrow & Associates, is responsible for all community marketing and branding functions of the Greenville, SC-based urban planning firm. Ben helps communities to develop their brand identity through an open process, including public design sessions and collaborative small groups. He has designed new branding and marketing elements for revitalization projects in over 300 communities in Arkansas, Alabama, California, Delaware, Florida, Georgia, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Vermont, Virginia, West Virginia, Wisconsin, Wyoming and the communities of Gig Harbor and Wenatchee here in Washington.



Ben Muldrow

12:00pm

Conference adjourns

THANK YOU FOR JOINING US AT REVITALIZEWA!

BOARD OF DIRECTORS

PRESIDENT

David Strauss, *Seattle*

VICE PRESIDENT

Doug Ito, *Seattle*

SECRETARY

Judy Barbour, *Seattle*

TREASURER

Jon Campbell, *Walla Walla*

BOARD MEMBERS

Gina Bull, *Oak Harbor*

Dow Constantine, *Seattle*

Kelsey Doncaster, *Yakima*

Rob Fukai, *Tumwater*

Betsy Godlewski, *Spokane*

Kristen Griffin, *Spokane*

Gene Grulich, *Tacoma*

Mark Hannum, *Seattle*

Gee Heckscher, *Port Townsend*

Michael Jenkins, *Seattle*

Rose Kowalski, *Vancouver*

Pat Lantz, *Gig Harbor*

Paul Mann, *Spokane*

Rob McCoy, *Pullman*

Patrick T. McCutcheon, *Ellensburg*

Dan Say, *Seattle*

David Shockley, *Spokane*

Steve Stroming, *Issaquah*

Brian Sullivan, *Everett*

Susan White, *Des Moines*

STAFF

Jennifer Meisner,
Executive Director

Chris Moore, *Field Director*

Cathy Wickwire,
Operations Manager

Sarah Hansen,
Main Street Coordinator

Kelly Hufty, *Membership
& Events Coordinator*

Jennifer Mortensen,
Communications Coordinator

Anne Holland, *Special Projects*

Crystal Medler, *Special Projects*



The annual Vancouver Marathon
Photo courtesy of the Vancouver Downtown Association



Historic Kiggins Theatre in downtown Vancouver
Photo courtesy of the Vancouver Downtown Association



The Marshall House at Fort Vancouver
Photo courtesy of Vancouver USA Regional Tourism Office

REVITALIZEWA PARTNERS

WASHINGTON STATE MAIN STREET PROGRAM



Sarah Hansen
Main Street Program Coordinator
shansen@preservewa.org

p. 206.624.9449

preservewa.org/main-street.aspx

dahp.wa.gov/programs/mainstreet-program

facebook.com/washingtonmainstreet

Since 1984, the Washington State Main Street Program has been helping communities revitalize the economy, appearance, and image of their downtown commercial districts using the successful Main Street Approach®. In 2010 the Main Street Program was moved from the Department of Commerce to the Department of Archaeology & Historic Preservation. The program is managed (under contract) by the Washington Trust for Historic Preservation.

WASHINGTON TRUST FOR HISTORIC PRESERVATION



THE VOICE FOR PRESERVATION IN WASHINGTON STATE

Stimson-Green Mansion
1204 Minor Avenue
Seattle, WA 98101

info@preservewa.org

p. 206.624.9449

preservewa.org

Established in 1976, the Washington Trust for Historic Preservation is a tax exempt 501(c)3 nonprofit, and Washington's only statewide historic preservation organization. The Washington Trust helps make local preservation work. We build an ethic that preserves Washington's historic places through advocacy, education, collaboration, and stewardship. Please add your voice to the many who care about preservation in Washington State by joining the Trust as a member. See our website for membership information.

WASHINGTON STATE DEPARTMENT OF ARCHAEOLOGY AND HISTORIC PRESERVATION



1063 South Capitol Way
Suite 106
Olympia, WA 98501

PO Box 48343
Olympia, WA 98504-8343

p. 360.586.3065

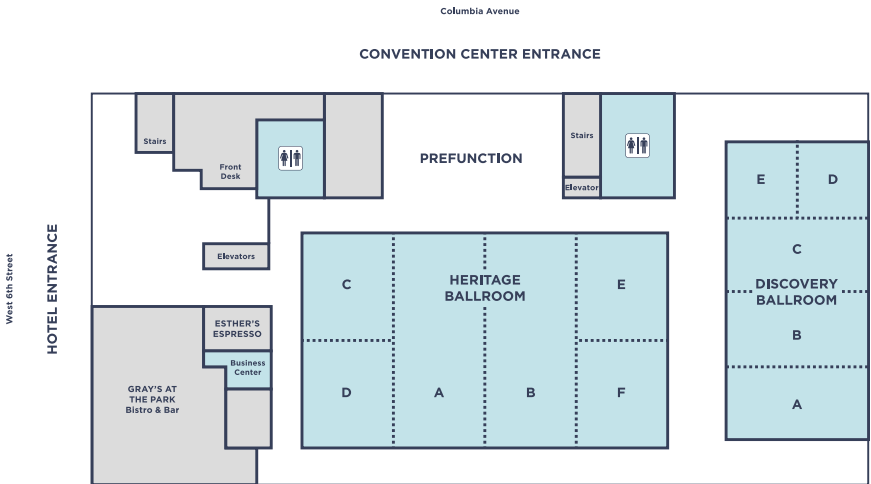
f. 360.586.3067

dahp.wa.gov

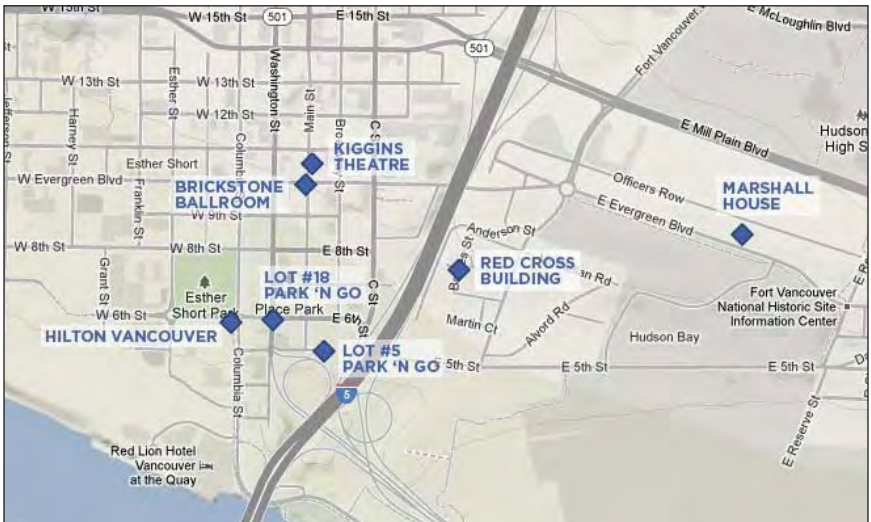
The Department of Archaeology and Historic Preservation (DAHP) is Washington State's primary agency with knowledge and expertise in historic preservation. We advocate for the preservation of Washington's irreplaceable cultural resources (historic and archaeological) which include significant buildings, structures, sites, objects, and districts. Through education and information, we provide leadership for the protection of our shared heritage.

MAPS

Hilton Vancouver Floor Map



Downtown Vancouver RevitalizeWA locations



CONFERENCE EVENTS

Hilton Vancouver
301 W. 6th Street
Vancouver, WA 98660

Brickstone Ballroom
105 W. Evergreen Blvd
Vancouver, WA 98660

Kiggins Theatre
1011 Main Street
Vancouver, WA 98660

Marshall House
Fort Vancouver
1301 Officers Row
Vancouver, WA 98661

The Red Cross Building
Fort Vancouver
605 E Barnes Street
Vancouver, WA 98661

PARKING

Lot #18
Park 'n Go
6th and Washington
Vancouver, WA

Lot #5
Park 'n Go
5th and Broadway
Vancouver WA

Metered parking is also available in the downtown area.

MANY THANKS TO OUR GENEROUS SPONSORS!



CULTURE

KING COUNTY LODGING TAX

S H K S ARCHITECTS



SPECIAL THANKS

A huge thank you to the Vancouver Downtown Association, the Hilton Vancouver and the Vancouver USA Regional Tourism Office for being such outstanding hosts and partners.

A big thank you to this years' Excellence on Main Awards judges:

J. Todd Scott, Preservation Architect, *King County Historic Preservation Program*
Nicholas Vann, State Historical Architect, *Department of Archaeology & Historic Preservation*
Jennifer Mortensen, *Communications Coordinator, Washington Trust for Historic Preservation*

CONFERENCE SCHEDULE AT-A-GLANCE

WEDNESDAY MAY 15

9:00am-4:00pm	HOLLYWOOD ON MAIN STREET	Kiggins Theatre
9:00am-2:30pm	PRESERVATION ADVOCACY WORKSHOP	Marshall House at Fort Vancouver
1:30pm	Conference Registration Opens at the Hilton Vancouver	Prefunction
2:00pm-4:00pm	RETAIL MARKET ANALYSIS WORKSHOP	Heritage A
5:00pm	OPENING RECEPTION	Brickstone Ballroom
	Sponsored by 4Culture, Brickstone Ballroom, Chosen Wood Window Maintenance, The McGregor Company, & Pioneer Masonry Restoration	
6:30pm	Dinner on your own in downtown Vancouver	

THURSDAY MAY 16

7:30am	Registration	Prefunction
	Coffee , sponsored by Rafn Company	Heritage CD
8:30am	OPENING PLENARY , Charles Marohn	Heritage AB
10:00am	Coffee break , sponsored by Ellensburg Downtown Association & myellensburg.com	Heritage CD
10:30am	SESSION BLOCK A	
	1a. Getting There is Half the Fun! Successful Heritage Tourism Projects	Heritage E
	2a. Building Redevelopment 101: Using Tax Credit Financing	Heritage F
	3a. Non-profit Financials Reinvented	Discovery C
	4a. TOUR: Discovering downtown Vancouver	Prefunction
12:00pm	Lunch on your own in downtown Vancouver	
1:30pm	SESSION BLOCK B	
	1b. Modernizing at Midcentury	Heritage E
	2b. Iconic Preservation: Seattle's Trinity Parish Church	Heritage F
	3b. Funding Storefront Improvement: CDBG Grants	Discovery A
	4b. State Preservation Plan & Tour (<i>continues into Session Block C</i>)	Discovery C
3:00pm	Coffee break , sponsored by Hibbard Architecture & Planning	Heritage CD
3:30pm	SESSION BLOCK C	
	1c. Building Talk 2.0 with Mick & Nick	Heritage E
	2c. Developing Trail Connections in Washington	Discovery A
	3c. Anatomy of a Special Event	Discovery F
	4c. State Preservation Plan & Tour (<i>continued from Session Block B</i>)	Discovery C
	5c. Misunderstanding Mobility	Discovery B
6:00pm	EXCELLENCE ON MAIN AWARDS RECEPTION	Heritage AB
	Sponsored by 4Culture, Clark Design Group, SHKS Architects, Swenson Say Fagét, & Versatile Wood Products	
7:15pm	Silent Auction Closes	
7:30pm	Dinner on your own in downtown Vancouver	

FRIDAY MAY 17

8:00am	Registration & Coffee , sponsored by Frontdoor Back, LLC & Kiggins Theatre	Prefunction
8:30am	SESSION BLOCK D	
	1d. Seeing Main Street in a Whole New Light	Heritage E
	2d. Harnessing the 'white elephant': Successful adaptive-use in Washington	Heritage F
	3d. Youth Engagement in Preservation	Discovery A
	4d. TOUR: Fort Vancouver National Historic Site	Red Cross Building at Fort Vancouver
10:00am	Coffee break , sponsored by Archaeological Investigations Northwest, Inc.	Prefunction
10:30am	CLOSING PLENARY , Ben Muldrow	Heritage AB
12:00pm	Conference adjourns	