



2018 MAIN STREET NOW

KC WELCOME COCKTAIL RECEPTION

Join us on Sunday from 4 pm-6 pm in the beautiful, historic Union Station to catch up with old friends. Take the free Streetcar from the hotel to Union Station if you like and meet for a casual gathering of drinks and visiting. Visit the Model Train Exhibit, Science City or download the Living History app to view Union Station's newest permanent digital exhibit, which shares some of the most memorable stories of the past 100 years. You will marvel at the magnificent architecture and splendor of Union Station Kansas City! Receive a Dine KC Guide and make plans with your colleagues, or brand-new friends, for dinner afterwards at one of the many great restaurants in Kansas City. There is no ticket price, but we do need your RSVP for planning purposes. Welcome to Kansas City!

BIG BASH

Get ready for the Greatest Big Bash Event ever in Downtown Lee's Summit! Your ticket entitles you to a \$25 gift card to be spent in downtown Lee's Summit on the evening of the Big Bash. What better way to end a great conference than by celebrating the awesome power of Main Street and experience firsthand a Great American Main Street community! We're taking the Big Bash to the streets of Downtown Lee's Summit and you won't want to miss this experience. Shops and restaurants will be open late and we'd love for you to get to know the heart of our community and see how we've transformed from 19 vacant storefronts in 1989 to the vibrant home of 100+ businesses. Buses start departing from west side of the hotel starting at 5:00 and will shuttle back until 10:00 p.m.

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

KANSAS CITY, MO // MARCH 26-28, 2018

KEYNOTE SPEAKERS

OPENING PLENARY AND RECEPTION

The 2018 Opening Plenary and Reception will be held at the Arvest Bank Theatre at the Midland located in the Power & Light District in downtown Kansas City.



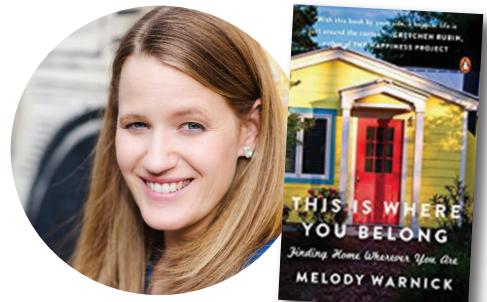
This year's keynote address will be provided by **Gil Penalosa**, founder and chair of the internationally recognized Canadian non-profit organization "8 80 Cities." Gil Penalosa is passionate about cities for all people. He believes in a simple but powerful philosophy; if you create a great city for an 8 year old and an 80 year old, you will create a successful city for all people.



Also at Arvest Bank Theatre at the Midland, enjoy food and drink at the Opening Reception immediately following the Opening Plenary. Attendees will walk to Arvest Bank Theatre at the Midland.

MONDAY MORNING KICK-OFF GENERAL SESSION

The first session on Monday morning will be a General Session featuring **Melody Warnick**, author of "This Is Where You Belong: Finding Home Wherever You Are," which was published in 2016. "This Is Where You Belong" explores the science behind the groundbreaking concept of place attachment and leads longtime residents and newcomers alike to commit to a more passionate relationship with their community.



CLOSING PLENARY

The final session of the 2018 Main Street Now Conference will be the Closing Plenary featuring HGTV's "Home Town" producer and developer, **Jim Rasberry**. Jim and his crew will tell you how his hometown Main Street program created an atmosphere to instill preservation, promotion, and economic development efforts community wide. He gives credit to Main Street and its dynamic to helping him and his friends spread the Main Street Philosophy.



Jim and his wife Mallorie Rasberry, also own Rasberry Financial Services, an independent investment firm, and the Laurel Mercantile Co., a retail store in downtown Laurel, MS. Both are very involved with the downtown revitalization efforts and economic development in their hometown.

