

# REVITALIZE WA

## WENATCHEE • OCTOBER 19-21, 2022

WEDNESDAY, OCTOBER 19

8:30 AM - 4:00 PM | REGISTRATION

📍 *Wenatchee Chamber of Commerce*

11:00 AM - 12:00 PM | SESSION BLOCK A

- **Main Street 101: The Approach and How to Work It**

The Main Street Approach has been used in thousands of towns—large and small—across the nation in its 40+ year history. The Approach is simple and flexible... and it works. This session will share a brief history of the Main Street movement and its guiding principles; explain the foundational Four Points of Economic Vitality, Design, Outreach, and Promotion; and walk you through organizational best practices to leverage the Approach and your local community's downtown assets. Whether your passion is preservation, small business development, community organizing, or anything in between, we encourage you to join us to learn more about how the Main Street Approach can bring neighbors together to foster more vital and resilient downtown districts.

- Breanne Durham, Washington Trust for Historic Preservation  
- Luke Hollowell, Washington Trust for Historic Preservation  
- Lydia Felty, Washington Trust for Historic Preservation  
- Jonelle McCoy, Washington Trust for Historic Preservation

- **Assessment Districts 101: What, Why, and How**

Washington State law allows for both property and business assessment districts, which can be a mighty resource for Main Street organizations. In this session, you will hear from Main Street managers and consultants about the process to form a Business Improvement District/Area, potential purposes, and how they are managed. Learn about successes, potential pitfalls, and the dynamics of using this funding source as a Main Street organization.

BDS Planning will provide an overview of assessment districts, followed by a moderated discussion with several Main Street managers.

- Liz Stenning, Downtown Everett Association  
- Todd Cutts, Olympia Downtown Alliance  
- Andrew Holt, Downtown Association of Yakima  
- Brian Scott, BDS Planning

- **Preservation 101: Preservation for People**

No, it is not your imagination. Even preservationists know that historic preservation can be confusing and seem overly complicated or fussy to most people! This session will bring preservation down to scale. We will work to demystify what it actually is and try to dispel some of the more negative connotations associated with the field. We will focus on how to talk to property and business owners about preservation, and its many incentives, in everyday terms that people can actually understand.

- Michelle Thompson, Dept. of Archaeology and Historic Preservation

12:00 PM - 1:30 PM | LUNCH

- **Lunch & Learn: Executive Director Round Table**

📍 *Pybus Public Market Special Event Room*

Grab lunch in the Pybus Public Market and bring it back to the Special Events Room for a Lunch & Learn with fellow executive directors.

1:30 PM - 2:30 PM | SESSION BLOCK B

- **Leading Through Change**

Main Street organizations have worked hard to serve communities through the pandemic. You have operated through shutdowns, health mandates, economic uncertainty, and racial reckonings. Yet it is hard to sustain this level of work over time, particularly when you are being asked to do more with the same level of resources.

In this interactive session, we will create space for you to explore two levels of change. First, we will look at organizational change and how we define the work in 2022. We'll talk about how leaders can center purpose to increase impact without adding resources. You'll have a chance to connect with colleagues on how to manage change over time.

For a situation to change, however, people must start acting differently. How do you create the circumstances in which behavior change can happen? We will explore the research behind how people change and what you can do to remove barriers to change within yourself, your organization, or community.

- Nancy Bacon, Nancy Bacon Consulting LLC

Find more information & register for the conference at: [preservewa.org/revitalizewa](https://preservewa.org/revitalizewa)

## WEDNESDAY, OCTOBER 19 (CONT.)

- **A New Way to Pay for Preservation: C-PACER Financing**  
Did you know Washington State is the latest of many states to adopt C-PACER financing as a means to support improvements to existing buildings, including historic structures? C-PACER allows property owners to access financing for qualifying seismic retrofits, energy efficiency, renewable energy, water conservation, and resiliency improvements for their buildings. As enabling legislation (2021), it still requires local adoption at the county level. To date, only a handful of counties have implemented programs allowing building owners to utilize C-PACER financing. For owners of historic buildings looking for ways to make improvements in energy efficiency and resiliency (seismic!), C-PACER financing may be the tool to get you over the hump. The Washington Trust for Historic Preservation will be holding a workshop on C-PACER financing to help familiarize people with this tool and consider ways to advocate for local adoption in your respective communities.

- Huy Pham, Washington Trust for Historic Preservation  
- Richard Martinez, Kitsap Bank  
- Banu Erdim, Kitsap Bank  
- John MacLean, Energy Efficiency Finance Corporation

- **Main Street and CLG: Natural Allies**  
Many of Washington's Main Street Communities and Affiliates are home to municipalities that also have a Certified Local Government Program or CLG. In many ways, Main Street and CLGs share common goals and are natural allies. To help clarify why this is, this session will give Main Street an overview of the CLG Program, what it is, why it exists, and how it works. We will focus specifically on the ways Main Streets and CLGs might work together toward mutual and community-wide benefit.

- Michelle Thompson, Dept. of Archaeology and Historic Preservation

### 1:30 PM - 4:00 PM | FIELD SESSIONS

- **Replacing Pigeons with People: Creative Solutions for Adaptive Reuse**  
Join us for an insider's look at some of Wenatchee's most interesting, challenging, and creative adaptive reuse projects. We'll visit sites like the MidTown and Metropolitan buildings to explore the variety of paths large renovations can take, discussing the pros and cons of different approaches. Discover lessons learned from projects that have transformed boiler rooms into wine tasting studios, furniture sales rooms into professional offices, and spaces empty for decades into thriving company headquarters and housing.

- Rory Turner, Tamarack Consulting Services, LLC

- **The Pybus Story: Building Community through a Public Market**

In 2010, private philanthropists came together with the Port of Chelan and the federal government to renovate an aging steel warehouse near the Columbia River. Today, Pybus Public Market is a bustling community center, home to numerous independent merchants, an educational demo kitchen, event spaces, and a local farmers market. Through a panel discussion and small-group tours of the market, we'll explore the story of Pybus and discuss lessons learned. Participants will then have a chance to purchase lunch from one of Pybus' many vendors before reconvening for roundtable discussions about how we can activate the concept of a public market to create community in our own towns and cities.

### 2:30 PM - 3:00 PM | BREAK

### 3:00 PM - 4:00 PM | SESSION BLOCK C

- **Leveraging Nonprofits to Build Sustainable Communities**

The nonprofit sector is a critical part of any local economy and plays an integral role in building sustainable communities. In this session, we will do a deep dive into the nonprofit sector and how the work of these organizations can be further leveraged to sustain Main Streets and local communities throughout Washington. Nonprofit organizations hold a wealth of knowledge as they are working hard to address a variety of needs that exists within their community. They understand the gaps in resources and challenges that limit solutions within their specific industry and area of focus. We will discover how you can utilize this knowledge to build collaborative solutions and partnerships among varying sectors that will benefit the community at large and create a path to sustainability.

- Kari Anderson, Incite! Consulting

- **GIS and Historic Preservation: The Basics**

GIS (Geographic Information System) is a powerful computer system designed to capture, store, and analyze data based on geography. It is also a highly effective tool for making place-based information accessible and engaging to anyone with a smart phone. The good news is that you don't need to be an IT expert or buy expensive software to create engaging map-based content. There are many things local volunteers can do with a free ESRI ArcGIS Online account and a little time and effort. Come learn the capabilities of basic GIS applications and how you may be able to make them work for your community.

- Kim Gant, Dept. of Archaeology and Historic Preservation

### 4:00 PM - 4:30 PM | BREAK

## WEDNESDAY, OCTOBER 19 (CONT.)

### 4:30 PM – 6:00 PM | OPENING PLENARY & KEYNOTE ADDRESS

📍 *Numerica Performing Arts Center*

- **Let's Build Wealth with Jaebadiah Gardner**

Whether we are discussing preservation or new development in real estate, a key factor in this work is ownership and access to ownership. Jaebadiah S. Gardner is an African-American, Mexican-American businessman, multi-family real estate developer, author, and founder and CEO of GardnerGlobal, Inc., a privately held holding company focused on building wealth through investments, partnerships and community. In this keynote address, Gardner will explore examples of community ownership models and attempt to rewire our thinking around creating accessible, sustainable real estate projects that provide opportunities for individuals from their communities to participate in building wealth.

### 6:00 PM | GROUP PHOTO

📍 *Convention Center Plaza*

Immediately following the opening plenary, all attendees will be invited to convene (while en route to the reception) for a group photo to commemorate our annual RevitalizeWA conference.

### 6:30 PM – 7:30 PM | OPENING RECEPTION

📍 *The Mercantile*

You work hard to save the places that matter to the people of the Pacific Northwest, and the Washington Trust for Historic Preservation wants to say thank you! Meet friends and colleagues for craft beverages and light hors d'oeuvres while enjoying one of Wenatchee's brightest new examples of adaptive reuse—The Mercantile, a stunning coworking space in the heart of downtown.

### 7:30 PM – 9:30 PM | PARTY ON THE PLAZA AFTER PARTY

📍 *Convention Center Plaza*

Live music and food trucks

## THURSDAY, OCTOBER 20

### 7:30 AM – 8:30 AM | COFFEE'S ON!

**New!** We know that one of the best things about a conference is the opportunity to meet people with similar experiences or contexts as your own. Coffee's On! is a new networking opportunity that provides a venue and light facilitation for specific segments of conference-goers. Each meet-up includes an optional conversation topic. It's simple—show up, grab a cup o' joe, and use the conversation cards (or don't!) to get to know the folks around you.

- **One Million Cups with Linda Haglund, Stacy Luckensmeyer, and Rosa Pulido**

Do you want an easy way to connect to new business owners in your downtown and community? Join us for coffee chat about our experience with "One Million Cups." This program is sponsored and supported by the Kauffman Foundation. You will be able to chat with the ones leading this effort here as well as a couple of presenters and how it helped them in their entrepreneur journey.

### 7:30 AM – 8:30 AM | FIELD SESSION

- **Morning Yoga**

📍 *Yogi Grind*

Join fellow conference attendees in gentle movement through a guided yoga session at Yogi Grind, a boutique yoga studio, plant studio, and coffee shop. No previous experience with yoga is necessary to participate: this Gentle Vinyasa class is perfect for everyone from newbies to experts. Mat rental and a 12-oz wellness drink after class are included in the class fee.

### 8:30 AM – 4:00 PM | REGISTRATION

📍 *Wenatchee Chamber of Commerce*

### 9:30 AM – 10:30 AM | SESSION BLOCK D

- **American Rescue Plan Unwrapped**

The American Rescue Plan Act (ARPA) was passed in 2021 with historic levels of funding for state and local municipalities. With this perceived "windfall" of new resources, cities and counties were flooded with requests for funds before the rules around spending the funds were finalized in early 2022. As with many of their peers in local office, the mayors of Wenatchee and East Wenatchee found ways to navigate the process and balance local priorities. Learn more about how ARPA funding is being deployed to meet a variety of community needs, as well as insight into the balancing act that is civic leadership.

- Frank Kuntz, City of Wenatchee

- Jerrilea Crawford, City of East Wenatchee

- Linda Hagland, Wenatchee Downtown Association

## THURSDAY, OCTOBER 20 (CONT.)

### • **Equity in Preservation**

Preservation is on the cusp of experiencing a transformation. There have been abundant calls for better equity, inclusion, and representation throughout the country. Many initiatives and calls to action have originated from right here in Washington State, and conversations have been taking place at every scale from one-on-one coffee talks to national efforts led by passionate leaders who seek to evolve. Preservation must maintain relevancy as a philosophy that is foundational to enhancing local economies, sense of place, soul, and identity. And we must take action to ensure we are telling the full story of our collective history and to make preservation work.

Please join us for this engaging panel discussion. Be part of the conversation and action to transform preservation for the present and the future so we can all best serve our respective communities.

- Nick Vann, Dept. of Archaeology and Historic Preservation
- Dana Phelan, 4Culture
- Emily Lawsin, 4Culture
- Manish Chalana, University of Washington

### • **At Home on Main Street: Making Housing Happen in Washington State**

In 2022, Main Street America spearheaded a national study on the current state of housing on Main Street, the barriers to bettering the housing circumstances of downtowns and neighborhood commercial districts, and some promising paths forward for overcoming those hurdles. This session will put the topic of housing in Washington's Main Streets in the context of the national Main Street network and will include facilitated discussion about how Washington's Main Street programs can most effectively engage housing development.

- Mike Powe, Main Street America

### • **Pioneer Square: Public Space, Pandemics, and Preservation**

The land of Seattle's Pioneer Square has reinvented itself countless times. From the Coast Salish village Djijila'letc to a Gold Rush boomtown to the City's first historic district, it is a place deeply layered with multiple histories. Those changes continue apace as the City's conversion of Alaskan Way to a waterfront promenade; the COVID pandemic; new transit, streetscape, and open space investments; and an important community-wide conversation about racial and socio-economic justice issues have reinvigorated the district's business, social service, preservation, and residential community's commitment to place. Learn how Pioneer Square's public realm is evolving and adapting to meet these opportunities by reflecting a more inclusive history, working in partnership with City and County agencies, NGOs, and positioning the

historic district for the next century of change.

- Brice Maryman, MxM Landscape Architecture LLC
- Lisa Howard, Alliance for Pioneer Square

10:30 AM - 11:00 AM | BREAK

11:00 AM - 12:00 PM | SESSION BLOCK E

### • **Strong and Steady Boards**

Is your board ready to deal effectively with its next big challenge, whatever that might be? Strong and steady boards lead to sustained and successful revitalization. Come learn about steps you can take to build board resilience, develop succession plans for key staff and volunteers, and be ready for whatever changes might come your way.

- Steven Hoffman, Southeast Missouri State University

### • **Getting Started with LGBTQ Historic Preservation**

Preserving the LGBTQ past is an essential part of creating a full picture of a community's history, but it can be difficult to know where to start with these efforts. This panel will approach LGBTQ historic preservation from a range of perspectives, to give audience members a better sense of the options available. Port Townsend-based public history consultant Susan Ferentinos will discuss resources and issues to be aware of when working in formal preservation avenues. Manish Chalana, associate professor of urban design and planning at University of Washington, will discuss issues facing LGBTQ enclaves and reflect on his work creating a conservation district for Seattle's Pine-Pike neighborhood. Finally, Kolby LaBree, owner of Bellinghistory Tours with the Good Time Girls in Bellingham, will situate LGBTQ history within wider efforts to bring heritage tourism and a sense of place to smaller cities and towns.

- Susan Ferentinos, Public History Researcher, Writer, & Consultant
- Manish Chalana, University of Washington
- Kolby LaBree, Bellinghistory Tours with the Good Time Girls

### • **Your Community as Investors**

Keynote speaker Jaebadiah Gardner dives into the tactical aspects of building community wealth through sourcing local investors. Calling upon his experience as Managing Partner of Onpoint Real Estate Services, Gardner will share details from lease-to-purchase models, the formation of real estate funds, and keys to opening doors for non-accredited investors. Learn about who needs to be at the table (hint: a lawyer, a fund manager, and a broker walk into a bar) in order to work creatively within the existing real estate system. Find inspiration, confidence, and practical guidance about your community's options for building wealth.

- Jaebadiah Gardner, GardnerGlobal, Inc.

## THURSDAY, OCTOBER 20 (CONT.)

- **Let's Say Yes to More Housing in the Historic Cores of our Communities**

Our older core areas include examples of the housing referred to as the “missing middle.” and provide models for how additional housing can be added to those areas and historic residential areas. This session prompts attendees to look for this housing in their communities and expand their notions of what can be compatible in new construction. It will also explain some of the housing terms being used, touch on why we have a housing shortage, and note some of the common strands of the conversations about housing and historic places. This session promotes the notion that: Let's get ready to say yes to more housing.

- Betsy Bradley, National Alliance of Preservation Commissions

### 12:00 PM - 1:30 PM | LUNCH

- **Lunch & Learn: Board Round Table**

📍 *Pybus Public Market Special Event Room*

Grab lunch in the Pybus Public Market and bring it back to the Special Events Room for a Lunch & Learn with fellow board members. Conversation hosted by Steven Hoffman, Southeast Missouri State University.

### 1:30 PM - 2:30 PM | SESSION BLOCK F

- **Visionary Leadership: Charting the Future of Your Community**

What does it mean to be proactive stewards of our historic assets? How to bring people together, how to identify your leaders, and engage stakeholders to take control of their own future? Wenatchee is experiencing a construction and renovation boom that is estimated to exceed \$300 million within 3 to 5 years...all in a condensed, 8-block area of downtown. Join us to see how a small group of civic leaders collaborated with the City to optimize this opportunity to “Re-Imagine Downtown Wenatchee.”

- Rory Turner, Tamarack Consulting Services, LLC

- **Wenatchi Wear: Design with Purpose**

Wenatchi Wear is a local small business featuring local Indigenous authentic threads designed with a purpose, creating awareness and empowering Indigenous Peoples. We are passionate about preserving Native American history & culture in North Central Washington and are able to accomplish this through a contemporary creative process, while reaching a broader range of people through wearable art.

- Mary Big Bull-Lewis, Wenatchi Wear

- **How to Keep the Main Thing the MAIN Thing**

“Seasoned” Main Street directors from four communities in Washington will engage in an open and honest (and, of course, fun!) conversation about mission creep and how to focus your organization's time and energy. The discussion will include both the mistakes and successes these directors have experienced along the way, with an eye toward supporting newer Main Street leaders and volunteers faced with infinite possibilities and finite time and resources.

- Linda Haglund, Wenatchee Downtown Association  
- Mary DesMarais, Gig Harbor Downtown Waterfront Alliance  
- Carrie Schulstadt, Downtown Camas Association  
- Andrew Holt, Downtown Association of Yakima

- **Options and Ideas for Your Occupied Historic Renovation**

When faced with the challenge of renovating a historic, and sometimes occupied, building, what do you do? Do you renovate the building full of commercial tenants or residents, or do you move them out? You may not be able to move tenants or residents if there is no place (or budget!) to temporarily relocate them or if rental income is necessary to fund the project.

What are some other options? Can you phase the work one floor at time? Can you phase the work one space at time? For example: can you close a portion of shipping and receiving department, build out a new space, and return to the renovated space when complete, all the while keeping the factory running?

- Ryan Meno, Rafn Company  
- Patrick Quinn, Rafn Company

### 2:30 PM - 3:00 PM | BREAK

## THURSDAY, OCTOBER 20 (CONT.)

### 3:00 PM - 4:00 PM | SESSION BLOCK G

- **Backing Small: Equitable Systems For Local Businesses**

Backing Small NCW takes a grassroots approach to building capacity and eliminating barriers to equitable economic opportunity with a vision for thriving downtowns and vibrant Main Streets in small, rural communities.

Through our Backing Small NCW Program, we have shifted towards mutually beneficial collaborations across our private/public and nonprivate sectors with a mission to build equitable systems for local businesses and communities that create a vibrant, inclusive, and sustainable economy by strengthening, supporting, and celebrating entrepreneurship, rural community development, racial equity, and food access.

This approach will allow us to work within the communities to identify a tailor-made strategy designed to be resilient to changing circumstances, intentionally inclusive about who is at the decision-making table and who benefits from the development, while setting communities on a course to create broad-based shared economic prosperity.

- Alyce Brown, North Central Washington Economic Development District
- Matthew Pleasants, Colville Confederated Tribes
- Jennifer Gregory, Downtown Strategies
- Brooklyn Holton, Cascade Community Markets
- Craig Larsen, Chelan-Douglas Regional Port Authority

- **Place Making & Natural Systems**

The session will explore case studies for storytelling that focuses on natural systems, cultural identity, and human ecology impacts based on the built environment and land use over time. Site Story will review a number of recent projects from parks to farmers markets, alongside interpretive education that celebrates growing vibrant communities and placemaking that links environmental and cultural sustainability. The work is based on the philosophy of human ecology, a fundamental belief that human beings are part of nature rather than separate from nature.

The team will review the power of engagement and storytelling to help communities understand their current narrative and envision the story they'd like to shape. The heart of each of their projects begins with a story which is used to create plans and foster ideas necessary to realize a new vision.

- Ellen Southard, Site Story
- Marin Bjork, Site Story

### 4:00 PM - 6:00 PM | BREAK

### 3:00 PM - 5:30 PM | FIELD SESSIONS

- **Biking the Apple Capital Loop Trail**

Get moving and learn more about fostering year-round recreational viability with an afternoon bike tour of the Apple Capital Loop Trail! Opened in 1994 along the shoreline of the Columbia River, this 11-mile loop has become a major transportation corridor for commuters as well as recreational destination for cyclists, walkers, joggers, skaters, snowshoers, and cross-country skiers. We'll bike the mostly-flat 11-mile loop at an easy pace, with stops along the way to discuss the development of the trail and challenges of fostering recreation options in our own communities. Cost of the tour includes bike and helmet rental from local outfitter Arlberg Sports.

- **Adaptive Reuse of Wenatchee's Fruit Processing District**

The Wells and Wade/Lineage Logistics buildings were once at the heart of a thriving fruit processing district centered around the railroad line in downtown Wenatchee. Largely unoccupied after the fruit industry shifted to truck freight and sought closer proximity to regional highways, the city block sized complex of six buildings was purchased by the county's Port Authority in 2019. Setting out to find a new life for the site, the Port engaged a team of designers and economic analysis experts to study the existing structures and develop a plan for their reuse. The resulting feasibility study will help chart the future of these unique structures, providing a plan to bring them back to useful economic life while preserving their architectural and urban character. Join the Chelan Douglas Regional Port Authority and Graham Baba Architects as we discuss this case study and provide lessons that can be applied to similar properties around the state. A site tour will follow the presentation.

- **Downtown Brewery & Cider Walk | Downtown Wine Walk**

Beer, cider, and wine businesses are increasingly important members of downtown communities throughout Washington. How can we best connect the dots with these brewers and winemakers in our downtowns? In this interactive field session, we'll discuss what has worked and what hasn't in Wenatchee, exploring developments like Brewers Row, the Chamber of Commerce Tasting Room, and numerous downtown wine tasting rooms—and how these all tie in with existing businesses, restaurants, and bars. After a group discussion at the Chamber of Commerce Tasting Room, we'll split into groups to visit some of Wenatchee's beer and wine businesses, sampling craft brews and local wines while hearing from the business owners, brew masters, and tasting room staff. Registration cost includes a souvenir glass and tastings.

### 5:30 PM - 6:00 PM | BREAK

## THURSDAY, OCTOBER 20 (CONT.)

### 6:00 PM – 8:00 PM | EXCELLENCE ON MAIN AWARDS RECEPTION

📍 *Pybus Public Market*

Exceptional entrepreneurs, organizers, and preservationists from communities across the state will be celebrated at Washington Main Street's annual Excellence on Main Awards reception. The evening will include live music and a "Taste of Pybus" sampling of craft beverages and hors d'oeuvres from each of the small businesses that make their home here at Pybus Public Market.

## FRIDAY, OCTOBER 21

### 7:30 AM – 8:30 AM | COFFEE'S ON!

**New!** We know that one of the best things about a conference is the opportunity to meet people with similar experiences or contexts as your own. Coffee's On! is a new networking opportunity that provides a venue and light facilitation for specific segments of conference-goers. Each meet-up includes an optional conversation topic. It's simple—show up, grab a cup o' joe, and use the conversation cards (or don't!) to get to know the folks around you.

### 7:30 AM – 8:30 AM | FIELD SESSION

- **Morning Yoga**

📍 *iLa Yoga*

Close out the conference with positive intentions and gentle movement through a guided yoga session at iLa Yoga Studio, one of Wenatchee's thriving downtown small businesses. Owner Bridget Shae will provide a short welcome and intentional offering to participants, focusing on community and what it means to be part of the heart of a downtown. No previous experience with yoga is necessary to participate: this Gentle Vinyasa class is perfect for everyone from newbies to experts. Mat rental is included in session cost.

### 8:30 AM – 11:00 AM | REGISTRATION

📍 *Wenatchee Chamber of Commerce*

### 9:30 AM – 10:30 AM | SESSION BLOCK H

- **State of Small Business**

Small businesses have been through the ringer over the last several years. Between closures and phased reopening plans, safety regulations and pivots, supply chain and labor shortages, and now inflation and an uncertain economy—small businesses have been forced to adapt time and time again. So where are they now? What types of businesses are thriving, and which sectors are still struggling? And how can community

organizations support and advocate for them? In this discussion you'll hear both the statewide perspective—including an overview of SBDC's recent Washington State Small Business Needs Assessment—as well as the direct experience of small business owners located in the Wenatchee valley.

- **Taking Ownership (Literally) of Your Downtown**

In rural, eastern Washington, Affiliate Main Street member LaCrosse Community Pride has adopted a unique model of property ownership that has been critical in keeping affordable housing and vital services available to the community. LaCrosse (pop. 310) is located on the western edge of Whitman County flanked by rolling hills of wheat and the channeled scablands carved out by Ice Age floods. Come learn how they've made this model work and how they survived through COVID!

- Leslie Druffel, LaCrosse Community Pride Board Member  
- Sarah Kane, LaCrosse Community Pride Executive Director

- **Catalyzing Social Change Through Real Estate**

Two case studies—one from Wenatchee and the other from Spokane—provide inspiration and blueprints for mission-driven, community-based adaptive reuse. Spokane's Community Building launched in 2000 with a vision of hosting and catalyzing social change. 20 years later, this six-building social purpose real estate endeavor has evolved into an interdisciplinary ecosystem and genuine neighborhood. Recently, Wenatchee entrepreneurs created a coworking, meeting, and events space, bringing people out of their homes and into downtown. Hear this team's approach to a multi-phase adaptive reuse project preserving contributing architecture, reimagining removed and altered components, upgrading critical building systems, and partnering with the PUD on energy efficiency.

- Summer Hess, Measure Meant  
- Heather Ostenson, Hub & Spoke Holdings / Mercantile

- **So You've Revitalized. Now What?**

After almost 40 years of revitalization work, Downtown Walla Walla is, well, vitalized. Does this mean our work is done? Not in the slightest. In this session, Main Street staff will share what comes next after the first phase of revitalization work is done. Topics covered will include maintenance of the work that has been done, partnerships that prepare us for success, and a vision of what the next 10 years look like.

- Kathryn Witherington, Downtown Walla Walla Foundation

### 10:30 AM – 11:00 AM | BREAK

### 11:00 AM – 12:30 PM | CLOSING CELEBRATION & PLENARY