

PLACES

GIG HARBOR • OCTOBER 8-10, 2025

SMALL BUSINESSES, BIG IMPACTS KATHERINE'S ITINERARY



KATHERINE RAZ

SHOP OWNER
THE FERNSEED

As a shop owner and organizer, my focus is on community collaboration and building Main Streets where storefront businesses can thrive.

I'm interested in sessions that explore equitable economic development, long-term stability for shop owners, and the practical tools entrepreneurs need to ensure their businesses—and their districts—endure.

Itineraries are focused on classroom sessions and mobile tours. You'll also be able to catch itinerary writers at conference-wide events and special events throughout the week!

Please note: Mobile tours (denoted with 🚌) are separately ticketed—be sure to purchase tickets at registration if you'd like to join!

WEDNESDAY, OCTOBER 8

1:30-2:30 PM | INTRODUCTION TO THE WASHINGTON TRUST FOR HISTORIC PRESERVATION'S PROGRAMS

Gig Harbor Church of the Nazarene - Sanctuary

3:00-4:00 PM | BELONGING BAROMETER PILOT: A CASE STUDY IN MEASURING BELONGING ON MAIN STREET

Gig Harbor Church of the Nazarene - Sanctuary

THURSDAY, OCTOBER 9

OPTION 1

9:00 AM-12:00 PM | HOP ON/HOP OFF TACOMA T LINE TOUR 🚌

Meet at Hop Pharm

11:30 AM-1:30 PM | LUNCH

You'll catch me at El Pueblito during our lunch break today!

1:30-2:30 PM | BRIGHT IDEAS + DIY FOOT TRAFFIC TRACKING

Gig Harbor Church of the Nazarene - Sanctuary

3:30-4:30 PM | BEYOND BUILDINGS: WHY HISTORIC CONTEXTS ARE ESSENTIAL TO INCLUSIVE PRESERVATION

The Club @ the Boatyard (Gig Harbor Marina & Boatyard)

5:00-6:00 PM | SPOKANE AND TACOMA NEIGHBORHOOD BUSINESS DISTRICTS GATHERING

7 Seas Brewing Taproom (2101 Jefferson Avenue, Tacoma)

Spokane and Tacoma neighborhood business district representatives, come unwind and connect with your counterparts at a no-host happy hour!

OPTION 2

10:30-11:30 AM | SOCIAL MEDIA STRATEGIES FOR PLACE-BASED ORGANIZATIONS + NAVIGATING ENTREPRENEUR CHALLENGES & OPPORTUNITIES

The Club @ the Boatyard (Gig Harbor Marina & Boatyard)

FRIDAY, OCTOBER 10

9:00-10:00 AM | CHAMPIONING OWNER-OCCUPIED STOREFRONTS TO ENHANCE MAIN STREET RESILIENCE

Gig Harbor Church of the Nazarene - Fellowship Hall

10:30-11:30 AM | STRONGER TOGETHER: BUILDING AND SUSTAINING LOCAL PARTNERSHIPS FOR MAIN STREET SUCCESS

Gig Harbor Church of the Nazarene - Sanctuary

11:30 AM-1:30 PM | LUNCH

You'll catch me at B's Bagels & Butters during our lunch break today!