PLACES

ELLENSBURG

OCTOBER 6-8, 2026



WASHINGTON STATE MAIN STREET PROGRAM

WASHINGTON TRUST FOR HISTORIC PRESERVATION

dahp DEPT OF ARCHAEOLOGY & HISTORIC PRESERVATION

EDA ELLENSBURG DOWNTOWN ASSOCIATION

SCHEDULE AT A GLANCE

TUESDAY, OCTOBER 6

9:00 AM-4:00 PM	REGISTRATION + CHECK-IN		*Ellensburg Downtown Association (EDA) Office*
10:00 AM-12:30 PM	MOBILE TOUR BLOCK 1		
	MT1.	From Walls to Welcome: Designing Walks, Talks, and Tours Through Community Storytelling	*Meet at The INK*
	MT2.	Liberty: A Living Ghost Town	*Meet at the EDA Office*
	MT3.	Explore Ellensburg's Mid-Century Modern Gems	*Meet at the EDA Office*
	MT4.	Tracing Downtown Ellensburg from Ashes to Identity	*Meet at the Kittitas County Historical Museum*
1:00-1:45 PM	STATE HISTORIC PRESERVATION OFFICE AWARDS DOORS OPEN AT 12:45 PM; PROGRAM STARTS AT 1:00 PM		*Liberty Bible Church*
1:45-2:00 PM	BREAK		*Liberty Bible Church*
2:00-3:30 PM	OPENING PLENARY + KEYNOTE ADDRESS DOORS OPEN AT 1:45 PM; PROGRAM STARTS AT 2:00 PM		*Liberty Bible Church*
4:00-6:00 PM	WELCOME BLOCK PARTY		*Unity Park*

WEDNESDAY, OCTOBER 7

8:00 AM-2:00 PM	REGISTRATION + CHECK-IN		*EDA Office*
9:00-10:00 AM	SESSION BLOCK A		
	A1.	More Than a Logo: Defining Place Identity Across Central Washington	*IOOF Lodge*
	A2.	Strategies for Building Effective Partnerships with Tribal Nations	*Kittitas County Historical Museum*
	A3.	The Architecture of Downtown: Ellensburg Edition	*The INK*
	A4.	Main Street 101	*Elks Grand Ballroom, Hotel Windrow*
9:00-11:30 AM	MOBILE TOUR BLOCK 2		
	MT5.	Tax Credits in Action: Adaptive Reuse in Downtown Ellensburg	*Meet at the EDA Office*
	MT6.	Stop-Worthy, Shop-Worthy: What Makes a Magical Main Street Business?	*Meet at the Yakima Room, Hotel Windrow*
	MT7.	Rooting Roslyn in Culture and Community [9:00 AM-1:00 PM]	*Meet at the EDA Office*
10:30-11:30 AM	SESSION BLOCK B		
	B1.	Throughlines: Turning Shared Values Into Shared Action	*The INK*
	B2.	A Historic Lodge as a Third Place: Partnership, Belonging, and Community Care in Ellensburg	*IOOF Lodge*

| *See icon legend on page 7.* *For venue addresses and a map, see pages 30-31.*

WEDNESDAY, OCTOBER 7

	B3.	Unlocking the Plaza: Turning Underutilized Space Into Community Assets	*Elks Grand Ballroom, Hotel Windrow*
	B4.1.	Bridging the Town/Gown Divide	*Kittitas County Historical Museum*
	B4.2.	Youth Heritage Project: Preparing the Next Generation in Ellensburg	
11:30 AM-1:30 PM	LUNCH ON YOUR OWN		*Downtown Ellensburg*
1:30-2:30 PM	SESSION BLOCK C		
	C1.	Preservation Under Threat: State and Federal Policy and Legislative Changes and Their Impact on Historic Preservation	*Liberty Bible Church*
	C2.	Finding Housing in Plain Sight: Using Main Street Data to Unlock Upper Floors and Revitalize Downtowns	*Elks Grand Ballroom, Hotel Windrow*
	C3.1.	Big Moment, Bold Wayfinding: Physical & Digital Done Right	*IOOF Lodge*
	C3.2.	Growing Together: A Community Vision for Public Space	
	C4.1.	Introducing the Tribal Guide to Maritime Washington	*The INK*
	C4.2.	Introducing the Adaptation of Historic Properties to Flooding Resource Guide	
1:30-4:30 PM	MOBILE TOUR BLOCK 3		
	MT8.	Stepping Inside the Turbine: Wild Horse Wind and Solar Facility Tour	*Meet at the EDA Office*
	MT9.	Knowledge Keepers: The Preservation of Indigenous Technologies and Culture	*Meet at the Kittitas County Historical Museum*
3:00-4:00 PM	SESSION D		
	D1.	When Public Hearings and Open Houses Don't Work: Engagement Tools for Deep Community Divisions	*The INK*
	D2.	What Is...Historic Preservation?	*Liberty Bible Church*
	D3.	The Lodge at St. Edward State Park: A Public-Private Partnership Success	*IOOF Lodge*
	D4.	Shared Leadership for Stronger Main Streets: Aligning Boards and Executive Directors [3:00-4:30 PM]	*Elks Grand Ballroom, Hotel Windrow*
4:00-8:00 PM	TIME TO NETWORK AND EXPLORE		*Downtown Ellensburg*
4:00-6:30 PM	NETWORKING EVENTS		
	Meet-Up at the Museum		*Clymer Museum of Art*
	Happy Hour with Proxi		*Night Owl*
	Happy Hour with Your State Advocacy Organization, Inspire Washington		*Gallery One*

THURSDAY, OCTOBER 8

8:00 AM-2:00 PM	REGISTRATION + CHECK-IN		*EDA Office*
9:00-10:00 AM	SESSION BLOCK E		
	E1.	When Codes Meet Character: Technical Solutions for Adaptive Reuse	*Liberty Bible Church*
	E2.	Boots On the Ground: The Power of Grassroots Social Media Marketing	*The INK*
	E3.	The Business of a Better Downtown: Simplifying Economic Development	*Elks Grand Ballroom, Hotel Windrow*
	E4.1.	Cultural Advocacy in Washington: Building Power for Arts, Heritage, and Science	*Kittitas County Historical Museum*
	E4.2.	From Bare Bones to Sustainable: How a Small Nonprofit Added Health Benefits	
9:00-11:30 AM	MOBILE TOUR BLOCK 4		
	MT10.	Ellensburg Through a Main Street Lens	*Meet at the EDA Office*
	MT11.	The Art of Observing Main Street	*Meet at the EDA Office*
	MT12.	If These Haylofts Could Talk: A Heritage Barn Tour [9:00 AM-12:00 PM]	*Meet at the EDA Office*
10:30-11:30 AM	SESSION BLOCK F		
	F1.	Past Futures: Exploring the Role of AI in Historic Preservation	*Liberty Bible Church*
	F2.	Public Art as Placemaking: How Murals Revitalize Downtowns and Strengthen Local Economies	*The INK*
	F3.	Save These Historic Structures: Lessons from the Field	*Kittitas County Historical Museum*
	F4.1.	Events as a Gateway: Using Downtown Events to Drive Business Discovery	*Elks Grand Ballroom, Hotel Windrow*
	F4.2.	Bringing a Historic Community Tradition Back to Life: The Pendleton Street Fair Model	
11:30 AM-1:30 PM	LUNCH ON YOUR OWN		*Downtown Ellensburg*
1:30-2:30 PM	SESSION BLOCK G		
	G1.	Demystifying Capital: Tools for Real Community Impact	*Elks Grand Ballroom, Hotel Windrow*
	G2.	Expanding Preservation's Role in Mitigating Climate Change Through a Cultural Landscape Framework	*Liberty Bible Church*
	G3.	From Federal Investment to Community Impact: Othello's Placemaking Story	*Kittitas County Historical Museum*
	G4.	Lighting Great Places	*The INK*

THURSDAY, OCTOBER 8

3:00-4:00 PM	SESSION BLOCK H		
	H1.	Inclusive Storytelling Along the Coal Mines Trail	*Kittitas County Historical Museum*
	H2.	Incentivizing Preservation: Utilizing Federal Tax Credits and Special Tax Valuation in Your Downtown	*Liberty Bible Church*
	H3.	Inside Downtown Marketing: A Peer Forum With Main Street Marketing Teams	*Elks Grand Ballroom, Hotel Windrow*
	H4.	Building Collaborative Partnerships to Drive Local Economic Growth	*The INK*
5:30-8:30 PM	EXCELLENCE ON MAIN DOORS OPEN AT 5:30 PM; PROGRAM STARTS AT 6:30 PM		*IOOF Lodge*

FRIDAY, OCTOBER 9

5:30-7:00 PM	WASHINGTON TRUST ANNUAL MEMBERS MEETING		*Kittitas County Historical Museum*

ATTENDEE GUIDE

We are dedicated to building a welcoming environment at this year's PLACES conference. Please scan the QR code at right to view our attendee guide, which includes our community norms and an easy map to plan your route around Ellensburg. For venue addresses and a physical map, please see pages 30-31.

MOBILE TOURS

Please make note of the start location of each mobile tour in the program. Plan to arrive 10 minutes prior to the start time listed in the program.

COVID-19

Proof of vaccination and masking are not required for attendance at PLACES 2026. We encourage any attendees who prefer to wear masks to do so.

A NOTE ON TIMING

At this year's conference, you'll notice we've included a 30-minute passing period between each session block. This is meant to give you plenty of time to move between the various venues of the conference, explore downtown Ellensburg, and support local businesses. We hope you'll also take this built-in break to reflect upon the session you just attended, connect lessons learned with your own work, and discuss new ideas with your fellow conference attendees.

WELCOME TO PLACES



Dear attendees,

Welcome to The Burg! The Washington Trust for Historic Preservation and Department of Archaeology & Historic Preservation (DAHP) welcome you to PLACES 2026, our state's conference focused on the continued care of place through historic preservation, placemaking, and economic vitality.

This year, we're thrilled to be hosting the conference in Ellensburg for the second time (we were previously here in 2017). Ellensburg—or The Burg, as locals call it—is a dynamic, vibrant city, thanks to the many unique facets of its identity that are always in dialogue with each other. A rich Tribal presence and landscape (the city is situated within the traditional lands of the Yakama Nation). Wind and solar farms pushing forward our state's renewable energy goals. A proud legacy of rural agriculture (don't miss the mobile tour of heritage barns). A leading university infusing new ideas into the local scene. Incredible historic buildings (the Davidson! the Cadwell!). Exciting annual events, from the Ellensburg Rodeo to the Ellensburg Music Festival.

Of course, it's no coincidence that the city also has a fantastic Main Street program. The Ellensburg Downtown Association is doing wonderful work, supporting small businesses through its Business Revitalization Fund Program, creating stunning public art, and hosting numerous events throughout the year, from the Hoedown in the Downtown to the Holiday Tree Lighting Ceremony. We are so grateful to the EDA for partnering with us this year—connecting us to conference venues and tour sites, bringing new ideas to conference events, and introducing us to speakers and partners who are proud to show off their city.

On behalf of the Washington Trust and DAHP, thank you to all of the partners, sponsors, and volunteers who make this conference possible. Whether you're a first-time attendee or a seasoned cowpoke, we hope you find plenty of new friends, fresh ideas, and inspiration at PLACES 2026!

Cheers,

Chris Moore
Executive Director,
Washington Trust for
Historic Preservation

Dr. Allyson Brooks
State Historic Preservation
Officer/Director,
Washington State
Department of Archaeology
& Historic Preservation

LEGEND

Events that require an additional ticket are marked with this icon. The back of your name tag lists what additional tickets you have. Want to purchase a mobile tour or Excellence on Main ticket? Come visit us at registration!

Denotes that a mobile tour will take place entirely on foot.

Denotes that a mobile tour will include bus transportation to and from the tour site (but will still include walking!).

Denotes a session or event location.

Denotes networking events.

Denotes "Double Headers." We have several blocks that feature "Double Headers"—two dynamic, back-to-back, 30-minute sessions in the same space, generally with a common theme or anticipated audience. You can find their specific times in the program below.

TUESDAY, OCTOBER 6

9:00 AM-4:00 PM

REGISTRATION + CHECK-IN

Ellensburg Downtown Association (EDA) Office

Visit us at the Ellensburg Downtown Association Office to check in, add on additional mobile tours, and ask our local guides for recommendations!

FIND US ON SOCIAL MEDIA

Tag your posts from the conference with **#places2026** to share them with us!

PRESERVEWA

WASHINGTONMAINSTREET

@PRESERVEWA

10:00 AM-12:30 PM

MOBILE TOUR BLOCK 1

MT1. FROM WALLS TO WELCOME: DESIGNING WALKS, TALKS, AND TOURS THROUGH COMMUNITY STORYTELLING

Meet at The INK

How do you turn a mural into a meaningful visitor experience? In this interactive workshop, participants will use Ellensburg's new Phoenix Alley mural installation to sketch a tour while learning the basics of audience, flow, messaging, and interpretive technique. Attendees will leave with practical tools for creating place-based walks, talks, and tours that support heritage, tourism, and vibrant downtowns.

- **Emily Jacobs,** *Story Quilters LLC*
- **Chuck Lennox,** *Lennox Insites*



MT2. LIBERTY: A LIVING GHOST TOWN

Meet at the EDA Office

What better way to get into the season than with a tour of a "living ghost town" led by DAHP's Michelle Thompson? Settled in 1883, Liberty, Washington's oldest mining townsite, is just 28 miles from Ellensburg but feels like stepping back in time. We'll explore Liberty's history, buildings, and preservation. Although many of Liberty's buildings have come and gone, many are still standing and inhabited as the town currently boasts a population of 12!

- **Michelle Thompson,** *Department of Archaeology & Historic Preservation*
- **Wes Engstrom,** *Liberty resident*
- **Dan Sanders,** *Liberty resident*

MT3. EXPLORE ELLENSBURG'S MID-CENTURY MODERN GEMS

Meet at the EDA Office

Join State Architectural Historian and mid-century modern aficionado Michael Houser on a tour of mid-century modern resources in Ellensburg. This bus tour includes stops at a variety of modern masterpieces, including architect Paul Thiry's cabin and architect Paul H. Kirk's award-winning Fine & Applied Arts Complex on the Central Washington University campus. Additional stops include modern homes and churches. Fun commentary along the way will open your eyes to the wonders of mid-century design.

- **Michael Houser,** *Department of Archaeology & Historic Preservation*

MT4. TRACING DOWNTOWN ELLENSBURG FROM ASHES TO IDENTITY

Meet at the Kittitas County Historical Museum

Explore historic downtown Ellensburg with a local historian, tracing how the Great Fire of 1889 transformed the built environment and how those post-fire decisions continue to define Ellensburg today. Discover landmark buildings, evolving streetscapes, and the layered stories of the people and industries that shaped the district. Attendees will be invited to read the physical landscape, consider what has endured or changed, and reflect on how interpretation and stewardship keep historic places meaningful and alive.

- **Sadie Thayer,** *Kittitas County Historical Museum*
- **Mike McCloskey,** *Kittitas County Historical Museum*

1:00-1:45 PM

STATE HISTORIC PRESERVATION OFFICE AWARDS

DOORS OPEN AT 12:45 PM;
PROGRAM BEGINS AT 1:00 PM

Liberty Bible Church

The annual State Historic Preservation Awards recognize people, organizations, and projects that have achieved distinction in the field of historic preservation. Join us to celebrate and learn more about this year's winners!

1:45-2:00 PM

BREAK

Liberty Bible Church

2:00-3:30 PM

OPENING PLENARY + KEYNOTE ADDRESS

DOORS OPEN AT 1:45 PM;
PROGRAM BEGINS AT 2:00 PM

Liberty Bible Church

Join us for a hearty welcome to Ellensburg and an energizing start to a conference full of creative ideas, delightful connections, and insightful solutions to bring back to your own community. Briana Paxton—a historic preservation professional, housing advocate, and small-scale developer based in Savannah, Georgia—will present our conference keynote, inspiring us to think deeply about what shapes Washington's communities and what historic Main Streets can teach about belonging and community. You won't want to miss it!

4:00-6:00 PM

WELCOME BLOCK PARTY

Unity Park

Join us for a taste of "The 'Burg" at Unity Park! Follow the sounds of award-winning college radio station 88.1 The 'Burg, and enjoy live performances, unique bites, and a beer and wine garden hosted by Iron Horse Brewery and Valo. Connect with friends new and old, play some lawn games, and loosen up before conference sessions kick off in the morning!











Enjoy your time in

downtown ellensburg

Thank you for joining us in the center of the state! While you're here, we hope you find time to explore Historic Downtown Ellensburg.

Stroll through downtown shops filled with stylish apparel, home décor, local artwork, sweet treats, and thoughtfully curated finds for every interest. Soak up some sunshine at our new Unity Park, and wander the alleys to experience murals new and old.

Grab a coffee between sessions, enjoy some downtime after each conference day ends, and savor the small town charm that we love so much.

– The Ellensburg Downtown Association

EDA ELLENSBURG DOWNTOWN ASSOCIATION

LEARN MORE

WEDNESDAY, OCTOBER 7

8:00 AM-2:00 PM

REGISTRATION + CHECK-IN

EDA Office

Visit us at the Ellensburg Downtown Association Office to check in, add on additional mobile tours, and ask our local guides for recommendations!

9:00-10:00 AM

SESSION BLOCK A

A1. MORE THAN A LOGO: DEFINING PLACE IDENTITY ACROSS CENTRAL WASHINGTON

IOOF Lodge

Branding isn't a logo; it's a decision about who you are and who you are becoming. This lively panel dives into how Central Washington communities are using identity to attract the right investment, shape downtowns, and protect what makes them special. Expect real stories, honest lessons, and practical ideas you can take home and use immediately.

- **Linda Haglund,** *Wenatchee Downtown Association (former)*
- **Amy McGuffin,** *Kittitas County Chamber of Commerce*
- **Tripp Muldrow,** *Arnett Muldrow & Associates, Ltd.*

A2. STRATEGIES FOR BUILDING EFFECTIVE PARTNERSHIPS WITH TRIBAL NATIONS

Kittitas County Historical Museum

Ready to bring Indigenous perspectives into your work but unsure where to start? Join Maritime Washington Tribal Guide Specialist Meagan Harden for an interactive workshop on building reciprocal, respectful, and sustainable partnerships with Tribal nations. Together, participants will explore leading models for Tribal engagement developed by Indigenous scholars and practitioners. Participants will leave with practical tools to help guide their organizations toward meaningful Tribal relationships, as well as new resources and networks to support them along the way.

- **Meagan Harden,** *Washington Trust for Historic Preservation*

A3. THE ARCHITECTURE OF DOWNTOWN: ELLENSBURG EDITION

The INK

You can't have a historic downtown district without historic buildings. They shape a community's sense of place and have a value that is only realized with age. Understanding their design and construction is key to both appreciating their value and communicating that value to others. In this crash course, we'll explore downtown architecture through the lens of Ellensburg. You will leave with a new superpower: how to identify when a building was built just by looking at it!

- **Kim Gant,** *Department of Archaeology & Historic Preservation*

A4. MAIN STREET 101

Elks Grand Ballroom, Hotel Windrow

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.

- **Jackie Swihart,** *Main Street America*

9:00-11:30 AM

MOBILE TOUR BLOCK 2

MT5. TAX CREDITS IN ACTION: ADAPTIVE REUSE IN DOWNTOWN ELLENSBURG

Meet at the EDA Office

This walking tour explores recent Federal Historic Preservation Tax Credit projects in downtown Ellensburg, showing how rehabilitation supports preservation, economic development, and community revitalization. Participants will visit a range of adaptive reuse projects in housing, commercial, and mixed-use buildings. The tour will highlight how

preservation standards and financial incentives work together to support successful rehabilitation and long-term building reuse.

- **Jeronimo Roldan,** *Department of Archaeology & Historic Preservation*

MT6. STOP-WORTHY, SHOP-WORTHY: WHAT MAKES A MAGICAL MAIN STREET BUSINESS?

Meet at the Yakima Room, Hotel Windrow

We'll kick off with a dynamic 60-minute presentation of retail best practices, where you'll learn the foundational principles that build successful retail establishments and identify the challenges retailers face. With those principles in mind, we'll split into two groups and embark on a 90-minute guided walking tour. Exploring Ellensburg's downtown retail offerings, we'll examine the stores to determine which elements are supporting a memorable shopping experience before reconvening briefly to share observations and lessons learned.

- **Seanette Corkill,** *Frontdoor Back Retail Store Design*
- **Anne Marie Luthro,** *Frontdoor Back Retail Store Design*

MT7. ROOTING ROSLYN IN CULTURE AND COMMUNITY [9:00 AM-1:00 PM]

Meet at the EDA Office

Discover the heart of Roslyn through a morning of cultural learning, storytelling, and exploration. After a welcome at the Roslyn Downtown Association Creative Center, we'll join Yakama Nation cultural leaders for a presentation about the public art masterpiece known as Creators Law before setting out on a guided walking tour of Roslyn's historic downtown. Along the way, attendees will experience the town's diverse array of small, locally owned businesses—each contributing to Roslyn's identity and sense of togetherness. This tour offers an engaging look at how cultural partnership, Main Street values, and community pride shape a place where every initiative aims to uplift and connect.

Note: This tour will include lunch on your own in downtown Roslyn. We will return to Ellensburg in time for afternoon sessions and tours.

- **Cheri Marusa,** *Roslyn Downtown Association*
- **Jeri Porter,** *Roslyn Downtown Association*

10:30-11:30 AM

SESSION BLOCK B

B1. THROUGHLINES: TURNING SHARED VALUES INTO SHARED ACTION

The INK

How can communities move from siloed efforts toward coordinated approaches rooted in shared values? This interactive workshop uses collaborative mapping to help participants identify shared themes across issue areas—such as economic vitality, cultural heritage, and placemaking—and translate those connections into building more engaged, resilient communities.

- **Emily Daley,** *Washington Center for Employee Ownership*
- **Patricia Kwan,** *Washington Center for Employee Ownership*
- **Scott Romney,** *Washington Center for Employee Ownership*



Partnership makes it possible.

We're proud to partner with our Main Street organizations to build a brighter energy future.

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B2. A HISTORIC LODGE AS A THIRD PLACE: PARTNERSHIP, BELONGING, AND COMMUNITY CARE IN ELLENSBURG

IOOF Lodge

How can a historic lodge become a living Third Place for a changing community? This panel brings together partners from Ellensburg Odd Fellows Lodge #20, Allied People Offering Year-Round Outreach, and the National Association of Students With a Purpose to share how a historic downtown building can support arts, youth leadership, cultural celebration, civic dialogue, and community care.

- **Bernadette Yungblut,** *IOOF Lodge, Central Washington University*
- **Dylan Gilbert**
- **Meghan Rothwell,** *National Association of Students With A Purpose*
- **Russ Humphrey,** *IOOF Lodge*
- **Paola Anguiano Telles,** *APOYO*

B3. UNLOCKING THE PLAZA: TURNING UNDERUTILIZED SPACE INTO COMMUNITY ASSETS

Elks Grand Ballroom, Hotel Windrow

Learn how a downtown plaza was transformed into a vibrant public space through creative partnership and intentional activation. This session explores how the Downtown Bellingham Partnership worked with the City of Bellingham to unlock underutilized space for events, art, markets, and community use and how you can apply these strategies to reimagine overlooked spaces in your own downtown.

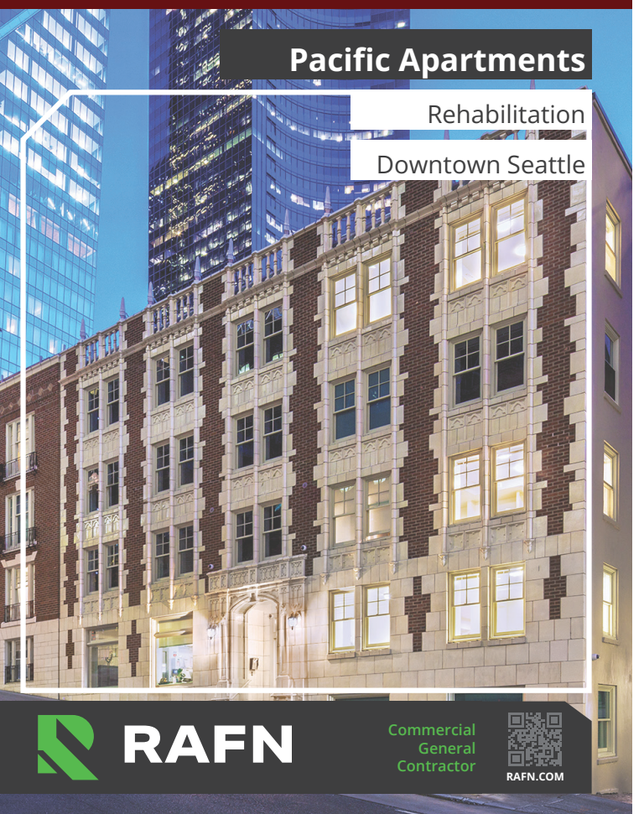
- **Lindsey Payne Johnstone,** *Downtown Bellingham Partnership*
- **Christa Robertson,** *Downtown Bellingham Partnership*



The
KRIS NELSON FAMILY
OF RESTAURANTS
PORT TOWNSEND



THE OLD WHISKEY MILL PORT TOWNSEND
Sirens Waterfront Gastropub Port Townsend · WA
THE IN BETWEEN



B4.1. BRIDGING THE TOWN/GOWN DIVIDE

Kittitas County Historical Museum

This session showcases how consistent, collaborative partnerships between campuses and community organizations spark meaningful impact: strengthening student leadership and wellbeing while giving local businesses fresh perspectives, mentorship opportunities, and real operational support. Drawing from hands-on examples like clean-ups, service events, and volunteer initiatives, attendees will leave with practical strategies for recruiting student volunteers, aligning service with institutional goals, and building reliable, mutually beneficial relationships that last.

- **Jessica Woodall,** *Central Washington University*

B4.2. YOUTH HERITAGE PROJECT: PREPARING THE NEXT GENERATION IN ELLENSBURG

Kittitas County Historical Museum

Preservation Programs Director Moira Nadal introduces the Youth Heritage Project (YHP), the Washington Trust for Historic Preservation's free summer field school that brought Washington high school students to Ellensburg this past July. Hear how this year's YHP cohort explored Ellensburg's landscape through hands-on activities—visiting wind farms, historic sites, museums, and culturally significant places while learning about conservation and co-management of cultural resources. Attend this session to get a glimpse into how the next generation is already experiencing and interpreting this unique place they've all come to learn from.

- **Moira Nadal,** *Washington Trust for Historic Preservation*

11:30 AM-1:30 PM

LUNCH ON YOUR OWN

Downtown Ellensburg

We recommend checking out a local restaurant on your lunch break. Need a recommendation? Swing by the hospitality table at registration!

1:30-2:30 PM

SESSION BLOCK C

C1. PRESERVATION UNDER THREAT: STATE AND FEDERAL POLICY AND LEGISLATIVE CHANGES AND THEIR IMPACT ON HISTORIC PRESERVATION

Liberty Bible Church

This session examines how recent and emerging legislative and policy shifts at both the federal and state levels are reshaping the practice of historic preservation. From changes to laws and funding, particularly those tied to the Historic Preservation Fund, to evolving regulatory frameworks influencing environmental review, housing development, and infrastructure investment, preservation programs are navigating a period of uncertainty and adaptation. This session will explore how changes to key laws and processes—including National Historic Preservation Act Section 106 review, state-level growth management and housing policies, and climate and clean energy mandates—are affecting our ability to protect our state's heritage.

- **Allyson Brooks,** *Department of Archaeology & Historic Preservation*
- **Chris Moore,** *Washington Trust for Historic Preservation*
- **Tim Thompson,** *Thompson Consulting Group*

C2. FINDING HOUSING IN PLAIN SIGHT: USING MAIN STREET DATA TO UNLOCK UPPER FLOORS AND REVITALIZE DOWNTOWNS

Elks Grand Ballroom, Hotel Windrow

Across the country, communities are facing the same challenges: increasing housing demand and a lack of affordable housing. Yet one of the greatest opportunities is often hiding in plain sight—underutilized upper floors above historic storefronts and adaptive reuse of existing buildings. This interactive session introduces practical tools for identifying housing opportunities using GIS mapping, parcel data, and building inventories. Participants will hear about Preservation Maryland's Mapping Main Streets initiative and the Main Street America BOOMS (Building Opportunities On Main Street) Tracker, learning how data can help prioritize investments, engage property owners, and inform programs for upper-floor housing and adaptive reuse. Through live exercises and discussion, attendees will leave with ideas they can adapt for communities of any size.

- **Briana Paxton,** *Hestia Community Partners*

C3.1. BIG MOMENT, BOLD WAYFINDING: PHYSICAL & DIGITAL DONE RIGHT

IOOF Lodge

When FIFA 2026 put Seattle on the global map, North Bend got to work. Learn how the North Bend Downtown Foundation built a blended physical and digital wayfinding campaign, with kiosks, signage, brochures, and a live mobile guide that grows and updates in real time long after the tournament ends. Leave with a replicable model built for your community's next big moment and every moment after it.

- **Jessica Self,** *North Bend Downtown Foundation*
- **Chelsey Roney,** *Proxi Interactive Maps and Community Activations*

C3.2. GROWING TOGETHER: A COMMUNITY VISION FOR PUBLIC SPACE

IOOF Lodge

Discover how Coupeville is reimagining its waterfront through partnerships with the Pacific Rim Institute, Coupeville Creative District, Washington State Master Gardener Program, Sound Water Stewards, Washington State Legislators, and the Snohomish, Swinomish, and Tulalip Tribes. This session explores how a new Coast Salish-centered public space project—rooted in native island plants, natural materials, a rain garden, shared stewardship, and interpretation—is creating room for cultural connection, outdoor learning, and a more welcoming experience for visitors and residents alike.

- **Jesse Levesque,** *Coupeville Historic Waterfront Association*
- **Samantha Lorenz,** *Terra Soma*

C4.1. INTRODUCING THE TRIBAL GUIDE TO MARITIME WASHINGTON

The INK

Discover a new way to connect with the living maritime cultures of Washington's Tribal nations. This interactive presentation introduces the Tribal Guide to Maritime Washington, a new website and virtual guidebook that brings together Tribal stories, traditions, and water-based heritage through Tribal voices. Participants will experience a live demonstration of the guide and its companion interpretive resources, while learning how these tools invite travelers and local communities to engage respectfully with Tribal places, histories, and contemporary cultures.

- **Meagan Harden,** *Washington Trust for Historic Preservation*

C4.2. INTRODUCING THE ADAPTATION OF HISTORIC PROPERTIES TO FLOODING RESOURCE GUIDE

The INK

Many historic places and communities across Washington are at risk because of coastal and riverine flooding, and some are already feeling the impacts. Come and learn about a new resource guide (created by the Washington Trust for Historic Preservation and Maritime Washington National Heritage Area) that provides tools and resources for those managing the impacts of environmental flooding at their historic property. We'll walk you through what information the guide provides and how you can make informed decisions to protect your property and community heritage.

- **Moira Nadal,** *Washington Trust for Historic Preservation*

1:30-4:30 PM

MOBILE TOUR BLOCK 3

MT8. STEPPING INSIDE THE TURBINE: WILD HORSE WIND AND SOLAR FACILITY TOUR

Meet at the EDA Office

Take in the sweeping views on a wild, windswept ridge at the Wild Horse Wind and Solar Facility while learning about renewable energy production and the area's unique history. Enjoy 360-degree views of Mount Rainier, Mount Adams, and the Columbia River Basin from the visitor center, then embark on a guided walking tour. Survey shimmering silicon solar panels; get blown away by the scale of a turbine gearbox, generator, and blade; then step right inside a towering wind turbine!

- **Andrea Crawford,** *Wild Horse Wind & Solar Facility*

MT9. KNOWLEDGE KEEPERS: THE PRESERVATION OF INDIGENOUS TECHNOLOGIES AND CULTURE

Meet at the Kittitas County Historical Museum

In our Native culture, beadwork is something that we use to adorn our regalia, to show honor to our plant and animal relatives, and to create our sense of self. Beading creates beautiful things and can contribute to one's sense of peace and joy. In this workshop, you will have the experience of designing your own coiled beaded project. Supplies will be provided for registered participants. While you are working on your project, our presenters will share with you their journey of the preservation of Indigenous technologies and culture within their local community.

- **Sia Aronica,** *Yakama Nation*
- **Janine Bufi,** *Samish Indian Nation*

3:00-4:00 PM

SESSION BLOCK D

D1. WHEN PUBLIC HEARINGS AND OPEN HOUSES DON'T WORK: ENGAGEMENT TOOLS FOR DEEP COMMUNITY DIVISIONS

The INK

When communities are divided, public hearings and open houses often fall short. Using Ellensburg's comprehensive plan process as a case study, this crash course introduces several tools, including the Common Ground workshop from Braver Angels, a national organization dedicated to reducing political polarization. As we walk through these practical tools, you'll learn how to better engage your community across differences to support stronger placemaking, cultural heritage work, and more constructive local decision-making.

- **Heidi Behrends Cerniwey,** *City of Ellensburg*
- **Emily Jacobs,** *Story Quilters LLC*
- **Stacey Henderson,** *City of Ellensburg*

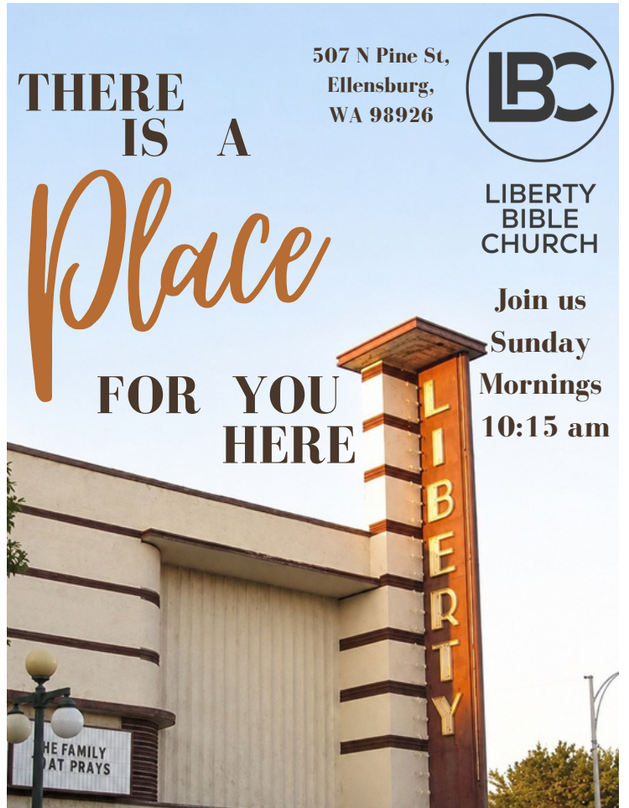
D2. WHAT IS...HISTORIC PRESERVATION?

Liberty Bible Church

Think you know historic preservation? Put your knowledge to the test in this fast-paced game of Jeopardy! Join DAHP staff for a fun and interactive challenge featuring preservation trivia, Washington history, surprising facts, and a few questions designed to help you get to know the people behind the programs. Whether you're a preservation pro or just getting started, come test your knowledge and discover something new about preservation—and the people who help make it happen.

- **Kim Gant,** *Department of Archaeology & Historic Preservation*
- **Michelle Thompson,** *Department of Archaeology & Historic Preservation*
- **Maddie Levesque,** *Department of Archaeology & Historic Preservation*
- **Jeronimo Roldan,** *Department of Archaeology & Historic Preservation*
- **Michael Houser,** *Department of Archaeology & Historic Preservation*
- **Maureen Elenga,** *Department of Archaeology & Historic Preservation*





D3. THE LODGE AT ST. EDWARD STATE PARK: A PUBLIC-PRIVATE PARTNERSHIP SUCCESS

IOOF Lodge

Once vacant for nearly half a century, the historic seminary at St. Edward State Park in Kenmore has been transformed into The Lodge at St. Edward, a beautifully restored landmark with hotel rooms, event spaces, dining, and more. After a multi-year advocacy campaign and a $58 million rehabilitation, the public can re-experience this National Register-listed treasure. This session pulls back the curtain on the innovative public-private partnership that made it happen—and how this model is reshaping what's possible for state-owned historic properties across Washington State.

- **Ron Wright,** *Ron Wright & Associates/Architects, P.S.*

D4. SHARED LEADERSHIP FOR STRONGER MAIN STREETS: ALIGNING BOARDS AND EXECUTIVE DIRECTORS [3:00-4:30 PM]

Elks Grand Ballroom, Hotel Windrow

A strong board/executive director partnership is essential to every Main Street program, though each community builds that relationship in its own way. This session takes a practical look at how Main Street boards and staff can work together more effectively. Leaders from local Main Street organizations and Jackie Swihart from Main Street America will walk through key aspects of board dynamics, communication, and shared leadership, offering guidance that applies to both new and seasoned programs. Afterward, we'll break into two facilitated discussions—one for board members and one for executive directors—to reflect on your organization's current practices, compare experiences with peers, and gather ideas you can take home. It's a chance to strengthen your leadership, clarify roles, and support a healthier, more aligned Main Street program.

Note: This session will be 90 minutes.

- **Jackie Swihart,** *Main Street America*
- **Desiree Freeland,** *Olympia Downtown Alliance*
- **John Carson,** *Bainbridge Island Downtown Association*

4:00-8:00 PM

TIME TO NETWORK AND EXPLORE

Downtown Ellensburg

We have intentionally kept the conference schedule open this evening so that you have time to explore Ellensburg, plan a happy hour or meal with other attendees from your city, and/or host a meet-up with others in your specific field or industry. If you are planning a public meet-up and would like help publicizing it, please email conference@preservewa.org.

4:00-6:30 PM

NETWORKING EVENTS

MEET-UP AT THE MUSEUM

Clymer Museum of Art, 416 N. Pearl St

Raise a glass with the people who make great places possible. Hosted by Swenson Say Faget (SSF), this networking happy hour brings together PLACES attendees for an evening of fun, inspiration, and community-building at the historic Clymer Museum. Enjoy beverages and light snacks and take advantage of an opportunity to connect with fellow preservationists and Main Street advocates before heading out to explore Ellensburg's downtown dining scene.

HAPPY HOUR WITH PROXI

Night Owl, 412 N. Main St

Join Proxi for a happy hour on the outdoor patio of Early Bird/Night Owl! All conference attendees and guests are welcome. Come enjoy a creative cocktail while learning about Proxi's software to create interactive maps for walking tours, weekend guides, and must-see spots that get people exploring—and spending. It's a great tool for Main Street organizations, Destination Marketing Organizations, chambers of commerce, content creators, and more. No-host bar.

HAPPY HOUR WITH YOUR STATE ADVOCACY ORGANIZATION, INSPIRE WASHINGTON

Gallery One, 408 N. Pearl St

Join Inspire Washington and the Ellensburg Arts Commission for a social hang for advocates at Gallery One Visual Arts Center. Who is an advocate? Everyone! We'll briefly share our thoughts on the upcoming legislative session, and you'll have an opportunity to try your hand at the egalitarian art form of printmaking.

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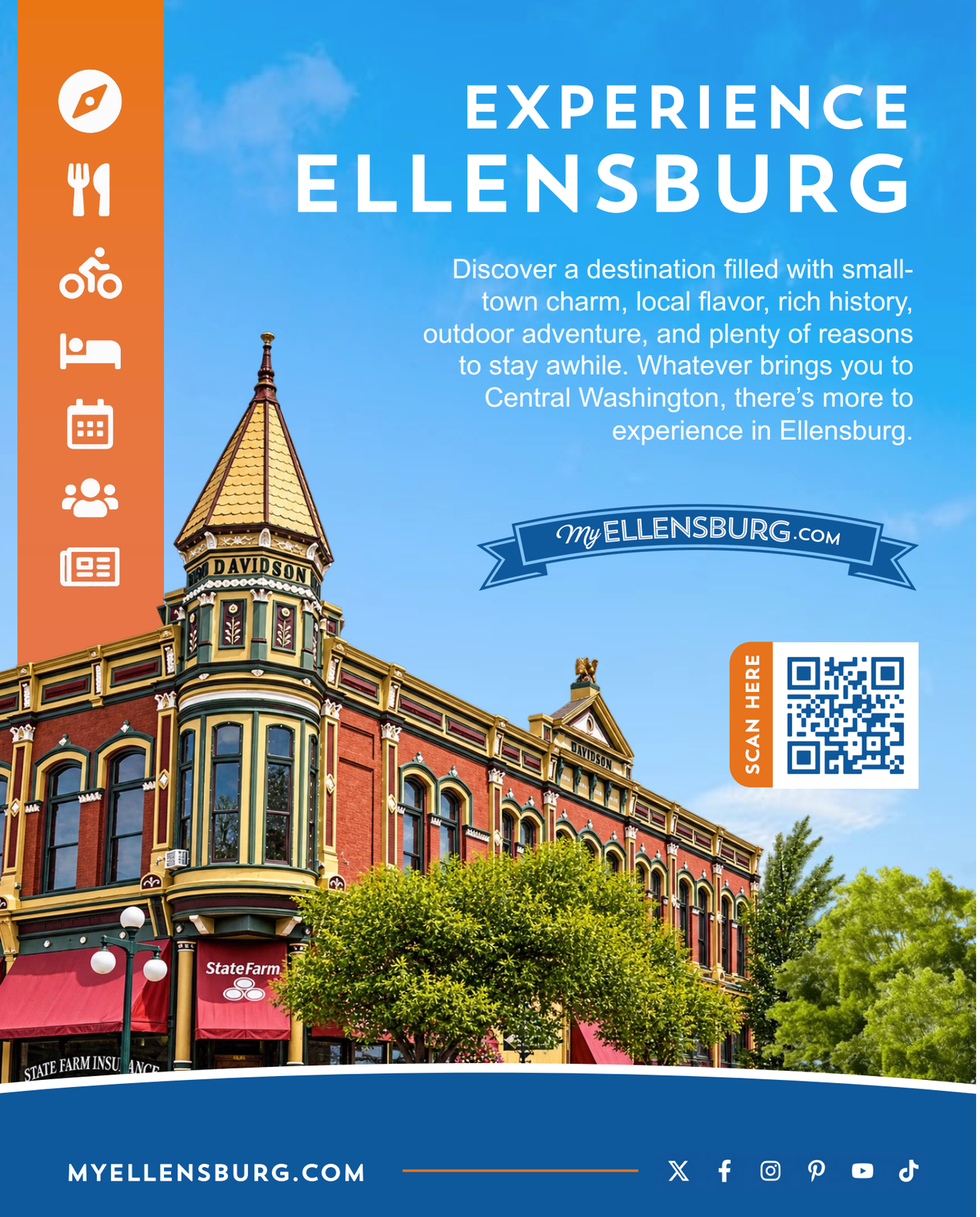



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THURSDAY, OCTOBER 8

8:00 AM-2:00 PM

REGISTRATION + CHECK-IN

EDA Office

Visit us at the Ellensburg Downtown Association Office to check in, add on additional mobile tours, and ask our local guides for recommendations!

9:00-10:00 AM

SESSION BLOCK E

E1. WHEN CODES MEET CHARACTER: TECHNICAL SOLUTIONS FOR ADAPTIVE REUSE

Liberty Bible Church

Adaptive reuse of existing buildings is a significant topic in the industry today, especially in the context of conversions from office to residential occupancies. Identify challenges in preserving existing and historic structures and potential solutions for achieving building code compliance with a strong emphasis on fire protection while maintaining the existing building fabric. The session uses case studies to show how different code approaches influence a project's design and execution.

- **Rebecca Wong,** *Wiss, Janney, Elstner Associates, Inc.*
- **Paul Roland,** *Wiss, Janney, Elstner Associates, Inc.*

E2. BOOTS ON THE GROUND: THE POWER OF GRASSROOTS SOCIAL MEDIA MARKETING

The INK

One of Ellensburg's leading marketing ladies will show you how to ditch boring social media strategy and tell real community stories that actually connect. Social media is easier and more approachable than ever—there's no better time to start! This crash course will break down grassroots strategies with real examples and leave you fired up with ideas and tools you can actually use.

- **Madison Ford,** *Manastash Media*
- **Natalie Benson,** *Manastash Media*

E3. THE BUSINESS OF A BETTER DOWNTOWN: SIMPLIFYING ECONOMIC DEVELOPMENT

Elks Grand Ballroom, Hotel Windrow

Economic development can sound big, complicated, and a little intimidating. At the state level, it's about major industries, huge investments, and infrastructure. At the county level, it gets a little more manageable. But at the Main Street level, economic development is something you can actually get your hands around. It's about understanding your downtown, spotting opportunities, supporting existing businesses, increasing foot traffic, and making small, smart moves that add up over time. This session will take some of the mystery out of economic development and focus on the practical things Main Street leaders and stakeholders can do to move the economic needle in their communities.

- **John Carson,** *Bainbridge Island Downtown Association*

E4.1. CULTURAL ADVOCACY IN WASHINGTON: BUILDING POWER FOR ARTS, HERITAGE, AND SCIENCE

Kittitas County Historical Museum

How can cultural organizations and advocates build the relationships, public support, and political power needed to strengthen Washington's cultural sector? This session will explore the current landscape of cultural advocacy across Washington State and provide practical strategies for engaging elected officials, mobilizing communities, and making a compelling case for public investment in arts, heritage, and science. Participants will learn how advocacy works at the local, county, and state levels; how organizations can build effective relationships with policymakers before critical decisions are made; and how individual advocates can turn their stories and community connections into meaningful action. Attendees will leave with practical tools and ideas they can use to engage their communities, communicate the public value of culture, and participate more effectively in the policy and budget decisions that affect Washington's cultural organizations.

- **Jessi Wasson,** *Inspire Washington*
- **Monica Miller,** *Inspire Washington*

E4.2. FROM BARE BONES TO SUSTAINABLE: HOW A SMALL NONPROFIT ADDED HEALTH BENEFITS

Kittitas County Historical Museum

What does it take for a small nonprofit with lean salaries and limited benefits to make the case for health coverage? In this candid case study, attendees will learn how one organization moved from a bare-bones compensation structure to a more sustainable employee benefits model by combining research, board education, financial analysis, and values-based leadership. This session will highlight lessons learned, common roadblocks, and practical strategies other nonprofits can use to strengthen compensation and support long-term staff retention.

- **Lindsey Stover,** *Harbor WildWatch*

9:00-11:30 AM

MOBILE TOUR BLOCK 4

MT10. ELLENSBURG THROUGH A MAIN STREET LENS

Meet at the EDA Office

Discover downtown Ellensburg and explore how the district is applying the Main Street Approach to strengthen its core. This walking tour offers a pragmatic look at recent public space enhancements, small business incubator projects, and storefront reuses that are shaping local economic vitality. We'll stop at Unity Park and visit a couple of key downtown shops to see firsthand how preservation, adaptive reuse, and everyday business activity contribute to a thriving district. Along the way, we'll highlight restored historic buildings, community events and placemaking efforts and the local leadership, volunteers, and public/private partnerships that make these initiatives possible. We'll also touch on future plans and the ongoing work required to maintain a vibrant downtown, offering an honest, nuanced look at Ellensburg's Main Street—where continuous adaptation is just as important as milestone achievements.

- **Stephanie Castillo,** *Ellensburg Downtown Association*
- **Kelle Vandenberg,** *City of Ellensburg*

MT11. THE ART OF OBSERVING MAIN STREET

Meet at the EDA Office

What can we learn about Main Street and other public places simply by slowing down and looking more closely? As one historic preservationist recently shared with us, "You really can't understand something until you draw it. That's where the real learning is." In this art-filled walking workshop, participants will use simple drawing, sketching, and diagramming techniques to explore how people experience and use downtown Ellensburg. Moving through Unity Park and downtown Ellensburg public spaces, we'll observe where people gather, how they cross and move along streets, and the small details that make places inviting, comfortable, and connected—from tree canopy, shade, seating, and building edges to gathering spaces, pedestrian movement, and the social life unfolding around us. No drawing experience is needed. The goal isn't to make beautiful drawings but to use drawing as a tool for seeing. By slowing down, looking closely, and recording what we notice, you will discover new ways to understand how public spaces work and take home practical observation techniques you can use in your own community.

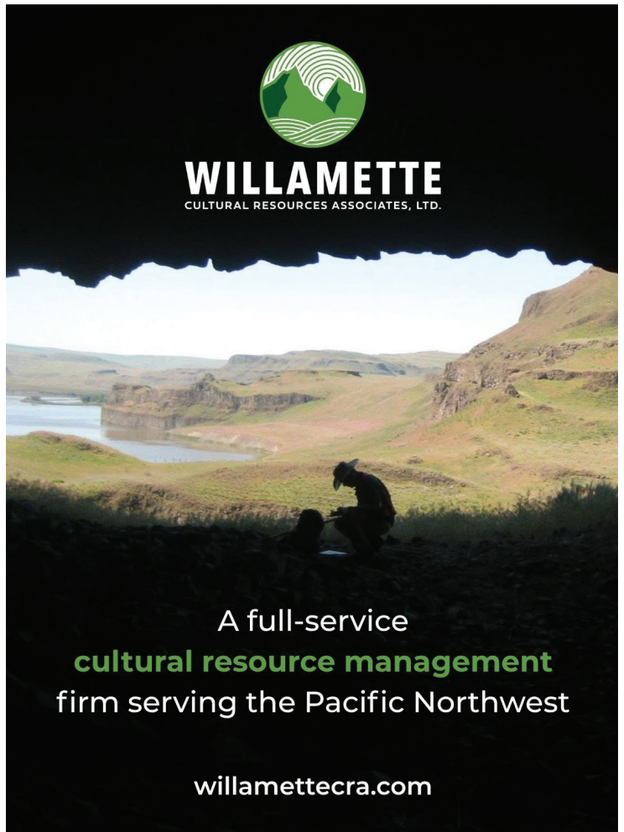
- **Samantha Lorenz,** *Terra Soma*

MT12. IF THESE HAYLOFTS COULD TALK: A HERITAGE BARN TOUR [9:00 AM-12:00 PM]

Meet at the EDA Office

Travel the backroads of the county to discover some of the rich agricultural history of the Kittitas Valley. This tour will highlight Washington's award-winning Heritage Barn Register Program by touring several historic barns and other agricultural buildings. Come learn about barn types and construction methods and discover more about the state's ongoing efforts to preserve these important structures.

- **Michael Houser,** *Department of Archaeology & Historic Preservation*
- **Chris Moore,** *Washington Trust for Historic Preservation*



10:30-11:30 AM

SESSION BLOCK F

F1. PAST FUTURES: EXPLORING THE ROLE OF AI IN HISTORIC PRESERVATION

Liberty Bible Church

AI is already reshaping preservation practice, but most practitioners are using it without policy, guidelines, proper training, or community disclosure. This session offers a plain-language framework for understanding what AI can and cannot do, where it introduces equity risk in preservation data, and how to use it deliberately—grounded in APIAHiP's direct experience producing AI-assisted historic documentation for underrepresented communities.

- **Huy Pham,** *Asian & Pacific Islander Americans in Historic Preservation*
- **Paul Kim,** *Asian & Pacific Islander Americans in Historic Preservation*



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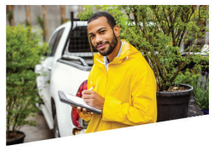
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Find information to support your business in the Start-Up and Growth tabs



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EXHIBITS • EVENTS • EDUCATION

F2. PUBLIC ART AS PLACEMAKING: HOW MURALS REVITALIZE DOWNTOWNS AND STRENGTHEN LOCAL ECONOMIES

The INK

Public art can transform overlooked spaces into vibrant community destinations. This session explores how mural programs support placemaking, economic vitality, and community pride using the Ellensburg Downtown Association's Mural Society as an example. Participants will learn how murals and restored historic artwork are activating Ellensburg's alleyways, reducing graffiti, improving safety, engaging local youth through partnerships, and garnering volunteer support. Gain ideas for community events that raise money and involve the public in your Main Street's mural project (Mural Festival, anyone?). After the session, explore on your own with our provided map!

- **Renee Fyall,** *D. Marie Interiors*
- **Joe Chanes,** *Central Washington University*

F3. SAVE THESE HISTORIC STRUCTURES: LESSONS FROM THE FIELD

Kittitas County Historical Museum

Historic preservation projects are for everyone. In this session, a father-son duo whose weekend hobby for preservation grew into a shared passion for preserving Ellensburg's architectural heritage will dive into two of their most recent projects: first, a 1908 neoclassical home restored and relocated from a commercial setting into Ellensburg's First Railroad Addition Historic District; then, the Ames House, an 1885 Victorian home transformed into a charming bed and breakfast after more than 140 years of additions and alterations that left the home with a heavily modified interior. Whether you're a seasoned preservationist or simply curious about saving historic places, you'll leave with practical insights, lessons learned, and the encouragement to tackle preservation projects of your own.

- **Darren Reid,** *The Ames House*
- **Steve Reid,** *The Ames House*

F4.1. EVENTS AS A GATEWAY: USING DOWNTOWN EVENTS TO DRIVE BUSINESS DISCOVERY

Elks Grand Ballroom, Hotel Windrow

Downtown events can attract crowds to your district, but they can also introduce visitors to local businesses and strengthen district visibility. This session explores how events can be designed and marketed to encourage the discovery of downtown shops and restaurants. Through real-world examples from downtown Everett, attendees will learn strategies to engage businesses, promote the district, and evaluate whether events truly support downtown economic vitality.

- **Amber Peterson,** *Downtown Everett Association*

F4.2. BRINGING A HISTORIC COMMUNITY TRADITION BACK TO LIFE: THE PENDLETON STREET FAIR MODEL

Elks Grand Ballroom, Hotel Windrow

Learn how Pendleton, Oregon, revived a historic downtown street fair first launched in 1907, transforming it into a modern tool for community pride, heritage celebration, and economic activity. This session shares practical steps for researching historic traditions, building partnerships, securing sponsors, and designing a place-based event that other downtowns can adapt for their own communities.

- **Stephanie Huffman,** *City of Pendleton*
- **Shannon Gruenhagen,** *Umatilla County Historical Society*

11:30 AM-1:30 PM

LUNCH ON YOUR OWN

Downtown Ellensburg

We recommend checking out a local restaurant on your lunch break. Need a recommendation? Swing by the hospitality table at registration!

1:30-2:30 PM

SESSION BLOCK G

G1. DEMYSTIFYING CAPITAL: TOOLS FOR REAL COMMUNITY IMPACT

Elks Grand Ballroom, Hotel Windrow

The Unlocking Capital Pilot and BOOMS tool from Main Street America help communities access funding to bolster small businesses, support new entrepreneurs, and seed small-scale real estate development. They give local leaders insights on who's getting funded, who's being left out, and how they can build robust local economies. This session explores ways to turn big-picture capital challenges into more manageable steps—empowering communities to fuel small business growth, close equity gaps, and bring bold local visions to life.

- **Luke Hallowell,** *Main Street America*
- **Michael Powe,** *Main Street America*

G2. EXPANDING PRESERVATION'S ROLE IN MITIGATING CLIMATE CHANGE THROUGH A CULTURAL LANDSCAPE FRAMEWORK

Liberty Bible Church

Historic preservation is often viewed as a way to protect the past, but it can also be a forward-looking tool. By using a cultural landscape approach—one that considers the interaction between humans and the physical environment—we can safeguard historic and cultural resources from climate impacts. This shift in perspective strengthens the resilience of places while encouraging the preservation of their historic character.

- **Laurie Matthews,** *MIG*

WHEN BUILDING FOR OUR COMMUNITIES, MATERIALS MATTER.

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G3. FROM FEDERAL INVESTMENT TO COMMUNITY IMPACT: OTHELLO'S PLACEMAKING STORY

Kittitas County Historical Museum

What does it actually look like when federal funding meets grassroots community energy? In this candid session, panelists from organizational, community, and federal levels reflect on what it took to move Othello from visioning to action and what happened when real momentum began to build. Hear honest stories about the unexpected moments, relationships, and homegrown leadership that drove change, including how a mid-project ice cream social helped spark the founding of a new nonprofit. Panelists will also speak to what it takes to keep that momentum alive and how the leaders, skills, and networks built during the project continue to carry the work forward beyond the life of the grant. This panel offers a ground-level view of what rural placemaking actually requires and what becomes possible when a community finds its footing.

- **Christine Gilmore,** *Rural Development Initiatives*
- **Tim O'Connell,** *Rural Development Initiatives*
- **Angela Kudsk,** *Lighthouse Community Center*
- **Jose Garza,** *Othello Food Bank*
- **Jacklyn Wilhelm,** *Greater Othello Chamber of Commerce*

G4. LIGHTING GREAT PLACES

The INK

This session explores the primary tenets of "good lighting" and essential elements needed to support a vibrant, enduring community core. Light shapes how we literally see our public spaces. Using case studies from Seattle's Chinatown-International District and Seattle Center, this session introduces fundamentals like distribution, glare, visual hierarchy, and product choice and examines infrastructure, maintenance, and steps to support long-lasting, community-focused lighting improvements.

- **CJ Brockway,** *SparkLab Lighting Design*

3:00-4:00 PM

SESSION BLOCK H

H1. INCLUSIVE STORYTELLING ALONG THE COAL MINES TRAIL

Kittitas County Historical Museum

Explore the newly highlighted Black history of the Coal Mines Trail with descendant family members and the Emmy-nominated content creators of "Traveling While Black." Together, they share undertold stories of Black miners, labor recruiters, and community leaders whose impact shaped Kittitas County and beyond. This conversation offers a fresh, inclusive look at the trail's past and opportunities for heritage tourism, collaborative engagement modeling, and historic site interpretive planning.

- **Ryan Anthony Donaldson,** *Private Family Archives*
- **Maisha Barnett,** *4Culture*
- **Marlie Love,** *Traveling While Black*
- **Julie Williamson Serquinia,** *Educate, Entertain & Get Stuff Done (EEG)*
- **Anthony Love,** *Traveling While Black*

H2. INCENTIVIZING PRESERVATION: UTILIZING FEDERAL TAX CREDITS AND SPECIAL TAX VALUATION IN YOUR DOWNTOWN

Liberty Bible Church

Discover how financial incentives like Special Tax Valuation and the Federal Historic Preservation Tax Credit program can help turn historic buildings into community assets. This session breaks down the process and highlights how communities across Washington State are creating new opportunities through rehabilitation. See how these important preservation incentives can support both building owners and broader community development goals.

- **Jeronimo Roldan,** *Department of Archaeology & Historic Preservation*
- **Stacey Henderson,** *City of Ellensburg*

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H3. INSIDE DOWNTOWN MARKETING: A PEER FORUM WITH MAIN STREET MARKETING TEAMS

Elks Grand Ballroom, Hotel Windrow

Marketing for downtown districts is often managed by small teams or a single staff member. In this session, marketing leads from local Main Street organizations will share how their roles, strategies, and priorities have evolved. A short presentation will be followed by an open forum where attendees can ask questions and discuss practical approaches to managing downtown marketing with limited resources.

- **Amber Peterson,** *Downtown Everett Association*
- **Natalie Maitland,** *Port Townsend Main Street Program*
- **Leah Nichelson,** *Downtown Camas Association*

H4. BUILDING COLLABORATIVE PARTNERSHIPS TO DRIVE LOCAL ECONOMIC GROWTH

The INK

Strong, sustainable economic growth in rural and mid-sized communities doesn't happen by accident—it happens when people intentionally work across sectors and silos. This session dives into how communities can spark and sustain powerful partnerships that bring public, private, nonprofit, and educational leaders to the same table, align their goals, and move big economic ideas into real-world action.

- **Kelle Vandenberg,** *City of Ellensburg*
- **Cory Wright,** *Kittitas County Economic Development Partnership*



5:30-8:30 PM

EXCELLENCE ON MAIN

DOORS OPEN AT 5:30 PM;
PROGRAM STARTS AT 6:30 PM

IOOF Lodge

Exceptional entrepreneurs, organizers, and preservationists from communities across the state will be celebrated at our annual Excellence on Main awards reception as we close out PLACES 2026. Join us to celebrate the recipients with an evening full of exemplary projects, delightful hors d'oeuvres, local beverages, and fun! If you plan to enjoy some local beer or wine, don't forget to bring your ID.

FRIDAY, OCTOBER 9

5:30-7:00 PM

WASHINGTON TRUST ANNUAL MEMBERS MEETING

Kittitas County Historical Museum

We hope you'll stick around after the conference to join us for the Washington Trust's Annual Members Meeting for a little more food, drink, and camaraderie as we celebrate preservation accomplishments throughout the state and vote in our newest board members.

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109 E 3rd Ave #1

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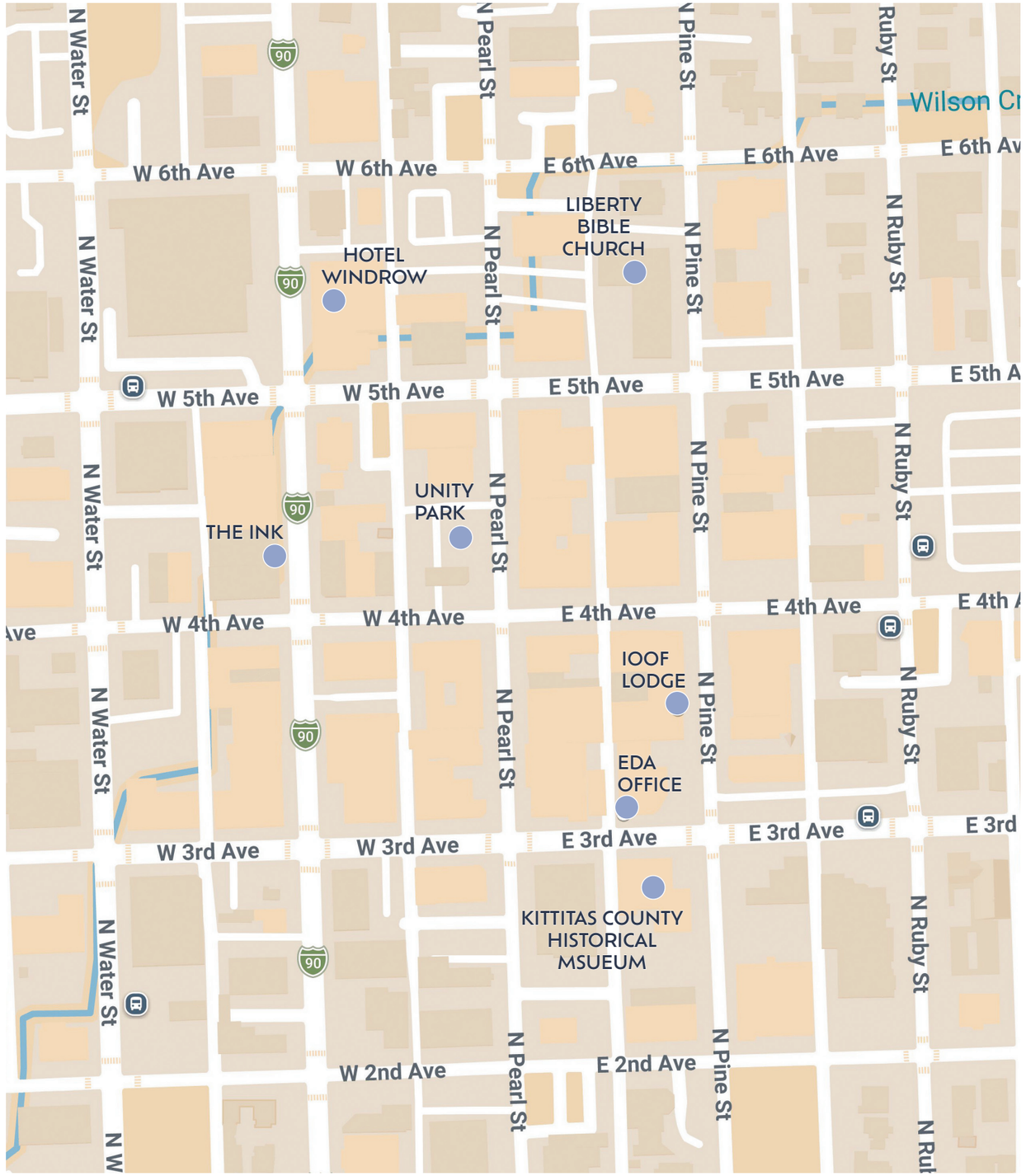
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preservewa.org/mainstreet

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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®. WSMSP is a program of the Department of Archaeology & Historic Preservation, managed under contract by the Washington Trust for Historic Preservation.

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The Department of Archaeology & Historic Preservation (DAHP) is Washington State's primary agency with knowledge and expertise in historic preservation. DAHP advocates for the preservation of Washington's irreplaceable cultural resources (historic and archaeological) which include significant structures, sites, objects, and districts. Through education and information, we provide leadership for the protection of our shared heritage. Preserving these physical reminders of our past creates a sense of place, resulting in an environment that instills civic pride and community spirit.

EDA ELLENSBURG DOWNTOWN ASSOCIATION

ellensburgdowntown.org

The Ellensburg Downtown Association is a 501(c)(3) nonprofit organization founded in 2004 to empower and preserve community by amplifying the Ellensburg economy and creating a sense of place for all.

The EDA is a nationally accredited Main Street organization active in the Washington State Main Street Program.

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