



2010 Georgia Downtown Conference September 29 – October 1 ~ Augusta, Georgia

There is only one gathering in Georgia each year that brings together people who understand exactly what kind of work you do... the kinds of opportunities specifically available to a community like yours... the types of challenges you face and the creative ways to overcome them. It's the **Georgia Downtown Conference**.

The 2010 Georgia Downtown Conference and Annual Awards Ceremony, sponsored by the Georgia Downtown Association in partnership with the Georgia Department of Community Affairs (DCA), provides educational workshops, an exhibition area, receptions, panel discussions, and the Georgia Downtown Awards.

This year's theme, **Main Street at Work: Building Jobs and Preserving Downtowns**, captures our message of downtown development equals economic development. As we celebrate the 30th Anniversary of the Georgia Main Street Program and the Main Street Four Point Approach®, let's celebrate the successes of the program by focusing on the billions of dollars in reinvestment in our communities along with the thousands of new businesses and new jobs created! This conference will provide you with the tools necessary to continue your important work through these challenging economic times.

Nearly 30 sessions, tours, and networking events will be offered to assure you an enlightening conference experience. The Georgia Downtown Conference is designed to further educate individuals on issues affecting downtown development on a national and statewide level, reinforce existing downtown development efforts, and help plan for future initiatives. It is a conduit to promote downtown and economic development through public awareness, governmental relations, and education. The highlight of the conference will be the Georgia Downtown Awards Dinner where the accomplishments of those organizations and individuals who have demonstrated outstanding achievement and improvement in Georgia's traditional downtowns will be celebrated.

For more information, visit www.georgiadowntownassociation.org or contact Kimberly Carter, kim.carter@dca.ga.gov, 404-679-0604.

Registration Information

The full conference registration fee includes admission to: Opening and Closing Keynote Addresses, Welcome Reception, Conference Educational Sessions/Tours, Continental Breakfasts, Refreshment Breaks, the Silent Auction, and the Georgia Downtown Awards Dinner. Program materials and a welcome gift are also included. **The registration deadline is September 15, 2010.**

	BEFORE 9/15	AFTER 9/15
Member Registration Georgia Downtown Association Member Georgia Better Hometown Program City Georgia Main Street Program City	\$150	\$200
Non-Member Registration	\$185	\$235
One-Day Registration Includes conference sessions/tours, refreshment breaks and the daily special event (Welcome Reception or Awards Dinner)	\$75	\$100
Georgia Downtown Awards Dinner For non-registered attendees ONLY	\$50	\$75
Downtown Managers' Luncheon (limited number of tickets available)	\$25	\$25

Lodging Information

The host hotel is the Augusta Marriott Hotel & Suites with a special conference rate of \$119 per night plus applicable taxes. This hotel is located in close proximity to the conference site and conference venues. Please mention the Georgia Downtown Conference to secure special rates or make your reservation online by visiting www.marriott.com/agsmc and using group code **DWTDWTA**. To ensure a room, please make reservations promptly, but no later than **September 7, 2010**.

The Augusta Marriott Hotel & Suites is ideally located in the heart of the downtown business district on the banks of the Savannah River. Guests will enjoy the hotel's proximity to shopping, entertainment and cultural attractions. Each of the hotel's spacious rooms and suites include complimentary wireless internet as well as two fitness centers with indoor and outdoor pools and a full-service business center to provide everything you need to work and relax.

Augusta Marriott Hotel & Suites
Two Tenth Street
Augusta, GA 30901
(706) 722-8900

Tentative Conference Schedule

Tuesday, September 28th (Pre-Conference Events)

8:30 AM to 4:30 PM	Downtown Development Authority Basic Training (<i>Separate Registration Required</i>)
11:00 AM to 4:30 PM	Professional Development Day
5:30 PM – 7:00 PM	Georgia Downtown Association Affinity Reception (<i>By Invitation Only</i>)

Wednesday, September 29th

8:30 AM to 4:00 PM	Registration
8:30 AM to 9:30 AM	Georgia Downtown Association Annual Membership Meeting (<i>All GDA Members Invited</i>)
10:00 AM to 12:15 PM	Opening General Session Keynote Speaker: Donovan Rypkema, PlaceEconomics
12:30 PM – 1:45 PM	Downtown Managers' Luncheon (<i>ticketed event – pre-registration required</i>)
2:00 PM – 4:45 PM	Workshops <ol style="list-style-type: none">1. Main Street 101 – Short Course2. Financial Tools Available for Downtown Housing3. Building Opportunities on Main Street Seminar
6:00 PM – 8:00 PM	Welcome Reception and Silent Auction Enterprise Canal – Augusta Canal Interpretive Center Shuttle service and Canal Tours provided

Thursday, September 30th

8:00 AM to 4:00 PM	Registration
8:30 AM to 10:00 AM	General Session Building Blocks to Recovery Project Synergy – EDUpreneUR
10:15 AM to 11:30 AM	Concurrent Sessions <ol style="list-style-type: none">1. Hiring a Consultant – What YOU Need to Know2. Funding Energy Efficiency Downtown3. Preservation for Profit
11:30 AM to 2:00 PM	Enjoy Lunch & Explore Downtown Augusta
11:45 AM – 1:30 PM	Seasoned Manager's Luncheon (<i>By Invitation Only</i>)
2:00 PM to 3:00 PM	Concurrent Sessions <ol style="list-style-type: none">1. Grassroots Approach to Business Improvement Districts2. Prescriptions for a Healthy Downtown Business District3. Don't Drive Away Your Auto Heritage
3:30 PM to 4:30 PM	Concurrent Sessions <ol style="list-style-type: none">1. Creative Thinking in Challenging Economic Times2. Building a Stronger Downtown Business Retention Program in 10 Days3. Don't Underestimate the Power of Youth on Main

6:30 PM to 9:00 PM

Georgia Downtown Awards Dinner

Friday, October 1st

8:30 AM to 9:30 AM

Concurrent Sessions

1. New Market Tax Credits
2. The Manager is the F.A.C.E. of the Program

9:45 AM – 10:45 AM

Concurrent Sessions

1. Starting and Managing a Successful Downtown Music Venue
2. Form-Based Codes for Established Commercial Districts

11:00 AM – 12:00 PM

Closing General Session

Keynote Speaker: Stephen Gower, Author of What ***Do They See When They See You Coming***