

# Birmingham, Alabama

## May 6-8

### Frequently Asked Questions

*Click the header text below to expand and collapse sections.*

#### REGISTRATION

#### HOTEL & TRAVEL

#### MOBILE APP

#### EDUCATION

##### **Where will education sessions take place?**

All general education sessions will take place at the Birmingham Jefferson Convention Complex, in the East Meeting Rooms and Ballroom (1st Floor), Forum (2nd Floor), and East Meeting Rooms (3rd Floor). The Opening Plenary will be held at the Alabama Theatre. The Main Idea and Closing Plenary will be held in the Sheraton hotel, Birmingham Ballroom.

*Please note: Session day, time, and location are subject to change. See the mobile app for the most up to date session details.*

##### **What is the schedule?**

The conference will kick off on Sunday, May 5, with mobile workshops, special sessions, Main Street 101s, and the Welcome Reception. Education Sessions will be offered Monday - Wednesday from approximately 9:00 a.m. - 4:30 p.m. The conference will conclude with our Big Bash on Wednesday, May 8.

The 2024 Great American Main Street Award ceremony will take place at the Opening Plenary on Monday, May 6, and we will recognize the 2024 Mary Means Leader Award recipient and Main Street America Revitalization Practitioner graduates at the Closing Plenary on Wednesday, May 8.

You can view a schedule-at-a-glance here (<https://www.mainstreetnow.org/2024/agenda>) and preview the education content here (<https://www.mainstreetnow.org/2024/agenda>). Full agenda details will be made available to registered attendees in late March.

##### **Do I need to select which education sessions I want to attend in advance?**

No, pre-registration is not required for education sessions. Seats will be available at sessions on a first-come, first-served basis. Registered attendees may save sessions to their personal agendas when the full schedule is released in late March.

**What types of sessions will be offered?**

Our content addresses the broad range of issues that impact Main Street programs and their districts, including community and economic development, placemaking and design, marketing and promotions, organizational development and capacity building, and more.

- **Main Idea Session:** Keynote session that provides thought leadership, explores our education themes, and celebrates the accomplishments of Main Street communities.
- **30-Minute Tactical Solution Sessions:** Succinct sessions focused on key examples from Main Street communities and partner content through sponsors.
- **45-Minute Crash Courses:** Topic-specific courses that provide quick information or skill-building.
- **75-Minute Classroom Sessions:** Panel discussions or conversations on a topic with opportunities for audience engagement.
- **Deep Dive Sessions:** Highly interactive 1.5 to 3-hour workshops on topics that require detailed instruction or discussion.
- **Mobile Workshops:** Off-site, ticketed excursion to Main Street Alabama communities and host city district/historic preservation project, program, or area.

**Will sessions be recorded and available to view later?**

No, not at this time. However, speakers are strongly encouraged to share their presentations and handouts with attendees via the conference app.

**What are the conference themes?**

In addition to perennial Main Street content, Main Street Now 2024 sessions will highlight three key themes:

- **Welcoming & Belonging:** Welcoming and belonging strategies help build bridges between new and existing residents, business owners, visitors, and other stakeholders to create stronger bonds within communities. Successful Main Streets foster a sense of community ownership for each resident by ensuring equal access to, and a role in, downtown for people from all backgrounds, including incomes, ages, races, and abilities. Whether it's welcoming new neighbors, championing strategies to prevent gentrification or displacement, adopting immigrant-friendly policies, or creating space for group expression, Main Street organizations are well-positioned to advance these principles and strengthen their districts' social, civic, and economic fabric.
- **Connectivity through Civic Infrastructure:** Civic infrastructure – parks, trails, town squares, play spaces, libraries, and other public places – boosts local economies, increases resiliency and trust, supports health and well-being, creates a more equitable society, increases civic engagement, and strengthens democracy for all. Underlying a community's civic infrastructure is a system of interconnected policies, programs, and people that work in tandem to build and foster a sense of place. Main Streets share in the community-wide need to dedicate time and resources towards expanding access and use of civic infrastructure to enhance quality of life and create more sustainable communities with vibrant social capital.
- **Reimagining Local Spaces & Economies:** Major economic transformations over the past decade – from real estate market conditions and pandemic disruptions to macro-economic shifts and local entrepreneurship trends – have presented local communities with myriad challenges. In response, Main Streets have adopted future-focused solutions to leverage their place-based assets, remain competitive, and reorient their economic bases for local prosperity. To adapt in an ever-changing landscape, Main Streets can support local investment and ownership in their districts, activate underutilized spaces through creative reuse, champion people-centered infrastructure, and bolster grassroots economic vitality strategies.

**Will Main Street Now offer continuing education credits?**

Yes, we anticipate offering APA credits for select sessions.

**Additional questions?** Email [info@mainstreet.org](mailto:info@mainstreet.org) (mailto:info@mainstreet.org?Subject=)  
*Please note: Due to the high volume of requests, it may take up to 72 hours to receive a response.*

*Information and details are subject to change.*



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