**  
Main Street America Transformation Strategy Identification Workshop**

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*Full day workshop on the development of Transformation/Economic Strategies under the Main Street Approach.  Through an understanding of available inputs, including community engagement and market data, along with case studies from Main Street America communities, participants will learn to develop and implement strategies for their commercial district revitalization.*

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| **Subject** | **Statewide Transformation Strategy Identification Workshop** |
| **Visit Dates** | **Wednesday, March 19, 2025** |
| **Format for Visit** | **The Workshop will be hosted in-person in Falls City, NE and will last 8.0 hours** |
| **Goal of Visit** | 1. Understand the crucial role of strategy in leading commercial district revitalization through the Main Street Approach. 2. Recognize the importance of local market conditions and the value of engaging the community to help identify and define strategies to transform or sustain positive transformation in commercial districts. 3. Use Transformation Strategy identification to align the work of the organization and confirm the types of projects that can impact the economic vitality of commercial districts. |

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| **AGENDA** | | |
| **Format** | **Times** | **Topic** |
| Lecture | 9am-10am | What are Transformation Strategies and how they can provide direction and guide planning and implementation efforts |
| Lecture | 10:10am-11am | The important role of Market Analysis and a variety of inputs |
| Lecture | 11:10am-12pm | The value of Community Engagement to build consensus and a common vision for the future of the district |
| Lunch in the District | 12pm-1:30pm  Lunch | Lunch on your own- find a local restaurant and a group! |
| District Investigation in Groups | 1:30pm-2:15pm | Evaluating downtown assets |
| Breakout Discussions | 2:30pm-3:30pm | Evaluating inputs with selected community data to evaluate |
| Lecture | 3:30pm-4:40pm | Strategy Implementation and Measurement Across the 4 Points |
| Closing | 4:40-5pm | Wrap up, closing comments/questions, next steps |