

California Downtown Association presents the
2011 Webinar Series

'The Best of the Best'

Date:

Jan. 19, 2011

Feb. 16, 2011

Mar. 16, 2011

Apr. 20, 2011

May 31, 2011

Jun. 15, 2011

Webinar:

Reinventing Your Downtown

Leveraging the Power of Social Media

Community Branding for the Experience
Economy

Deploying Tech Tools for Business
Development

Best Practices in Forming and
Renewing BIDS

Getting your Town to the Development
Boiling Point

**Each webinar will begin
promptly at 1 p.m.**

Course Prices

Member rate:

*\$35 per webinar or
\$160 for all six webinars*

Non-member rate:

*\$55 per webinar or
\$280 for all six webinars*

California Downtown Association
1215 K Street, Suite 2290
Sacramento, CA 95814
888.429.1224
www.californiadowntown.com
info@californiadowntown.com

'The Best of the Best'

2011 Webinar Series

Reinventing Your Downtown

Jan. 19, 2011

Speaker: Ron Smith

Many cities have an old/established downtown that has lost the interest of new community members while the local nay-sayers resist changes. Some of these downtowns, like Lancaster, turned into a dull place to visit. It had a self-proclaimed "Grumpy Old Men's Club" that balked and sniped at any talk of change. The City of Lancaster engaged the community and reinvented its downtown to become a destination for the urban, cosmopolitan, artistic young business owner. The result has excited the new community and has converted some nay-sayers! You'll learn how to use inspiration to reinvent the position of your downtown brand, how to involve the community to cause change, and marketing ideas for repositioning and branding an established downtown.

Leveraging the Power of Social Media

Feb. 16, 2011

Speaker: Alejandro Reyes

Are you using social media effectively for your downtown? Learn about: creating a successful Facebook fan page, why you should be blogging, engaging the community on Twitter, the power of video, and search engine optimization. You'll learn how to cut through the noise and clutter of social media, which platforms to focus on, and tips and ideas to start integrating social media in your marketing mix and best practices.

Community Branding for the Experience Economy

Mar. 16, 2011

Speaker: Tripp Muldrow

A community brand is a promise a place makes with people- residents, visitors, and investors. Muldrow will present an exciting and entertaining webinar that will explore what makes a community brand, why Main Street organizations are typically the "pacesetters" for brand building in communities, and how to implement a brand process. Through a series of examples from Rutland, Vermont to Woodville, Mississippi; Tripp will share stories of brand building, market research, marketing campaigns, and a few "unknown" tips on how to best launch a brand in a community.

Deploying Tech Tools for Business Development

Apr. 20, 2011

Speakers: Lani Lott, Heather Kennedy & Keith Kjelstrom

Technological advances provide downtown and economic development programs with a wealth of free and low-cost business development tools. Yet, while these tech tools bring blessings, our economical development communities still find themselves cursed by "analysis paralysis." Learn about current tools and how to best deploy them in sound economic practices that, practice with hands-on exercises, and begin the process of drafting strategies that generate results.

Best Practices in Forming and Renewing BIDS

May 31, 2011

Speaker: John A. Lambeth

A review of the best practices to utilize when forming and renewing business improvement districts. You'll learn about best practices for PBIDs, CBDs, restaurant district and tourism district formation and renewal, the latest legal developments regarding these, and new trends.

Getting your Town to the Development Boiling Point

Jun. 15, 2011

Speakers: Ted and Jerry Sorensen

Cities struggle to understand why their downtowns don't develop after they have made zoning changes intended to encourage development. Learn leverage techniques that cities can use to encourage development and whether the proposed changes are adequate to achieve downtown goals. Learn how to analyze your town's current economic vitality and social vibrancy, parking best practices to encourage development and economic activity, and how to maintain or develop a village character for your downtown district.

Biographies

Heather C. Kennedy

She is the Project Manager of the City of Lancaster's 10-block, \$12 million Boulevard Transformation Project.

Keith Kjelstrom

He provides services in commercial district revitalization, economic development, land use planning, and strategic planning for local and state movements, businesses, and nonprofit organizations.

John A. Lambeth

He is the President of Civitas, specializes in working with property owners, business owners and cities on urban revitalization projects.

Lani Lott

She has more than 20 years of experience in the field of downtown development and economic revitalization.

Tripp Muldrow

He is a principal in the firm Arnett Muldrow & Associates in Greenville, South Carolina. He has directed community revitalization projects in cities and towns for 12 years.

Alejandro Reyes

He is quickly becoming known as the leading expert on social media and online marketing in Sacramento, recently named "Top 15 people to watch" by Sacramento Magazine. Currently he has more than 15,000 Twitter followers, nearly 5,000 Facebook friends and media exposure.

Ron Smith

He is an award-winning communication professional, with more than 25 years of experience. He has a commitment to collaboration and a team approach to finding solutions.