

Pennsylvania Downtown Center ANNUAL CONFERENCE

COMMUNITY MARKETING:

*Plotting a course to
your town's tomorrow.*

REGISTRATION BROCHURE



JOHNSTOWN 2009
JUNE 7-10

SESSION HIGHLIGHTS

Downtown 201: Preparing a Development Plan

Linda Lysakowski, ACFRE

Advanced Internet Social Networking

Toby Bloomberg, Bloomberg Marketing

Special Events Life Cycles

Donna Harris, Heritage Consulting, Inc.

Buy Local: 10 Strategies to Grow Local Businesses and Revive the Economy

Stacy Mitchell, acclaimed author of "The Big-Box Swindle" and "The Hometown Advantage"

Fresh Food Financing Initiative

Caroline Harries, the Food Trust

Connecting the Dots Between the Main Street District Businesses

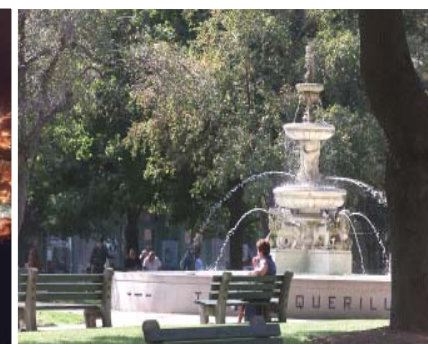
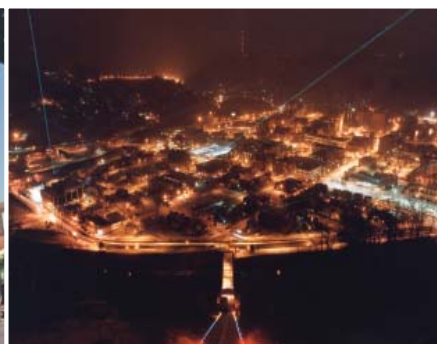
Tom Shay, Profits Plus

Moving Your Downtown Real Estate: Models for Marketing Success

W. Douglas Wendt, Wendt Partners

Risk Assessment for Nonprofits

Moira Gettens, National Main Street Center



HOTEL INFORMATION

Johnstown Holiday Inn Downtown

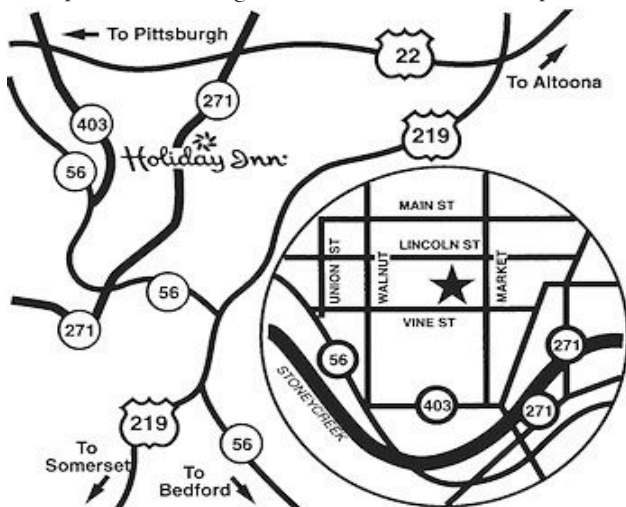
250 Market Street
Johnstown, PA 15901
(814) 535-7777 p.
(814) 539-1393 f.



www.johnstown-dwtn.holiday-inn.com

**Conference rate: \$99 per night + tax.
Limited supply; book now!**

For more information regarding the Johnstown Holiday Inn Downtown, as well as additional accommodations, visit www.padowntown.org/conferences/info/hotel.asp.



From Altoona / State College and Points North:

Follow I-99 South to US Route 22 West. Follow Route 22 West to Route 219 South. Take 219 South to Exit 56 West - the Johnstown Expressway. At the first traffic light, make a right onto Walnut Street. Go through the traffic light and make a right onto Lincoln Street. At the stop sign, turn right onto Market Street. The hotel is on the right hand side. Parking is in the outside lot or indoor garage.

From Pittsburgh / Ohio and Points West:

Take the PA Turnpike (I-76) East to Exit 226-Monroeville. Then follow signs for US Route 22 East to the exit for 56 East into Johnstown. Turn left at the traffic light at the Point Stadium, which will be Washington Street. Follow to the third traffic light and make a right turn onto Market Street. Follow to the second light; the hotel will be on the right. To park, make a right onto Vine Street. The Holiday Inn has a parking lot and enclosed parking garage.

From Points East & South:

Take Route 56 West from the Bedford Exit of the Pennsylvania Turnpike to Johnstown. In the East Hills of Johnstown, Route 56 joins Route 219 North (a four lane divided highway). Take 219 North and get off at the second exit (56 West Johnstown Expressway). Get off Route 56 at the third exit (Bedford Street). At the end of the off ramp, there will be two lights; make a left after the second light (Vine Street). Proceed through two traffic lights. After the second light, continue through Market Street and you will see the hotel's parking lot immediately on the right.

FULL REGISTRATION RATES

Includes Sunday events, breakfast Monday - Wednesday, educational sessions, evening events, the annual Townie Awards gala, and the closing luncheon. Your conference badge is required for entry at all events.

	EARLY BIRD	REGULAR	ON-SITE
Registration received by:	Postmarked or faxed by 5/14/09	Postmarked or faxed by 5/21/09	On-site only after 5/21/09
PDC member	\$325	\$400	\$420
Non-member	\$575	\$600	\$630
Organization Group*	\$275 per person	N/A	N/A

*The Organization Group rate is only available during early bird registration, and for PDC member organizations registering three or more individuals. Organization Group registrations must be submitted together but on a separate form for each registrant.

PER-DAY REGISTRATION RATES

Includes meals and activities for selected date only.

	MONDAY, JUNE 8	TUESDAY, JUNE 9	WEDNESDAY, JUNE 10
PDC member	\$200	\$250	\$200
Non-member	\$225	\$275	\$225

EXHIBITOR REGISTRATION RATES

PDC member rate: \$575

Non-member rate: \$750

Per additional person: \$125

Note: This price covers one full conference registration, which entitles the exhibitor to an exhibit space in our Vendor Marketplace and attendance at sessions, meals, and evening events. Your conference badge is required for entry at all events.

Would you like to renew your PDC membership for 2009 - 2010?

		Check
Organizational	\$250	
Enhanced	\$600	
Business Bronze	\$400	
Business Silver	\$600	
Business Gold	\$1,500	

Contact Elizabeth Davis at PDC for additional information regarding the benefits associated with each membership level.

Registration deadlines apply for both full and per-day registrants. Individuals are considered registered only after appropriate payment is received by Pennsylvania Downtown Center.

Cancellation policy: All cancellations and refund requests must be submitted in writing. Written cancellations received by May 14, 2009, will be fully refunded. Cancellations received by May 21, 2009, will receive a 50 percent refund. No refunds will be made after May 21, 2009. A \$50 administrative fee will be deducted from all refunds.



2009 ANNUAL CONFERENCE REGISTRATION FORM

Last Name _____ First Name _____

Organization _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Check here if you have a disability or require special assistance. We will contact you.

Advanced sign-up required for the following events:

Check all that you plan to attend. Note: additional costs are associated with some events.

Monday, June 8, 2009

- Community Revitalization 101: _____ (day-long session)
- Community Revitalization 201: *Preparing a Development Plan* _____ (day-long session)
- ~~Downtown Ebensburg mobile workshop | 9:30 a.m. - 2:00 p.m. _____ \$35 per ticket (lunch included in ticket price)~~ *Canceled.*
- Downtown Bedford mobile workshop | 11:00 a.m. - 4:00 p.m. _____ \$35 per ticket (lunch included in ticket price)
- Johnstown's Kernville neighborhood | 7:45 - 10:45 a.m. _____ \$15 per ticket

Tuesday, June 9, 2009

- Networking lunch _____ \$10 per ticket

I will need ___ additional tickets to the Townies (\$40 each). Note: one ticket to the Townie Awards gala is included with every conference registration.

Meal choice for the Townies dinner:

Vegetable Lasagna _____ Chicken Florentine _____
Tenderloin of Beef Burgundy _____ Herb-Crusted Tilapia _____

PAYMENT DIRECTIONS

Registration fee \$ _____
Exhibitor fee \$ _____
PDC membership \$ _____
Additional fees* \$ _____
Total \$ _____

*For mobile workshops, networking lunch, additional Townie tickets, etc.

To pay via check, mail your completed registration form and a check for the appropriate amount to: Pennsylvania Downtown Center, 130 Locust Street, Suite 101, Harrisburg, PA 17101.

To pay via credit card, fill out the information below and fax this form to (717) 233-4690.

Name on card _____
Card number _____
Expiration date _____ Type of card _____
Signature _____

Visa, MasterCard, or Discover accepted.



Don't forget to bring your Downtown Treasure Trove item!



Pennsylvania Downtown Center
130 Locust Street, Suite 101
Harrisburg, PA 17101
(717) 233-4675 p.
(717) 233-4690 f.

CONFERENCE HIGHLIGHTS

Sunday, June 7, 2009

10:00 a.m. - 4:00 p.m.

Registration and information desk open.

1:00 - 2:30 p.m.

Walking tour of historic downtown Johnstown, followed by a tour of the Johnstown Flood Museum.

Sunday evening event Hosted by the City of Johnstown

The evening will feature highlights such as dinner, fire-works, and a movie screened on an giant inflatable screen at Johnstown's Point Stadium.

Monday, June 8, 2009

Community Revitalization 101

Day-long session for volunteers and managers new to the field of downtown and neighborhood revitalization.

Community Revitalization 201:

*Preparing a Development Plan,
Linda Lysakowski, ACFRE*

Mobile workshops to:

*Kernville, Ebensburg, and Bedford.
(Note: pre-registration is required.)*

Monday evening event | hosted by PDC

The Johnstown Heritage Discovery Center will serve as backdrop for an evening of fun, including dinner, tours of the Center, and music provided by Full Kilt.

Tuesday, June 9, 2009

9:30 a.m. - 4:30 p.m.

More than 15 concurrent educational sessions to choose from.

Evening event:

The Annual Townie Awards Gala.

Wednesday, June 10, 2009

9:30 a.m. - 12:30 p.m.

Concurrent sessions continued.

9:30 - 11:00 a.m.

Elm Street managers meeting.

11:15 a.m. - 12:30 p.m.

Main Street managers meeting.

12:30 - 2:00 p.m.

Closing luncheon.

