

2021 Training Opportunities

Creating Community Vitality Series (CCV)

Join the Virginia Department of Housing and Community Development's Community Revitalization Office for this yearlong series focusing on building your place's identity, supportive ecosystems, and community in a format that promotes monthly education, inspiration, and application.

More Information: www.virginiainmainstreet.com

Jan 13, 11 AM: CCV Webinar // Creating Community Vitality Kick Off, Speaker Monique Johnson

This session will encourage communities to question: how do we define community; respond to seismic shifts; and find the tools to help us be responsive to the diverse needs of our constituency.

Jan 28, 11 AM: Google Meet // AVMS Program Manager Team Huddle

This quarterly virtual gathering, facilitated by VMS staff for the Advancing Virginia Main Street (AVMS) program managers, is dedicated to regular connection, peer support and solution-based discussions.

Feb 10, 11 AM: CCV Webinar // Placemaking, Speaker Jeff Siegler

Participants will learn how the places we shape determine our physical, mental, social and economic health; then we will begin to understand how much better we can be at shaping our places.

March 10, 11 AM: CCV Webinar // Storytelling, Speaker Phil Eich

In this webinar, learn how to once again put storytelling at the center of community and culture to strengthen relationships between people, connecting us to our past and future, and cultivating pride in one's place.

April 14, 11 AM: CCV Webinar // Leadership + Network, Speaker John Sarvay

In this webinar, participants will identify ways to expand their relationship circles, and leave with a clearer sense of where to invest your networking energies in service to your mission and vision.

April 22, 11 AM: Google Meet // AVMS Program Manager Team Huddle

April 29, 11 AM: Google Meet // AVMS Board President Forum

This triannual virtual gathering, facilitated by VMS staff for the local AVMS program's board presidents, is focused on unifying the network of nonprofit leaders and boosting Main Street efficacy in communities.

May 12, 11 AM: CCV Webinar // Attractions + Assets, Speakers Kevin Wright & Joseph Nickol

Learn about YARD & Company, an urban growth firm based out of Cincinnati, and how to employ the process of exploring, testing and designing catalytic projects and plans for your town, city, or district.

June 9, 11 AM: CCV Webinar // Housing, Speakers Bernice Radle, Jenifer Acosta, & Allison Quinlan

This webinar will focus on the principles of small scale, incremental development, a creative and often ignored way to bring back our towns to provide much needed middle housing that will be loved for generations.

July 14, 11 AM: CCV Webinar // Connectivity + Community Services, Speaker Kevin Byrd

Services and infrastructure represent the core function citizens expect of government. In this webinar, participants will explore changes in this realm, discuss emerging trends and methods to implement new approaches.

July 15, 11 AM: Google Meet // AVMS Program Manager Team Huddle

Aug 11, 11 AM: CCV Webinar // Food + Small Scale Production, *Speaker Ilana Preuss*
Essential to success, participants will learn how to build a resilient economy that includes all types of entrepreneurs, catalytic small-scale manufacturing businesses, and new real estate models for downtown.

Aug 29, 11 AM: Google Meet // AVMS Board President Forum

Sept 8, 11 AM: CCV Webinar // Workforce + Entrepreneurs, *Speaker Terrand Smith*
Our neighborhood businesses and workforce that supports them have encountered unprecedented challenges. In this webinar, participants will review ways that community organizations can offer support that may look different than it has in the past.

Oct 13, 11 AM: CCV Webinar // Public Spaces, *Speaker Elgin Cleckley*
Public spaces – ones that are truly equitable and inclusive – are essential for creating community vitality. Participants will learn about empathic design, a design practice operating at the intersection of identity, culture, history, memory and place.

Oct 21, 11 AM: Google Meet // AVMS Program Manager Team Huddle

Nov 10, 11 AM: CCV Webinar // Cultural Promotions + Events, *Speaker Nicole Martorana*
In this webinar, you will learn about how your community can build food-focused events and promotions tied to local traditions and identity. There are many ways for people to connect over their favorite dishes and learn something new.

Dec 8, 11 AM: CCV Webinar // Community Involvement, *Speakers Matt Wagner & Rebecca Rowe*
In this final webinar of the series, we will come together one last time to review the lessons and discuss how to get your community excited and involved along the way.

Dec 16, 11 AM: Google Meet // AVMS Board President Forum

Recommended Training Opportunities Presented By DHCD Partners

April 12 – 14: [Main Street Now Conference](#), *Online*

July: **APA Virginia Conference**, *TBD*

November: **Governor's Housing Conference**, *TBD*

[Preservation Virginia](#) Ongoing Events

Training Attendance Policy

Virginia Main Street (VMS) trainings are an important opportunity to gain new skills, network with other communities, and learn about resources available for downtown revitalization. Every attempt is made to make trainings an excellent learning experience that is convenient and reasonably priced. Because attendance at trainings is important, VMS has developed the following attendance policy.

- ❑ Each Designated Community is expected to attend as follows:

Accreditation by the National Main Street Center (NMSC) is determined by the Local Organization's adherence to and successful fulfillment of the Center's Ten Standards of Performance. Of these Standards is the designated community requirement to conduct a program of ongoing training for staff and volunteers.

To that end, the **local organization agrees to continue program volunteer and staff development in the Main Street Approach by attending training as provided by Virginia Main Street and the National Main Street Center.** Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the Center is highly encouraged.

-Virginia Main Street Memorandum of Understanding

- ❑ Attendance by Exploring Main Street and Mobilizing Main Street communities is considered an element of their "active participation" which is necessary to maintain their status.

If you have questions, please contact Virginia Main Street at (804) 371-7171
or email mainstreet@dhcd.virginia.gov.