

Memorandum

Date: January 15, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: National Main Streets Conference-Oklahoma City, OK

The National Main Streets Conference will take place on May 2-5, 2010. The subject of the Conference is described in the following paragraphs:

The Power of Main Street

“Billions of dollars in reinvestment, thousands of volunteer hours, hundreds of thousands of new jobs and new businesses, and thousands of revitalized communities – this is the **Power of Main Street**.”

The 2010 National Main Streets Conference in Oklahoma City will showcase and celebrate the innovative techniques and practices that make the Main Street Four Point Approach® one of the most powerful economic development tools in the nation. Whether you hail from an urban business district, small rural downtown, or some place in between, we invite you to present your successes and expertise at the National Main Streets Conference in Oklahoma City next May.

Preservation-based economic development is not only essential to the success of Main Street; it is connected to the issues now in the national spotlight: sustainability; smart growth; local fiscal investment and job creation; fostering small, independent, and innovative businesses; embracing diversity; utilizing social media for grassroots campaigns; and so much more.”

I attended the Nation Conference in 2007 and 2009. In 2007, the cost of the Conference was approximately \$1,800.00 and in 2009 almost \$1,500.00. There is currently \$2,800.00 left in the Travel and Training budget for this fiscal year.

I am requesting a budget of \$2,000.00 to attend the 2010 National Main Streets Conference.

Thank you.