

Revitalizewa

Port Townsend

April 23-25, 2018

 WASHINGTON TRUST
FOR HISTORIC
PRESERVATION

 Washington State
MAIN STREET
PROGRAM

 dahp
Department of Archaeology & Historic Preservation
Protect the past. Inspire the future.

Welcome to RevitalizeWA

The Washington Trust for Historic Preservation and the Department of Archaeology & Historic Preservation are delighted to welcome you to Port Townsend for the eighth annual RevitalizeWA Historic Preservation and Main Street Conference! Over the next several days, you will have the chance to enjoy a wide array of educational sessions, tours, and events. From Stephanie Toothman's panel discussion focused on the responsibility of historians and community organizers to "tell the stories of all Americans" to inspiring field studies, such as the tour of Fort Worden's many adaptive reuse projects, we know you'll find rich learning opportunities, both in and outside of the classroom.

The conference kicks off on Monday with tours and introductory workshops, followed by the opening plenary featuring keynote speaker Nina Simon, author of *The Art of Relevance*. That evening, the Washington Trust invites you to our affinity event, *This Place Matters: About Town*; we're flipping our annual reception on its head and hosting it in six of Port Townsend's favorite watering holes! We also invite all young (and young at heart) preservationists to join us for the Young Preservationists Hop Stop at Sirens Pub, immediately following the reception. Tuesday is chock full of educational sessions, tours, and a special discussion hosted by Governor Inslee and his ResultsWA team. Unwind on Tuesday evening at Washington Main Street's annual Excellence on Main Awards. As always, bid often and bid high at our silent auction to help support the Washington Main Street Program. The board and staff at the Washington Trust for Historic Preservation extend our deepest appreciation to our sponsors, partners, and volunteers who make RevitalizeWA possible.

Thank you for joining us for this tremendous celebration of historic preservation and community revitalization in the Pacific Northwest. Port Townsend is known for its beautiful waterfront, Victorian architecture, maritime history, and authentic local attractions. We are excited for the opportunity to support a downtown in the midst of a large construction project, and hope that you find time during and after the conference to visit the many unique shops and local restaurants that have earned Port Townsend nationwide acknowledgment, including the Great American Main Street Award. Welcome to RevitalizeWA 2018!



Schedule-at-a-Glance

MONDAY, APRIL 23

8:00am	Registration & info desk opens KICKOFF THE CONFERENCE WITH A TOUR	Northwind
9:15am-3:15pm	Tour: Ebey's Reserve: Partnership Model of Cultural Landscape Preservation (SOLD OUT)	Northwind
10:00-11:30am	Tour: Step Aboard the <i>Adventuress</i>	Northwind
10:00am-12:00pm	Tour: Preservation Trades: Maritime Trades	Northwind
12:00-1:00pm	Lunch on your own	
12:00-3:00pm	VISION 2020	Northwind
12:30-3:30pm	Tour: Self-Guided <i>Adventuress</i> Tours	Maritime Center
1:00-3:30pm	Tour: Fort Worden: A History	Northwind
1:00-3:00pm	INTRODUCTORY WORKSHOPS	
	Main Street 101	Maritime Center
	Historic Preservation 101	Cotton
	Archaeology 101	Pope
4:00pm	OPENING PLENARY Nina Simon	Legion
5:30pm	GROUP PHOTO	Pope Marine Park
5:45pm	THIS PLACE MATTERS: About Town	Various locations
7:30pm	YOUNG PRESERVATIONISTS HOP STOP	Sirens Pub
7:30pm	Dinner on your own	

TUESDAY, APRIL 24

8:00am	Registration & info desk opens	Northwind
8:30-9:30am	SESSION BLOCK A	
	A1: Small Town Roundtable	Pope
	A2: Main Street Working 9 to 5	Maritime Center
	A3: Water Street Enhancement Project	Cotton
	Tour: Sin at Sea Level	Northwind
9:30-10:00am	Coffee Break	Northwind
10:00am-12:00pm	SESSION BLOCK B (2-HOUR)	
	B1: Federal Historic Tax Credits	Cotton
	B2: Building Inclusive Communities	Legion
	Tour: Healthy People & Places* (SOLD OUT)	Pope
	Tour: Preservation Trades: Wood Windows*	Northwind
12:00-1:30pm	Lunch on your own	
	GOVERNOR INSLEE'S RESULTS REVIEW* (SOLD OUT)	Maritime Center
1:30-2:30pm	SESSION BLOCK C	
	C1: Outreach & Engagement for Historic Preservation	Cotton
	C2: Telling Difficult Stories	Legion
	C3: Shake, Rattle & Roll: Protecting our Historic URM's	Pope
	Tour: Sin at Sea Level	Northwind

2:30-2:45pm	Coffee break	
2:45-4:45pm	SESSION BLOCK D (2-HOUR)	
	D1: Experiential Retail as a Competitive Advantage	Cotton
	D2: OFBYFOR ALL: A Framework for Community Transformation	Maritime Center
	Tour: Uptown Homes Tour* (SOLD OUT)	Northwind
	Tour: Fort Worden: Adaptive Reuse* (SOLD OUT)	Northwind
6:00pm	EXCELLENCE ON MAIN AWARDS	Maritime Center
7:30pm	Dinner on your own	

WEDNESDAY, APRIL 25

8:00am	Registration & info desk opens	Northwind
8:30-9:30am	SESSION BLOCK E	
	E1: From Event to Experience to Economic Impact	Maritime Center
	E2: Historic Preservation: Four Perspectives	Pope
	E3: Local Investment Networks: Moving Dollars From Wall Street to Main Street	Cotton
	Tour: Carnegie Library & Pink House* (SOLD OUT)	Northwind
9:30-9:45am	Coffee Break	Northwind
9:45-10:45am	SESSION BLOCK F	
	F1: The Jefferson Davis Highway Marker	Cotton
	F2: Grow Your Local Economy with Certified Creative District Designation	Pope
	F3: Compatible Infill Construction in Historic Downtowns	Maritime Center
	Tour: Preservation Trades: Masonry* (SOLD OUT)	Northwind
10:45-11:00am	Coffee Break	Northwind
11:00am-12:00pm	SESSION BLOCK G	
	G1: Creative Engagement with Young Professionals	Maritime Center
	G2: Beyond the Plaque: The Prairie Line Trail Interpretive Plan	Pope
	G3: Combining the Low-Income & Historic Tax Credits in Design & Construction	Cotton
12:15pm	CLOSING PLENARY	Maritime Center
1:30pm	CONFERENCE ADJOURNS	

*Indicates additional registration and/or fee required.
For venue addresses and a map, see pages 30-31.

Cover photo by Elizabeth Becker.

Monday, April 23

8:00AM

REGISTRATION & INFO DESK OPENS

Northwind Art Center

Coffee & pastries sponsored by Schooley Caldwell

Kickoff the conference with a tour

9:15am–3:15pm

TOUR: EBEBY'S RESERVE: PARTNERSHIP MODEL OF CULTURAL LANDSCAPE PRESERVATION (\$35) (SOLD OUT)

Meet at Northwind Art Center

Explore the successes, struggles, and solutions associated with managing a partnership-based cultural landscape over the 40-year life of Ebey's Landing National Historical Reserve. Enjoy a tour of the reserve, focusing on the Ebey's Forever Grant program, Coupeville's Main Street program, and other community-based preservation efforts. Fee includes island transportation and lunch. Attendees will need to pay for their own ferry ride, which is \$6.70 roundtrip and can be purchased upon arrival on Monday morning.

Vickie Chambers, Coupeville Historic Waterfront Association
Kristen Griffin, Ebey's Landing National Historical Reserve
Sarah Steen, Ebey's Landing National Historical Reserve



Photo by Elizabeth Becker

10:00–11:30am

TOUR: STEP ABOARD THE *ADVENTURES* (\$10)

Meet at Northwind Art Center

The schooner *Adventures* is one of only two National Historic Landmark sailing ships still in active operation on the West Coast. It is owned and operated by the nonprofit Sound Experience as Puget Sound's official environmental tall ship where thousands of the region's youth sail on day and overnight education programs annually. The *Adventures'* restoration ranks among the best maritime preservation stories in the nation where community, partnership, and the critical availability of traditional preservation skills unite to keep this ship sailing for generations to come. Hear an overview of the ship's restoration, partnerships, and community impact (all from aboard the ship!), followed by an intimate tour by *Adventures* crew.

Catherine Collins, Sound Experience
Mark Donahue, Sound Experience

10:00am–12:00pm

TOUR: PRESERVATION TRADES: MARITIME TRADES (\$5)

Meet at Northwind Art Center

Dive into Port Townsend's rich history of maritime trades by touring an active shipyard. Learn about the skilled trade itself, the industry's impact on the region, and current models of co-operative shipyard ownership. While moving through the shipyard you'll have many opportunities to admire the craftsmanship of rehabilitation work on historic ships that have many tales to tell.

Chris Chase, Western Flyer Foundation
Arren Day, Port Townsend Shipwrights Co-Op



City of Port Townsend



EnjoyPT.com

With its maritime heritage, artist spirit, and a touch of urban chic, Port Townsend is an easily accessible base camp to the Olympic Peninsula and beyond. Whether on land or sea; indoors or outdoors – Port Townsend has activities for every taste.

Port Townsend was founded in 1851 and is located approximately 40 miles northwest of Seattle. Port Townsend prides itself on its historic charm and stunning natural

setting. The City is known for many Victorian buildings remaining from its late 19th-century heyday, numerous annual cultural events, and as a maritime center for independent boat builders.

We're celebrating spring of 2018 in Port Townsend and invite you to join us! It's a beautiful season of new beginnings, fresh buds in bloom, longer days, and the earth seemingly coming alive again.



Centrum's mission is to promote creative experiences that change lives. Through inter-generational immersive workshops, we bring together aspiring and master artists to foster creativity, find and provide mentorship, and build community. Our public performances are the culmination and celebration of our workshops and programs, where we welcome audiences to share in those creative experiences.

Centrum is located at historic Fort Worden State Park in the Victorian seaport of Port Townsend, WA. Perched at the northeast tip of Washington's Olympic Peninsula, Port Townsend is a magical combination of land and sea, with panoramic views of the Strait of Juan de Fuca, as well as the Olympic and Cascade mountain ranges.



12:00–1:00pm

Lunch on your own in downtown or uptown Port Townsend

12:00–3:00pm

Vision 2020

Northwind Art Center

Contribute your vision to the state's historic preservation plan! Department of Archaeology & Historic Preservation staff will be on hand to share information about past plans and the state's process of collecting stakeholder input about future preservation priorities. Drop in to learn more and provide feedback during this three-hour block. Stakeholder surveys will also be available at the registration booth throughout the conference.

12:30–3:30pm

TOUR: SELF-GUIDED ADVENTURESS TOURS

Adventress, Maritime Center dock

Missed this morning's session aboard the *Adventress*? You still have an opportunity to visit the schooner during this three-hour block of drop-in dockside tours. She'll be docked at the Northwest Maritime Center, so stop by at your convenience for a free, self-guided tour!



Photo by Rick Gordon

1:00–3:30pm

TOUR: FORT WORDEN: A HISTORY (\$5)

Meet at Northwind Art Center

Fort Worden is one of the Endicott Era Coast Artillery Forts that protected all major ports in the US at the beginning of the 20th century. Learn about the construction and operation of the Post as a defense against enemy forces, the military changes over time including WWII, the transfer to the State as a juvenile diagnostic treatment facility, State Parks ownership, and finally the lease to the Fort Worden Public Development Authority Life-long Learning Center as a destination that draws groups and independent travelers to the Port Townsend area.

Gee Heckscher, Fort Worden PDA

INTRODUCTORY WORKSHOPS

1:00–3:00pm

MAIN STREET 101

Maritime Center

As a comprehensive economic development tool, the Main Street Approach® is the foundation many communities in Washington and nationwide use to revitalize their historic downtown and commercial districts. Main Street helps you identify and better leverage your local assets – from cultural and architectural heritage to local entrepreneurs and community pride.

Norma Ramírez de Miess, National Main Street Center

HISTORIC PRESERVATION 101

Cotton Building

Join the Department of Archaeology & Historic Preservation for a workshop on historic preservation basics. Learn about historic registers, tax credits, design standards, and more. Whether you're part of a nonprofit, public government, or a business or building owner, this session will serve to ground you in important information and resources for how historic preservation benefits communities.

Kim Gant, Department of Archaeology & Historic Preservation
Nick Vann, Department of Archaeology & Historic Preservation

ARCHAEOLOGY 101

Pope Building

Learn about the importance of caring for cultural resources through pro-active measures. A summary of state, federal, and tribal laws will be provided in addition to the various resources available to help guide you through your next project while giving a brief overview of the exciting archaeology in the state of Washington. This presentation will be particularly useful for those planning projects where there will be any ground disturbing.

Gideon Cauffman, City of Oak Harbor
Gretchen Kaehler, Department of Archaeology & Historic Preservation
Pat McCutcheon, Central Washington University



Photo by Elizabeth Becker

4:00pm

Opening Plenary

THE ART OF RELEVANCE

Legion Building

We all want our organizations to be “relevant,” but what does that word really mean? In this interactive talk, author and museum director Nina Simon will share inspiring examples and practical theories on how to make your work more vital and valuable to diverse communities. She'll share surprising lessons learned from the community co-development of Abbott Square, a new downtown plaza in Santa Cruz, CA. You'll gain insights you can use to identify and authentically involve the communities who matter most to your organization's future. Relevance isn't about what's #trending. It's about unlocking meaning in people's hearts. Join Nina for a thought-provoking conversation about how we can use relevance to matter more to more people.

Nina Simon, Santa Cruz Museum of Art & History

5:30pm

Group Photo

Pope Marine Park

Inspired by Port Townsend's now-famous “Family Portrait”, we would like all conference attendees to join us for our 2nd annual group photo immediately following the Opening Plenary.

5:45pm

This Place Matters: *About Town*

Multiple locations

You work hard to save the places that matter in the Pacific Northwest, and the Washington Trust for Historic Preservation wants to say thank you! Meet friends and colleagues at this affinity event sponsored by the Washington Trust, where we're turning our traditional This Place Matters event on its head and hosting it throughout Port Townsend's downtown district. Enjoy local craft beverages and light hors d'oeuvres at six of Port Townsend's favorite watering holes. A map and a drink token are included in every conference attendee's packet, so be sure to bring those items with you to make the most of the event!

7:30pm

Young Preservationists Hop Stop

Sirens Pub

This casual, no-host event is geared toward connecting young professionals (and the young at heart) interested in preservation and revitalization. Stop by after you've made the rounds *About Town*!

7:30pm

Dinner on your own in downtown or uptown Port Townsend



Photo by Kevin Prime



ptmainstreet.org

Our mission is to preserve, promote, and enhance our historic business districts.

From coordinating year-round award-winning promotions, landscaping/maintenance, and supporting our local economy, The Port Townsend Main Street Program staff and volunteers are committed to the economic prosperity of the historic districts and protecting our small town charm.

Our committees encourage historic preservation, good design, and the economic prosperity of the historic districts.



Tuesday, April 24

8:00AM

REGISTRATION & INFO DESK OPENS

Northwind Art Center

Coffee & pastries sponsored by Aldrich's Market

8:30–9:30am

Session Block A

A1: SMALL TOWN ROUNDTABLE

Pope Building

This session brings together preservationists and Main Street organizers working in small towns where challenges, resources, and best practices are often different than what is experienced in larger urban cities. Join other “small towners” for a discussion about what is happening in your town, what problems you are facing, solutions you’ve found, and ideas for working together.

Sandy Strehlou, Town of Friday Harbor

A2: MAIN STREET WORKING 9 TO 5

Maritime Center

Adapting historic places for 21st-century work builds economic resilience in Main Street communities. A 9 to 5 weekday resident workforce complements heritage tourism businesses that rely on weekend visitors. Adapting unused commercial space, especially vacant upper floors, reinforces the social and economic vitality of Main Street.

Hannah Allender, SHKS Architects
Adam Hutschreider, SHKS Architects

A3: WATER STREET ENHANCEMENT PROJECT

Cotton Building

By now you’ve noticed that there is a major street project happening in downtown Port Townsend. Conference organizers viewed this not as a hindrance, but as a learning opportunity! Join

local leaders to learn more about the Water Street Enhancement Project, including details about strategies used to keep Main Street businesses active during construction.

John McDonagh, City of Port Townsend,
Mari Mullen, Port Townsend Main Street Program
Laura Parsons, City of Port Townsend
Bob Reick, Interwest Construction
Scott Sawyer, SCJ Alliance

TOUR: SIN AT SEA LEVEL

Meet at Northwind Art Center

A guide from the Jefferson County Historical Society will take you on a tour of Water Street, chosen by *Architectural Digest* to be one of the 15 most beautiful Main Streets in America. You’ll hear tales of Port Townsend’s rowdy seaport days, see beautiful historical architecture, and learn about some of the colorful characters who built the town in the 1800s and revitalized it as an arts community and counter culture haven in the 1900s.

Bill Tennent, Jefferson County Historical Society

9:30–10:00am

COFFE BREAK

Northwind Art Center

Sponsored by Aldrich's Market

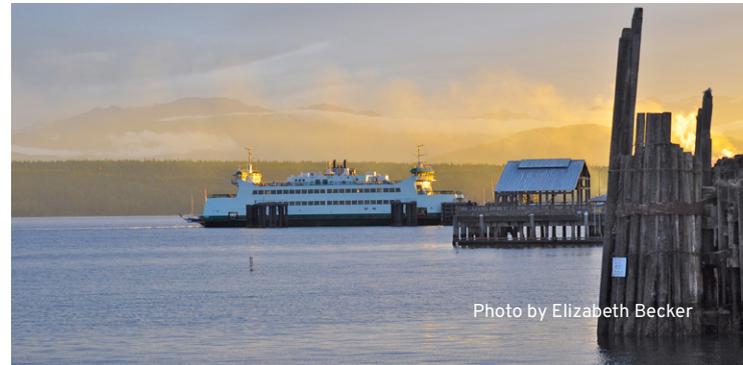


Photo by Elizabeth Becker



Photo by Elizabeth Becker



**Engineered
Better
Together.**

Swenson Say Fagét (SSF) is committed to finding the right structural design solution. We utilize buildings' innate strengths to steer our historic preservation, renovation, and adaptive reuse work. For every project, we have a "leave no trace" philosophy where both the architectural fabric and life-safety performance co-exist. We are passionate about historic renovation and welcome all new residential and commercial opportunities.

Structural · Seismic · Historic Renovation/Preservation



ssfengineers.com

NORTHWIND **ARTS** CENTER

CONNECTING ARTS AND COMMUNITY

Northwind Arts Center's mission is to connect arts and community. Northwind cultivates and encourages the arts by showcasing and serving visual, literary, and performance artists, and fosters arts appreciation and education in the greater community.

northwindarts.org



10:00am-12:00pm

SESSION BLOCK B (2-hour)

B1: FEDERAL HISTORIC TAX CREDITS

Cotton Building

We saved the tax credit! But now what? The rules of the game have slightly changed, but this is still one of the most useful tools for funding historic rehabilitation. Come learn about the program, the application process, community benefits, and ways to creatively utilize the credit that has been successfully applied to nearly 300 projects in Washington State. This session will include a brief walking tour of a nearby tax credit project!

Stephen Day, Stephen Day Architecture
Nick Vann, Department of Archaeology & Historic Preservation

B2: BUILDING INCLUSIVE COMMUNITIES

Legion Building

Norma Ramírez de Miess utilizes her multicultural background and solid bilingual skills to help communities across the nation understand changing demographics, capitalize on the value of diversity to local economies, and strive to build more inclusive organizations. Come prepared to both learn and share in this interactive session.

Norma Ramírez de Miess, National Main Street Center

TOUR: HEALTHY PEOPLE & PLACES (SOLD OUT)

Pope Building

We know that health and well-being happen not in our doctor's office, but where we live. Likewise, the vitality of our local economies is directly tied to the quality of place, more specifically

how human-centered or walkable the place is. In this session, we will explore the principles and tools of walkability and how to make the case for streets as places, not just conduits for cars. Following a presentation, we will set out on foot using Port Townsend as our canvas. Leave inspired, equipped, and empowered to facilitate or take action in your city to help make the places where we live, do business, and play more welcoming, safer, happier, and healthier.

Samantha Thomas, Built Environmentalist

TOUR: PRESERVATION TRADES: WOOD WINDOWS (\$5)

Meet at Northwind Art Center

Learn the basics on the trades involved in wood window preservation and restoration and hear how a new business model hopes to transition freshly trained students into employed tradespeople.

John Edwards, Port Townsend School of Woodworking
Chris Gustafson, Vintage Window Restoration
Mike Rainey, Port Townsend School of Woodworking



11th Annual Cultural Resource Protection Summit

May 23-24, 2018



Living Landscapes, Living Cultures

The 2018 Cultural Resource Protection Summit marks our 11th gathering. Since its inception, the primary goal in organizing the annual Summit has been to facilitate amongst all affected parties an open, frank discussion about the intersection between cultural resources and land use.

This year, the Summit agenda includes an engaging array of cutting-edge topics that will encourage attendees to examine the benefits of a landscape approach and how it might inform workable solutions for today's most pressing challenges to effective cultural resource protection.

Please join us at the Suquamish Tribe's beautiful and inviting House of Awakened Culture for a two-day gathering that will help you improve your technical skills while deepening your connection to why we do this work. Leave with more tools for protecting cultural resources and sharing the important stories they tell, not to mention new allies and friends.

Visit www.theleadershipseries.info for special rates, a draft agenda, and to register online!

Thank you to our 2018 sponsors to date:





Western Specialty Contractors serves the entire nation from over 35 offices. We combine the best, time-tested techniques with innovative technology and are the nation's largest masonry restoration contractor.

We have extensive experience in historic masonry renovation and preservation, and are also specialists in concrete restoration.



westernspecialtycontractors.com

12:00–1:30pm

Lunch on your own in downtown or uptown Port Townsend

GOVERNOR INSLEE'S RESULTS REVIEW (SOLD OUT)

Maritime Center

Join Governor Inslee and several state agency leaders during this special event, an extension of the Governor's Results Washington Office. Learn about Fort Worden's intersection of arts, education, parks, and historic preservation; and engage with other attendees in discussion about ways to collectively promote and develop more vital, vibrant, and inclusive communities.

*** Attendees, please note that lunch is not provided and you should plan on eating either before or after the event.*

1:30–2:30pm

SESSION BLOCK C

C1: OUTREACH & ENGAGEMENT FOR HISTORIC PRESERVATION

Cotton Building

Historic preservation staff from the cities of Tacoma, Bellingham, Olympia, and Spokane will lead a discussion on fun and effective outreach, programming, and education for CLGs and other local preservation advocates. The panel will discuss strategies for appealing to a younger and more diverse audience, as well as how to use social media and technology in outreach and engagement. Other topics will include effective branding, messaging, events, and programming to leverage community interest and partnerships.

Megan Duvall, City/County of Spokane

Katie Franks, City of Bellingham

Lauren Hoogkamer, City of Tacoma

Michelle Sadlier, City of Olympia

C2: TELLING DIFFICULT STORIES

Legion Building

Historians and community organizers have a responsibility to “tell the stories of all Americans” in order to understand the complexity of our shared heritage and ultimately seek justice and reconciliation. One focus of this effort has been to tie these stories to the places where they happened – to use place-based history as a path to preserving and honoring these stories and

COUGHLINPORTERLUNDEEN

STRUCTURAL CIVIL SEISMIC ENGINEERING

We are proud of our role in preserving some of Washington's most historic and recognizable buildings. We appreciate the value that historic structures provide to the character of our communities. We take care to understand the crucial role these culturally relevant spaces play in their surrounding neighborhood. By remaining cognizant of the part each building plays in shaping the community's sense of identity, we are able to help the owner and entire design team complete an adaptive reuse project that extends beyond the structure itself to invigorate street levels, reconnect to adjacent developments, and create an inviting, memorable space that celebrates the neighborhood's historic significance.



the communities to which they belong. Stephanie Toothman, former Associate Director of Cultural Resources for the National Park Service, will lead a panel comprised of community leaders from across the state who have made telling difficult stories a cornerstone of their work. We hope this will be a session that will provide you with an opportunity to ask questions and share experiences.

Erasmio Gamboa, University of Washington
Claudia Kiyama, Beyond Integrity
Clarence Moriwaki, Forest Edge Communications
Stephanie Toothman

C3: SHAKE, RATTLE & ROLL: PROTECTING OUR HISTORIC URMs

Pope Building

The brick buildings that grace our historic districts such as Port Townsend give our communities texture, color, and a sense of permanence. Ironically, these prominent anchors of our downtown areas are particularly vulnerable in seismic events that threaten much of the west coast. Referring to unreinforced masonry (URM) buildings, speakers in this panel will provide insights about the scale of the threat to historic URMs and the people who live, work, and shop in them along with ways to help retrofit them to withstand an earthquake. Learn what is happening right now at the local and state level to address this risk.

Greg Griffith, Department of Archaeology & Historic Preservation
Erika Lund, City of Seattle
John McDonagh, City of Port Townsend
Steven Randolph, Federal Emergency Management Agency
Dan Say, Swenson Say Façét

TOUR: SIN AT SEA LEVEL

Meet at Northwind Art Center

A guide from the Jefferson County Historical Society will take you on a tour of Water Street, chosen by *Architectural Digest* to be one of the 15 most beautiful Main Streets in America. You'll hear tales of Port Townsend's rowdy seaport days, see beautiful historical architecture, and learn about some of the colorful characters who built the town in the 1800s and revitalized it as an arts community and counter culture haven in the 1900s.

Bill Tennent, Jefferson County Historical Society

cplinc.com

SHKS ARCHITECTS

Connecting people with place, community with culture, and architecture with environment.



shksarchitects.com

2:30–2:45pm

COFFEE BREAK

Northwind Art Center

Sponsored by Aldrich's Market

2:45–4:45pm

SESSION BLOCK D (2-hour)

D1: EXPERIENTIAL RETAIL AS A COMPETITIVE ADVANTAGE

Cotton Building

Logging-on is too easy. Gone are the days of shopping local simply out of a sense of obligation or duty. In-store experiential advantages are one way to respond to the growing influence of the internet but exactly what to evaluate or where to make changes remains elusive. A greater understanding of shopper behavior and creating a compelling and connected Main Street consumer fabric allays retail shortcomings and positions businesses for increased enjoyment, loyalty, and sales from their shoppers. This presentation will cover key performance indicators your district should measure, understanding where store experiences begin, defining and creating emotional connections, coaching storefronts to SHOW vs TELL, using shoppers' behavior to the retailers' advantage, and more!

Seanette Corkill, Frontdoor Back

Anne Marie Luthro, AML Insights

D2: OFBYFOR ALL: A FRAMEWORK FOR COMMUNITY TRANSFORMATION

Maritime Center

How can you develop specific goals and an action plan for engaging your whole community? In this interactive workshop, we'll explore a new framework for analyzing the extent to which your organization is OF, BY, and FOR your community. You'll leave with a better understanding of your goals for community engagement – and starting points to achieve them. This session is an opportunity to share your input on a new, experimental global campaign to help civic and cultural organizations become OFBYFOR ALL.

Nina Simon, Santa Cruz Museum of Art & History

Lauren Benetua, Santa Cruz Museum of Art & History

TOUR: UPTOWN HOMES TOUR (\$15) (SOLD OUT)

Meet at Northwind Art Center

Discover the wonderful neighborhood of Uptown Port Townsend with historic homes from 1873 to the late 1930s plus the oldest frame structure (1865), once on the Washington Trust's list of Most Endangered Places. This tour will include five homes, plus a walk through the Uptown Business District.

Cate Comerford, Cate Comerford Design

TOUR: FORT WORDEN: ADAPTIVE REUSE (\$5) (SOLD OUT)

Meet at Northwind Art Center

Enjoy a guided tour of selected buildings at Fort Worden to demonstrate strategies and techniques for preservation, rehabilitation, and adaptive reuse of historic buildings. Fort Worden is home to several adaptive reuse examples, including a barracks to a state-of-the-art classroom building; an officer's quarters to a museum; a balloon hangar to an auditorium; a powerhouse to a woodworking school and recording studio; a guardhouse to a pub; and more!

Gee Heckscher, Fort Worden PDA

Larry Sammons, Fort Worden PDA



Photo by jaisril via Flickr



bassetti
architects

Bassetti Architects is a full-service architectural, planning, and interior design firm with offices in Seattle and Portland. Bassetti is a leader in historic preservation and adaptive reuse. Our commitment to documenting and revitalizing landmark and historic structures is embedded broadly within our firm. We are passionate about ensuring that historic buildings are restored appropriately and their lives extended to provide ongoing value.



bassettiarch.com

6:00pm

Excellence on Main Awards

Maritime Center

Exceptional entrepreneurs, organizers, and preservationists from communities across the state will be celebrated at Washington Main Street's annual Excellence on Main Awards reception. The evening will include heavy hors d'oeuvres, local craft beverages, and live music by The Shaky Barbers, one of Port Townsend's favorite local bands. All conference attendees are invited to attend the celebration!

7:30pm

Dinner on your own in downtown or uptown Port Townsend



RAFNL
COMPANY

Rafn Company is a leading general contractor in the renovation of historic buildings in the Puget Sound region. Founded in 1978, Rafn pioneered the negotiated referral based business model that allows us to work as true partners with the developer, architect, and consultant team on all of our work. With over 100 renovation projects completed, we are highly skilled and experienced in what it takes for a successful renovation project.



rafn.com

Wednesday, April 25

8:00am

REGISTRATION & INFO DESK OPENS

Northwind Art Center

8:30–9:30am

SESSION BLOCK E

E1: FROM EVENT TO EXPERIENCE TO ECONOMIC IMPACT

Maritime Center

Gig Harbor's Main Street program is known for hosting promotions that not only bring people downtown in droves, but also make major sales impact for their local businesses. Using their successful Girls Night Out event as one example, attendees will learn the ins and outs of planning, volunteer management, marketing, and data gathering that can help you draw a strong connection between promotions and economic impact.

Mary DesMarais, Gig Harbor Downtown Waterfront Alliance

Heidi Gerling, Gig Harbor Downtown Waterfront Alliance

Josh Sherwin, Gig Harbor Downtown Waterfront Alliance

E2: HISTORIC PRESERVATION: FOUR PERSPECTIVES

Pope Building

Understand the focus and perspective of four groups of historic preservation players: state government, local government, Main Street, and advocacy. Each player will provide an overview of what their role is in preservation, followed by a panel discussion featuring a threatened downtown building. This session will provide an overview of the different ways historic preservation happens and who you can turn to for different types of assistance.

Kim Gant, Department of Archaeology & Historic Preservation

Carolyn Honeycutt, formerly Ellensburg Downtown Association

Jonathan Kesler, City of Ellensburg

Jennifer Mortensen, Washington Trust for Historic Preservation

E3: LOCAL INVESTMENT NETWORKS: MOVING DOLLARS FROM WALL STREET TO MAIN STREET

Cotton Building

Local investment networks can have a powerful impact on the economy of a community by bringing a portion of community members' dollars currently invested in Wall Street back to Main Street. But how do you get one started? How do you keep momentum after an initial rush of enthusiasm? Come hear from the grandparent of Washington networks, Jefferson County's Local Investment Opportunity Network (LION) and from the brand-new Methow Investment Network (MIN) about their challenges and successes and learn how they might translate to your home community.

Don Linnertz, TwispWorks

Deborah Stinson, Local Investment Opportunity Network

TOUR: CARNEGIE LIBRARY & PINK HOUSE (SOLD OUT)

Meet at Northwind Art Center

Join us for a fascinating tour of Port Townsend's historic 1913 Carnegie Library – one of the town's most unique assets, and the 1868 Pink House – one of Port Townsend's oldest homes. Tour discussion will include the reuse of the 150-year-old residential structure for commercial purposes, FEMA-funded seismic upgrades, historic renovations to accommodate modern-day needs, and much more!

James Cary, Cardinal Architecture

Melody Sky Eisler, Port Townsend Public Library

Keith Darrock, Port Townsend Public Library

Dan Morrow, Swenson Say Fagét



Photo by Kevin Prime



Aldrich's Market, which opened in 1895, is the oldest grocery store in Washington State. Perhaps even more remarkable is that it has changed hands only five times; its history is also the history of five families, unrelated by birth but united in a common commitment to stewardship and legacy. Scott and Robin Rogers run the store not only as caretakers of history, but as active members of the community by empowering their employees and providing the very best in products and service.



Aldrich's Market has remained a local favorite and a visitor's delight, keeping a firm hold on its legacy while serving the evolving tastes of its customers. Aldrich's is Port Townsend's gathering place for groceries, salads, soups, wine, craft beer and with Sushi Ichiba in The Loft, the best sushi on this side of the water.



aldrichs.com



9:30–9:45am

COFFEE BREAK
Northwind Art Center

9:45–10:45am

SESSION BLOCK F

F1: THE JEFFERSON DAVIS HIGHWAY MARKER
Cotton Building

In the wake of the racial violence in Charlottesville, VA in August 2017, a 1939 monument in Clark County for the Jefferson Davis Highway was vandalized, and local activists organized to have it removed from the local Heritage Register. The case gained national attention and polarized the community in debate over the historical merit of Confederate monuments and painful memories of slavery and racism in the US. Delve into this complex case and how the local preservation commission managed when it found itself at the center of the controversy.

Alex Gall, Archaeological Services and CCHPC
Robert Hinds, HP Corporate Strategy and CCHPC
Mark Pelletier, Clark County Historic Preservation Commission

F2: GROW YOUR LOCAL ECONOMY WITH CERTIFIED CREATIVE DISTRICT DESIGNATION
Pope Building

Is your community looking to grow its creative economy? The creative industry is one of the fastest-growing sectors, providing approximately \$22.7 billion in wages in Washington in 2016. The State of Washington has created a new program to encourage communities to use the arts and creative industries as a vehicle to grow jobs and increase economic, educational, and cultural opportunities. In this workshop, we will explore what district certification can mean for your community, and what it takes to get your community certified.

Annette Roth, ArtsWA

F3: COMPATIBLE INFILL CONSTRUCTION IN HISTORIC DOWNTOWNS
Maritime Center

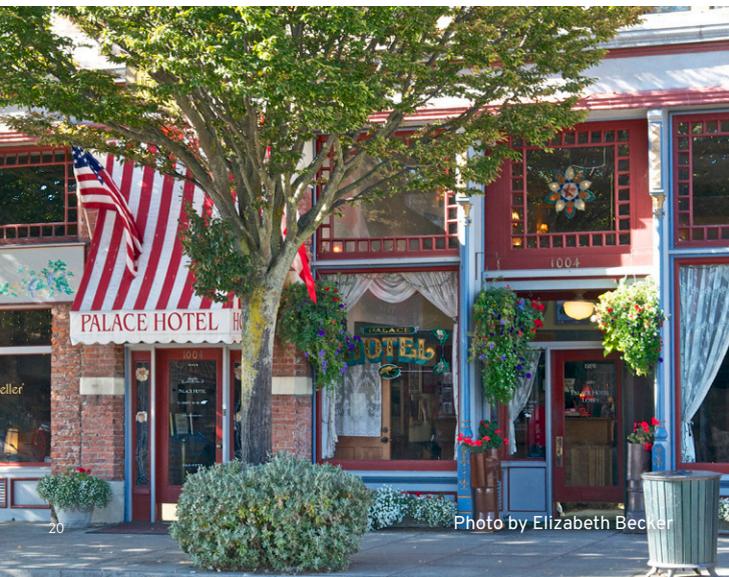
This session will cover the basics of what makes new construction compatible with historic downtowns. Appropriate building components, materials, and lot placement will be covered, and several examples (successful and less successful) will be shown from the Pacific Northwest as well as other Main Street communities from around the country.

J. Todd Scott, King County Historic Preservation

TOUR: PRESERVATION TRADES: MASONRY (\$5) (SOLD OUT)
Meet at Northwind Art Center

See and hear how the trades work in historic masonry. Learn the basics of brick construction and brick laying and how important the mortar that's used can be for historic buildings. A walking tour of downtown to highlight case studies will test skills learned.

Gordon McLeod, McLeod Masonry
Jim Spencer, McLeod Masonry



First Federal

First Federal is the only community bank headquartered on the North Olympic Peninsula. We opened our doors in 1923 under the name of Lincoln Savings and Loan. We made our first home loan on April 18, 1923, for \$500. As time went on many things changed: our name, our size, and the ever-growing list of products and services that we offer. We know you will find that our commitment to our communities, to our customers, and to our staff has remained strong.

First Federal sets the standard for excellence in Community Banking. We're committed to knowing our customers and communities, so we can provide them with innovative solutions that help meet their financial goals and achieve their dreams. We deliver the best banking experience anywhere, with a 'home town' touch.

Through service, leadership and strong financial performance, we:

- Put our resources to work strengthening communities and supporting local business.
- Deliver banking services that support customer convenience and choice
- Attract, develop and retain phenomenal talent who love their jobs and love where they live.

First Federal has continued to grow along with the financial needs of our area. Our reason for existence is to supply the community with a safe and sound bank where we encourage savings and invest those savings by making loans to you and your neighbors. This philosophy, and business style has helped people prosper in our community for over 93 years.

Today we are 12 locations strong, serving Clallam, Jefferson, Kitsap and Whatcom Counties from Forks to Bellingham and a Home Lending Center in Seattle. First Federal is rooted in the values and traditions that have strengthened our communities, and to this day continues its commitment to provide the best in financial services and community support, because we are community people!

ourfirstfed.com



PIONEER

Masonry Restoration Company, Inc.

Pioneer Masonry Restoration Company has been in the facade restoration and waterproofing business since our founding in 1957, building the most skilled and experienced team in the business. We believe this broad base of experience in all phases of façade restoration and waterproofing give us the knowledge to approach our work with skill and confidence. We also believe we have developed a reputation for quality work, customer service, and for approaching our work in an ethical and professional manner.



pioneermasonry.com



Legacy Renovation is predominantly a wood window and door restoration/fabrication company. We have been involved with hundreds of projects and done more than 10,000 windows and doors and fully renovated several historic structures. We've done courthouses, schools, hotels and apartment buildings, storefronts, and residential projects.



legacyrenovation.com

10:45–11:00am

COFFEE BREAK

Northwind Art Center

1:00am–12:00pm

SESSION BLOCK G

G1: CREATIVE ENGAGEMENT WITH YOUNG PROFESSIONALS

Maritime Center

Young professionals are moving back to small or mid-sized cities to start families, open businesses, or find the quality of life they're craving. Yet, it can be a struggle to connect these individuals to your downtown and your organization. Learn how Wenatchee has prioritized outreach and communication to young professionals and used a week of programming as an engagement strategy.

Kelsey Dew, Owner of Dilly Deli and Sweetwood BBQ

Linda Haglund, Wenatchee Downtown Association

Meredith Hilger, Wenatchee Downtown Association

G2: BEYOND THE PLAQUE: THE PRAIRIE LINE TRAIL INTERPRETIVE PLAN

Pope Building

Join project staff to hear about the Prairie Line Trail Interpretive Project's unique approach to historic interpretation and adaptive reuse of an historic rail corridor, developing the site into a signature new public space in Tacoma's downtown. Drawing on rich historical material, strong partnerships, community interest, and City support, the project leveraged a major public works project to install five public artworks and create an interpretive plan and website. The panel will discuss the project approach, stakeholder engagement, partnerships with public artists, and the project's work to interpret diverse and complicated histories along the corridor. As downtowns transform to be more people-centric, we have new interpretive opportunities to go "beyond the plaque" to present site-specific history.

Nicole Barandon, Puyallup Tribe of Indians

Elliott Barnett, City of Tacoma

Anneka Olson, City of Tacoma

Katie Pratt, Northwest Vernacular Consulting

Rebecca Solverson, City of Tacoma

G3: COMBINING THE LOW-INCOME & HISTORIC TAX CREDITS IN DESIGN & CONSTRUCTION

Cotton Building

The combination of the Low Income Housing Tax Credit and the Historic Tax Credit is important in preserving livable communities. Bellwether Housing, Rafn Company, and SMR Architects will describe their collaboration and the interconnection of financing, design, and construction to complete an affordable housing renovation – the Cambridge Apartments in downtown Seattle.

Jovan Ludovice, Bellwether Housing

Ryan Meno, Rafn Company

Andrew Phillips, SMR Architects



Photo by PTMurphus via Flickr

12:15pm

Closing Plenary

RACE TO ALASKA: LIKE THE IDITAROD WITH A CHANCE OF DROWNING

Maritime Center

No motor, no support, all the way from Port Townsend to Ketchikan, Alaska. The Race to Alaska was created to bring more attention to Port Townsend's maritime character and trades community and create a new shoulder season tourism event. Now in its 4th year, R2AK attracts thousands of visitors, hundreds of thousands who follow online, articles in *Outside* and *The New York Times*, CNN documentaries, and a spot on CBS Sunday Morning. We started the race as an irreverent, grass-roots side project, but through content heavy curation, we have grown our audience into a loyal tribe and grown this into a new signature event for our region. We'll discuss what we did by accident the first time, and how we are building on that success to sustain it into the future.

Jake Beattie, Northwest Maritime Center

Tim Yeadon, Clyde Golden

1:30pm

Conference Adjourns



Photo by Elizabeth Becker

Notes

Notes



MAIN STREET *Now*

Seattle • March 25-27, 2019

We are thrilled to announce that Washington State has a rare opportunity to host Main Street Now, the National Main Street annual conference, in Seattle next year! We will be taking a one-year hiatus from RevitalizeWA to host this national event, which will bring valuable economic development and preservation resources to our backyard, as well as allow us to shine a bright light on the many exciting projects and initiatives taking place right here in Washington State. We hope you will join us for Main Street Now in 2019 and RevitalizeWA in 2020 (and beyond)!



Partners



Breanne Durham
Main Street Program
Coordinator

bdurham@preservewa.org

p: 206-624-9449

preservewa.org/main-street

Since 1984, the Washington State Main Street Program has been helping communities revitalize the economy and image of their downtown commercial districts using the Main Street Approach®, a comprehensive revitalization strategy built around a community's unique heritage and attributes. The program helps communities stimulate long term economic growth and pride in the heart of the community: downtown.

In 2010, the program moved from the Department of Commerce to the Department of Archaeology & Historic Preservation. The program is managed by the Washington Trust for Historic Preservation.



Stimson-Green Mansion
1204 Minor Avenue
Seattle, WA 98101

info@preservewa.org

p: 206-624-9449

preservewa.org

Your voice for preservation in Washington State.

Established in 1976, the Washington Trust for Historic Preservation is a tax exempt 501(c)3 nonprofit, and Washington's only statewide historic preservation organization. The Washington Trust helps make local preservation work. We build an ethic that preserves Washington's historic places through advocacy, education, collaboration, and stewardship.

Please add your voice to the many who care about preservation in Washington State by joining the Trust as a member. See our website for membership information.



1110 S. Capitol Way, Suite 30
Olympia, WA 98501
PO Box 48343
Olympia, WA 98504-8343

p: 360-586-3065

dahp.wa.gov

PROTECT THE PAST, SHAPE
THE FUTURE.

The Department of Archaeology & Historic Preservation (DAH P) is Washington State's primary agency with knowledge and expertise in historic preservation. DAHP advocates for the preservation of Washington's irreplaceable cultural resources (historic and archaeological) which include significant structures, sites, objects, and districts. Through education and information, we provide leadership for the protection of our shared heritage. Preserving these physical reminders of our past creates a sense of place, the result being an environment that instills civic pride and community spirit.



211 Taylor St. Suite 3
Port Townsend, WA 98368

director@ptmainstreet.org

p: 360-385-7911

ptmainstreet.org

The Port Townsend Main Street Program is a non-profit 501 (c) 3 organization. Our mission is to preserve, promote, and enhance our historic business districts.

From coordinating year-round award-winning promotions, landscaping/maintenance, and supporting our local economy, The Port Townsend Main Street Program staff and volunteers are committed to the economic prosperity of the historic districts and protecting our small town charm.

Our committees encourage historic preservation, good design, and the economic prosperity of the historic districts.



2409 Jefferson St., Suite B
Port Townsend, WA 98368

info@jeffcountychamber.org

p: 360-385-2722

enjoypt.com

With its maritime heritage, artist spirit, and a touch of urban chic, Port Townsend is an easily accessible base camp to the Olympic Peninsula and beyond. Whether on land or sea, indoors or outdoors – Port Townsend has activities for every taste.

Port Townsend was founded in 1851 and is located approximately 40 miles northwest of Seattle. Port Townsend prides itself on its historic charm and stunning natural setting. The City is known for many Victorian buildings remaining from its late 19th-century heyday, numerous annual cultural events, and as a maritime center for independent boat-builders.





Locations

Registration & Info

 **NORTHWIND ART CENTER**
701 Water Street

 **SHUTTLE STOP**
101 Quincy Street

Workshop/Event Locations

AMERICAN LEGION BUILDING
209 Monroe Street

COTTON BUILDING
607 Water Street

NORTHWEST MARITIME CENTER
431 Water Street

POPE BUILDING
1000 Madison Street

This Place Matters: *About Town*

ALCHEMY BISTRO & WINE BAR
842 Washington Street

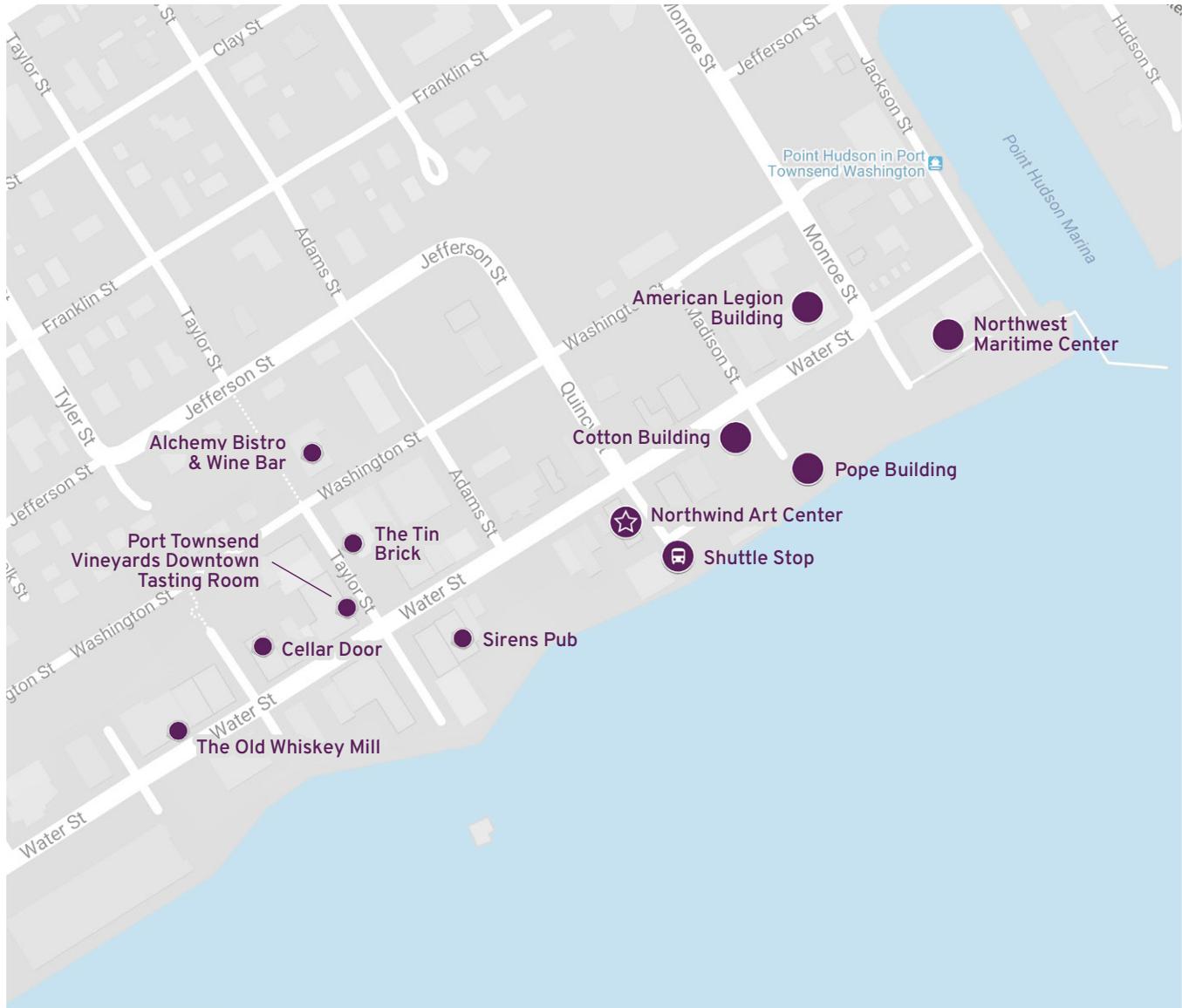
CELLAR DOOR
940 Water Street

THE OLD WHISKEY MILL
1038 Water Street

**PORT TOWNSEND VINEYARDS
DOWNTOWN TASTING ROOM**
215 Taylor Street,

SIRENS PUB
823 Water Street

THE TIN BRICK
232 Taylor Street



City of Port Townsend



First Federal



COUGHLINPORTERLUNDEEN
STRUCTURAL CIVIL SEISMIC ENGINEERING



SHKS ARCHITECTS



centrum
creativity in community



bassetti
architects

