

PIONEER VALLEY ECONOMIC DEVELOPMENT CAPACITY BUILDING SEMINARS

Seminar #4

Creating Great Downtowns and Neighborhoods

a program for economic development practitioners and local officials

September 6, 2007

**Location: T.D. Banknorth Conference Center
1441 Main Street, Springfield, Massachusetts**

**9:30 a.m. Registration
10:00 a.m. – 1:30 p.m. Seminar
Lunch will be provided**

**Keynote Speaker
N. David Milder, President of DANTH Inc.**

At this seminar, we will discuss sustainable principles applicable to downtown development and revitalization projects.

Keynote speaker David Milder will share his insights on how to use niches as the focus for downtown organization, promotion, and recruitment. He will also share unique examples from cities across the United States with downtowns that are prospering by using niche strategies as part of their revitalization efforts. You will learn about:

- ❖ How to successfully identify and take advantage of current or potential niches in your downtown.
- ❖ Pitfalls to avoid when identifying, organizing, and promoting niches in your downtown.
- ❖ Strategies for using niches to turn your downtown into the destination for multipurpose trips.

Sponsors



Co-Sponsors



**No cost to attend but space is limited.
Please RSVP by August 31, 2007 to**

Samalid Hogan, shogan@pvpc.org, or (413) 781-6045. You may also register by completing the form below and faxing it to (413) 732-2593.

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REGISTRATION FORM

***Information required**

Number of participants: _____

*Name(s): _____

*Affiliation: _____

Mailing address: _____

State: _____ Zip: _____

Phone number: (____) _____.

*E-mail: _____

To RSVP, fax this form to (413) 732-2593,
Attn: Samalid Hogan
or mail to:

PVPC c/o Samalid Hogan
26 Central Street Suite 34
W. Springfield, MA 01089