



Wednesday, October 5, 2016

- 10:00 – 12:00** **REGISTRATION & TOUR SELECTION, HOTEL FINLEN LOBBY**
- 11:30 – 12:45** **WELCOME FROM BUTTE-SILVER BOW CHIEF EXECUTIVE MATT VINCENT**
NORTHWESTERN **LUNCH KEYNOTE, DANNY KALUZA, NORTHWESTERN ENERGY**
ENERGY
AUDITORIUM
11 E. PARK ST.
- 12:50 – 1:15** **BUTTE UPTOWN SCAVENGER HUNT OVERVIEW**
NORTHWESTERN
AUDITORIUM
11 E. PARK ST.
- 1:15 – 2:45** **DOWNTOWN ROUNDTABLE WITH *TASH WISEMILLER AND CHRIS NAUMANN***
NORTHWESTERN
AUDITORIUM
11 E. PARK ST.
- Chris Naumann, Downtown Bozeman Partnership Executive Director, and Tash Wisemiller, Montana Main Street Program Coordinator, will facilitate an open mic conversation that provides communities an opportunity to update attendees on local achievements. Attendees will be able to share community successes and ideas as well as challenges and possible solutions moving forward.
- 2:45 – 3:00** **NETWORKING BREAK**
- 3:00 – 5:00** **LOOK UP -- LIVING AND WORKING ELEVATED -- TOP FLOOR USES IN UPTOWN BUTTE**
Join us as we take a stroll through historic Uptown Butte touring four of Uptown Butte's tall buildings to see unique and alternative top floor uses! The walking tour will begin with a visit to the top floor of the

Northwestern Energy general office building and then proceed across the street to the Metals Banc, then to the condo of Fran Doran and Neil Egan in the historic Hirbour Tower, then end up for a look from the top floor of the Hotel Finlen.

OR

3:00 – 5:00

VISIT UPTOWN BUTTE'S HISTORIC MUSEUMS

Ride on the Butte Chamber's Trolley to visit

Butte Archives

www.buttearchives.org/

Copper King Mansion

www.copperkingmansion.com

Charles W. Clark Chateau

www.co.silverbow.mt.us/722/Clark-Chateau

5:00 – 6:30

**HEADFRAME SPIRITS
21 S. MONTANA ST.**

NETWORKING WITH DIRTY GIRLS, ORPHAN GIRLS AND YOU

Light appetizers and locally crafted spirits to be served at Headframe Spirits Microdistillery. www.headframespirits.com

**FOLLOWED BY DINNER ON YOUR OWN
SEE OUR LIST OF BUTTE RESTAURANTS**

Thursday, October 6, 2016

8:30 – 9:00

CONTINENTAL BREAKFAST AT TREASURE STATE BALLROOM

9:15 – 10:30

**TREASURE STATE
BALLROOM**

KNOW YOUR PLACE -- THE ECONOMIC BENEFITS OF PLACEMAKING

Laura Torchio, Project for Public Spaces

OR

9:15-10:30

**THORNTON
BALLROOM**

**FIVE MINUTES TO MONTANA IN ANY DIRECTION: OUTDOOR RECREATION
IN AND AROUND MONTANA'S DOWNTOWNS**

Jocelyn Dodge, USFS Moderator

10:30 – 11:00

NETWORKING BREAK

11:00 – 12:15

WELCOMING BICYCLES TO MONTANA'S DOWNTOWNS

TREASURE STATE
BALLROOM

OR

11:00-12:15
THORNTON
BALLROOM

PLACEMAKING IN SUCH A PLACE: SUPERFUND TO SUPERFUN -- THE ORIGINAL MINEYARD

12:30 – 2:00

VISIT UPTOWN BUTTE FOR LUNCH AND SHOPPING ON YOUR OWN!

2:15 – 3:30
TREASURE STATE
BALLROOM

THE ECONOMICS OF CREATIVE PLACEMAKING - THE ECONOMIC IMPACTS OF SPECIAL EVENTS

OR

2:15-3:30
TREASURE STATE
BALLROOM

THE IMPORTANCE OF PUBLIC ART IN PLACEMAKING

Chris Naumann, Bozeman, Tracy Reich Helena, Linda McCarthy, Missoula, Joan Redeen, Great Falls

3:30-3:45

NETWORKING BREAK

3:45 – 5:00
THORNTON
BALLROOM

THE POWER OF PLACEMAKING IN MONTANA

Laura Torchio, Project for Public Spaces

5:30 – 7:00

FRONT STREET STATION RECEPTION

The Chamber Trolley will take us to the *Front Street Station* for hors d'oeuvres, drinks and the company of kindred spirits.

FOLLOWED BY DINNER ON YOUR OWN -- SEE OUR LIST OF BUTTE RESTAURANTS

Friday, October 7, 2016

8:30 – 9:00

CONTINENTAL BREAKFAST IN TREASURE STATE BALLROOM

9:00 – 10:00
TREASURE STATE

DEFINING YOUR PLACE -- WHAT IS BRANDING AND DOES IT MATTER?

Vicky Soderberg, Cygnet Strategies

BALLROOM

Branding remains a buzzword in the Main Street and tourism world. You're constantly being told it's something you MUST do. But why? And how? This nuts and bolts session provides an overview of branding, along with alternative approaches and ideas. You'll learn from seeing what works, and what doesn't, as you cheer, jeer and cringe at a broad range of examples and case studies. We'll also take an honest look at where your community is in terms of your "brand" and what your options are for moving forward.

10:00 –10:15**NETWORKING BREAK****10:15-11:30****THE PHOENIX PROJECT -- A CASE STUDY ON ADAPTIVE REUSE****TREASURE STATE****BALLROOM*****OR*****10:15 – 11:30****FUNDING PLACEMAKING PROJECTS - AVAILABLE FUNDS FOR
DOWNTOWN DEVELOPMENT****THORNTON****BALLROOM****11:30 – 12:30****CLOSING LUNCH AND GRAND PRIZE GIVEAWAY****TREASURE STATE****BALLROOM****IF YOU HAVE TIME AFTER THE CONFERENCE --****A VISIT TO THE **WORLD MUSEUM OF MINING****