

An aerial, high-angle photograph of a city street grid. The streets are light gray, and the building footprints are a slightly darker gray. In the lower right quadrant, a large, rectangular building with a flat roof is more prominent than the others. The overall image has a grainy, sketch-like texture.

IOWA'S
**DOWNTOWN
REBOUND**
WEBINAR SERIES
JULY 28-29 2020

IOWA'S **DOWNTOWN REBOUND** WEBINAR SERIES

Hosted live on Teams, there is no need to pre-register for the sessions you plan to attend. Mark your calendar and follow the links to join these informative and fast paced session.

DOWNTOWN REBOUND VIRTUAL SESSIONS

July 28, 2020

Keynote Panel 10:30 a.m. – 12 p.m.

Downtown Rebound, Trends in Iowa's COVID Recovery

- **Debi Durham**, director of Iowa Finance Authority and Iowa Economic Development Authority
- **Lisa Shimkat**, director of Iowa Small Business Development Center
- **Jessica Dunker**, president & chief executive officer of the Iowa Restaurant Association

Jim Engle, director of the Iowa Downtown Resource Center, will facilitate a panel conversation between leaders from Iowa's restaurant, small business and economic development arenas. Debi Durham, Lisa Shimkat and Jessica Dunker will provide introductory comments on trends Iowa businesses face as they rebound from setbacks caused by the COVID-19 pandemic. Attendees will be invited to ask questions and participate in a guided conversation about the current situation in Iowa.

YouTube Link:

<https://youtu.be/ppSyB2TEbpA>

Session 1 – 2 p.m.

Inside Reopen Main Street

Jay Schlinsog, principal with Downtown Professionals Network and creator of Reopen Main Street, will provide a timely inside perspective on this special project, developed to help small businesses, community leaders and organizations advance COVID-19 recovery efforts. Check out the [Reopen Main Street website](#) in advance and come prepared to join in the discussion as Jay shares examples and ideas that could help fuel your district's path to recovery.

YouTube Link:

<https://youtu.be/d70CJFPUaN4>

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July 29, 2020

Keynote Panel 10:30 a.m. – 12 p.m.

Creative Solutions Born out of Crisis, Leveraging the Uniqueness of Downtown

- **Kennedy Smith**, founder CLUE Group
- **Ben Muldrow**, partner Arnett Muldrow & Associates

Kennedy Smith and Ben Muldrow discuss how the oddest year in memory has caused our customers to relearn how to shop, our businesses to retool how to sell, our communities to redesign how to coexist and our leaders to reconnect with citizens across America. In this conversation, Kennedy and Ben will dig into creative solutions born out of crisis and discuss a collective path forward to leverage the Main Street Movement's momentum and celebrate the uniqueness of our downtowns, districts and neighborhoods.

YouTube Link:

<https://youtu.be/JNBFOj1bbHM>

Session 1 – 2 p.m.

The New Retail Landscape

What will retail look like in the post-pandemic world? It's too soon to be certain, but a growing number of indicators suggest that it will look very different - fewer shopping malls, fewer chains, more omnichannel sales and more ghost kitchens, among other things. **Kennedy Smith**, founder of CLUE Group, will explore some of the changes that might be coming and talk about how civic leaders can help shape the new downtown retail landscape.

YouTube Link:

<https://youtu.be/SRPtVs0phyY>

Session 2:15 – 3:15 p.m.

Telling Your Community's Story - Branding, Marketing & How We Adapt to Crisis

Ben Muldrow, partner at Arnett Muldrow & Associates, will share the components of a good storytelling system, tips on how to measure the tools yourself and examples on how communities have dealt with adversity like coronavirus, floods, hurricanes, riots and more. This fast-paced presentation will share best practices and get your creative juices flowing!

YouTube Link:

<https://youtu.be/nVoSetTQCKI>

HOW TO JOIN A MICROSOFT TEAMS TRAINING AND/OR EVENT

- If you have a Microsoft Teams account, the training should open automatically once the "join the meeting hyperlink" is selected.
- If you do not have a Microsoft Teams account, we recommend that you [download the free app](#) to your device prior to the event start time.
- You can click on the join the meeting hyperlink and select join via web browser.

July 30, 2020 (rescheduled due to technical difficulties)

Session 9 – 10 a.m.

Shop Iowa: New E-Commerce Marketplace for Iowa's Small Retail Businesses

Cherie Edilson, chief executive officer and co-founder of Member Marketplace, will explain the new platform offered by the Iowa Economic Development Authority for small retail businesses in Iowa to sell together online. Learn more about how the Shop Iowa platform addresses both the changing landscape of retail in the digital age and shopping patterns in the current COVID-19 pandemic. This platform is free for eligible retailers. Learn how to get your business, or businesses in your community, selling on the platform.

YouTube Link:

<https://youtu.be/A9atHMBfz0k>

SPEAKER BIOS

Jessica Dunker is in her tenth year as president and chief executive officer of the Iowa Restaurant Association. She likes to tell people that she spends her days “eating and drinking” her way across the state, but in actuality her focus is on the “business of hospitality.” As the Association’s lead executive, she serves as an advocate, educator and promoter for the industry with legislators, media and the public. She also works with owners, operators, purveyors and related industry professionals to find ways to help Iowa’s restaurants and bars operate more effectively and profitably.



Debi Durham is a longtime economic and community development professional who serves as Director of the Iowa Economic Development Authority (IEDA) and the Iowa Finance Authority (IFA). Durham was named to the positions by Iowa Governor Kim Reynolds in January 2019.

Durham was first appointed to lead IEDA in 2011, and during her eight-year tenure, has turned the agency into a successful public-private partnership, landed billion-dollar economic development projects for Iowa and worked tirelessly on expanding trade and investment opportunities for the state. She prides herself on building coalitions, supporting new ventures and strengthening the state’s industries and communities.

Prior to joining IEDA, Durham served as president of the Siouxland Chamber of Commerce.

Her several accolades include being recognized as one of the “Most Influential Business Leaders” in the 2019 Des Moines Business Record Book of Lists and receiving the Technology Association of Iowa’s “Legislative Advocacy Leader” award in 2017. Durham also was recognized by the Business Record as a “Woman of Influence” in 2016.

Durham holds a Bachelor of Science in Business Administration, Marketing and Management from Missouri Southern State University.



Cherie Edilson is the chief executive officer and co-founder of Member Marketplace Inc. Her company specializes in marketplace websites for communities, enabling small businesses to sell together and making it easier for shoppers to purchase from them online. Member Marketplace manages the Shop Where I Live and Shop Iowa platforms. Prior to creating her startup, Cherie was a small business owner herself, selling her products online, through local retail outlets and at farmers’ markets. Cherie holds a Bachelor’s and Master’s degree from the University of Northern Iowa. She resides in Marion, Iowa, with her husband, four children and two dogs.



Ben Muldrow has spent the last 18 years assisting communities develop identities that attract investors and encouraging projects that lead to economic vitality, environmental stewardship and social advancement. As a partner at Arnett Muldrow & Associates, Ben has designed creative branding and marketing systems in more than 600 communities across 40 states and five countries, making him a true global leader in place branding. In the Main Street world, Ben has introduced the ideas of micro-retail incubation, retail master plans, the five audiences of Main Street and created a template adopted across the country to communicate the effectiveness of local programs. A founding contributor of Proud Places and collaborator with Reopen Main Street, Ben is passionate about the relationships between people and place.



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Jay Schlinsog is the owner and managing principal of Downtown Professionals Network. Jay has more than twenty years of experience in community and economic development, management and downtown revitalization. Working as a private consultant since 1992, his clients include local, state and national downtown organizations, nonprofit groups and private businesses. He organized Downtown Professionals Network in 2000 as a consulting group for community, economic development and downtown revitalization specialists who collaborate to provide highly tailored planning, design, research, management and marketing services. Jay's areas of specialty include management, organizational development, market research and analysis, grant writing and administration, technical writing, public relations, marketing, image enhancement, tourism development and strategic planning.



Lisa Shimkat is the state director of the Iowa Small Business Development Center, an organization with 15 centers across the state that provide business counseling for entrepreneurs in all areas of starting, operating and expanding a business. Lisa has an MBA from Iowa State University and has also obtained Economic Development Finance Professional certification through the National Development Council. She served on the Securities and Exchange Commission Advisory Committee on Small and Emerging Companies through 2017. She currently serves on the Iowa Economic Development Authority Board, America's Small Business Development Center's board and the Fort Dodge School Board.



Kennedy Smith is one of the nation's foremost experts on commercial district revitalization, downtown economics and independent business development. Her work particularly focuses on cultivating locally owned businesses, creating dynamic retail development strategies, creating effective business and property development incentives, finding new uses for key historic buildings and strengthening the organizational infrastructure needed to create vibrant town centers. Kennedy's work has been featured in news media ranging from the New York Times, Business Week, and Governing to CBS Sunday Morning and Public Radio International's Marketplace. She has written numerous articles on the economics of traditional business districts and is a popular international speaker on downtown and community economic development issues.

