

Main Space: Downtown, Hub640

8:00 - 8:30AM | Check in, breakfast, networking

8:30 - 9:00AM | “Popuphood: The Transformational Power of Creative Retail Ecosystems”

- Sarah Filley, Pop Up Hood

9:00 - 9:45AM | “New Faces in Old Spaces: Hotels & Restaurants Creatively use Vacant Spaces”

- Katie Falvey, Marcus Corporation
- TBA
- TBA
- TBA

9:45 - 10:30AM | “Understanding Culture for Neighborhood Economic Development Success”

- Joaquin Altoro, Town Bank
- Alexa Esparza, Eighteenth Street Development Corp
- Lyneir Richardson, Chicago Trend
- Va-Megn Thoj, Asian Economic Development Association

Breakout 1: W Wisconsin Ave / Downtown Riverwalk

Cafe Dolce

11:00 - 11:30AM | “Pop-Up MKE: Temporary Space for Economic Opportunity” - Beth Haskovec, LiSC

11:35 - 12:05PM | “Saving Face with Branded Space” - Danielle Doll, Downtown Frederick

John Hawks Pub

11:00 - 11:30AM | “Brewing Economic Development” - Dan Katt, Good City Brewing

11:35 - 12:05PM | “Harnessing The Missed Opportunity in our Built Environment” - Jonathan Berk, Patronicity

310 W Wisconsin

11:00 - 11:30AM | “Creative Solutions - Rethinking Retail Real Estate Loss” - Ari Takata-Vasquez - Viscera

11:35 - 12:05PM | “Who’s at the Table and Who’s on the Menu: Strategies to Promote Equity, Diversity & Inclusion in Community Engagement and Outreach” - Danielle DeRuiter-Williams, The Justice Collective

12:15 - 1:15 - Lunch @ Hub640

Breakout 2: Historic Mitchell Street

Mitchell St. Public Library

1:30 - 2:00PM | “From Vacant to Vibrant” - Emily Isenberg, Isenberg Project

2:05 - 2:35PM | “Breaking the Rules & Building a Reputation” - Rob Gerbitz, Hendricks Group

2:40 - 3:10PM | “Building Place and Building Community - How to be Both Gritty and Cool” - Dan Devine, City of West Allis

615 Mitchell Street

1:30 - 2:00PM | “Retail Triage: Identifying Targeted Techniques for Sustainable Commerce” - David Mangum, Gibbs Planning

2:05 - 2:35PM | “The Corner Spot, the #bestspotintown” - Beth Reynolds, The Corner Spot

2:40 - 3:10PM | “Mapping the Future of Retail with Technology and Data” - Joe Scanlin, Scanalytics

Breakout 3: Martin Luther King Drive, Coakley Building

3:30 - 4:00PM | “The Economics of Food Halls” - Garrick Brown, Cushman & Wake

4:00 - 4:30PM | “The Dark Store Debate” - Zach Vrunwick, Wisconsin Rapids & Cory Fish, WMC

4:30-6:00PM | Happy Hour @ Hub 640