

**West Coast Urban District Forum**  
March 13-15, 2018

Join Walnut Creek Downtown Business Association, the California Downtown Association and IDA for the 2018 West Coast Urban District Forum March 13-15, 2018. Master talks and breakout sessions will explore how downtowns serve as economic development resources beyond city boundaries, and the role social media plays in encouraging community engagement. Experts will share best practices on enhancing downtown quality of life and cultivating the next generation of leaders.

With a rich cultural history and thriving downtown, Walnut Creek, known as the jewel of the East Bay, is the perfect location to draw industry experts from around the region. Walnut Creek offers a distinctive blend of urban flair, suburban grace and peaceful wilderness. An urban oasis surrounded by unspoiled hillsides, Walnut Creek is embraced for its mild Mediterranean climate, picture perfect setting, shopping, dining, and the arts. See you in Walnut Creek!

**Tuesday, March 13, 2018**

**12:00 p.m. – 5:00 p.m. | Registration**

Location: Walnut Creek Marriott, 2355 North Main Street, Walnut Creek, CA 94596

**1:00 p.m. – 4:00 p.m. Pre-Conference Tours**

Location: TBA

**5:30 p.m. – 7:00 p.m. | Opening Reception**

Location: TBA

**Wednesday, March 14, 2018**

**7:30 a.m. – 10:30 a.m. | Registration**

Location: Hilton West Palm Beach, 600 Okeechobee Blvd, West Palm Beach, FL 33401

**7:45 a.m. – 8:30a.m. | Continental Breakfast**

Location: TBA

**8:30 a.m. – 10:00 a.m. | Opening Plenary and Master Talks**

Location: TBA

**10:30 a.m. – 12:00 p.m. | Breakout Sessions**

Location: TBA

**12:30 p.m. – 1:30 p.m. | Lunch**

Location: TBA

**2:00 p.m. – 3:30 p.m. | Breakout Sessions**

Location: TBA

**4:00 p.m. – 5:30 p.m. | Open Space Discussions**

Location: TBA

**5:30 p.m. – 7:00 p.m. | Networking Mixer**

Location: TBA

**7:00 p.m. | Dinner on your own in Walnut Creek!**

Thursday, March 15, 2018

**8:30 a.m. – 10:00 a.m. | Breakout Sessions**

Location: TBA

**10:30 a.m. – 12:00 p.m. | Breakout Sessions**

Location: TBA

**12:00 p.m. | Closing Plenary Luncheon and Keynote address**

Location: TBA

CO-HOSTED BY:

