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**FOR IMMEDIATE RELEASE:**

**LANDMARK SOCIETY AND COLLEAGUES HOST  
2020 NEW YORK STATEWIDE PRESERVATION CONFERENCE  
IN SYRACUSE MARCH 26-28  
REGISTRATION NOW OPEN**

*The Landmark Society of Western New York Partners with the Preservation Association of Central New York, Preservation League of New York State, and NYS Office of Parks, Recreation and Historic Preservation for Three Day Event*

ROCHESTER, NY February 4, 2020 — The Landmark Society of Western New York is hosting the 2020 NY Statewide Preservation Conference in Syracuse for the first time March 26-28. Conference attendees will have three days of exploration, conversation, and education. The historic Marriott Syracuse Downtown—vacant since 2004 and re-opened in 2016 using historic tax credits—will be home base. From there, the group will explore preservation efforts throughout downtown Syracuse and its environs. Sessions will cover a diverse range of topics that include everything from neighborhood advocacy and small town revitalization to complex tax credit rehab projects and place-based event planning.

The conference will continue to focus on diversity, equity, and inclusion in the preservation movement, building on the concepts and conversations started at last year's event. More than 350 experts, grassroots community advocates, and new voices in the preservation movement from across the state will come together to share successes, challenges, and new strategies.

The NY Statewide Preservation Conference is the only event of its kind in the state—a multi-day gathering for anyone involved in preservation and community revitalization. “This conference continues to be an opportunity to learn, network, become inspired and have fun,” said Caitlin Meives, Landmark Society Preservation Planner. “It is the premier preservation event in New York State.”

A pre-conference workshop, “Preserving Value Through Incremental Development,” on Thursday will be run by the Incremental Development Alliance. Small scale, incremental development is a tested approach to cost-effectively preserving existing and historic buildings, strengthening neighborhoods, and improving the financial fundamentals of their contexts over

time. During this seminar, participants will get an overview of what incremental development is—the approach, the practice and its application to common NY State building types and neighborhoods.

Keynote speaker is Lauren Hood, Founding Director of Live6 Alliance, who helped launch a new nonprofit planning and development organization to enhance quality of life and economic opportunity in Northwest Detroit. As Manager of Economic Development for the City of Highland Park, she directed the allocation of CDBG funds, housing rehab projects, demolition efforts and business attraction activities.

As Director of Community Engagement for Loveland Technologies, she built relationships nationally with social investors, real estate professionals and municipal governments to increase transparency, accountability and access to information for property ownership.

Passionate about the city’s cultural heritage, Hood has spoken and written extensively on Preserving Black Space. She currently serves on the City of Detroit Planning Commission and as an advisor to Detroit Sound Conservancy and Urban Consulate. She has previously served as a mayoral appointee of the Detroit Historic District Commission and board member for Preservation Detroit.

Through her consultancy Deep Dive Detroit, Hood conducts workshops and designs curricula on community engagement, equitable development and racial justice for civic, philanthropic and institutional clients. She also hosts popular Dinner & Dialogues for national conferences, including Meeting of the Minds and the Congress for the New Urbanism. Her topic will be “Decolonizing Development: A Restorative Approach to the Practice of City Change.”

Registration is now open. Visit [www.landmarksociety.org/conference](http://www.landmarksociety.org/conference) to register. Early Bird pricing available through March 3. Preservation advocates, community/neighborhood leaders, non-profit staff, and others interested in applying for Diversity Scholarships can visit the Conference website for more information. Rochester Colonial is a title sponsor and major sponsor is Daisy Marquis Jones Foundation.

***About The Landmark Society:** The Landmark Society of Western New York, Inc. is one of the oldest and most active preservation organizations in America, serving nine Western New York counties. Formed in 1937, The Landmark Society continues to protect the unique architectural heritage of our region and promote preservation and planning principles that foster healthy and sustainable communities. For additional information about The Landmark Society, visit [www.landmarksociety.org](http://www.landmarksociety.org). The Landmark Society is supported in part by New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.*