

2010 - 2011 Academy Registration Form

		PDC Members	Non- Members
<input type="checkbox"/> Organization	July 27 & 28	\$100	\$175
<input type="checkbox"/> Physical Improvements	Sept. 14 & 15	\$100	\$175
<input type="checkbox"/> Community Marketing	Nov. 16 & 17	\$100	\$175
<input type="checkbox"/> Asset Enhancement	March 1 & 2	\$100	\$175
<input type="checkbox"/> Safe, Clean & Green	April 26 & 27	\$100	\$175
<input type="checkbox"/> Full Course	5 Sessions	\$250	\$375

**All sessions are hosted at Temple University,
Strawberry Square at Fourth & Walnut Streets in
Harrisburg from 9:00 a.m. - 4:00 p.m.**

Name

Organization

Address

Phone

E-mail

Method of Payment:

Check Enclosed
Payable to Pennsylvania Downtown Center

Visa, MasterCard or Discover

Card Number & Expiration Date

Authorizing Signature

" PDC prides itself in providing services that its members find critical to their revitalization efforts while maintaining the objectivity necessary to deal with complex implementation strategies. Initiatives are developed that incorporate the unique social, economic, and political environment of each community and that fit within the potential resources of that particular community. "

for more information

Contact Emily Deardorff at
emilydeardorff@padowntown.org
717.233.4675 x. 110 (t) 717. 233.4690 (f)
130 Locust Street, Suite 101
Harrisburg, PA 17101



Community Revitalization 2010-2011 Academy

This is the place where the Main Street and Elm Street approaches are integrated into a combined set of courses where managers get the specific training they need for their program while also receiving the training necessary to ensure a truly comprehensive approach to total core community revitalization.



Cost includes course materials // All meals & accommodations are the responsibility of the attendee(s) // Please kindly confirm your attendance at each session so that we may plan accordingly

www.padowntown.org

effective community revitalization

The purpose of the **PDC Community Revitalization Academy** is to provide a more in-depth and intensive training: to build upon the basics of the Main Street Approach™ and our evolving Elm Street model, and to augment these fundamentals with more advanced training for the revitalization professional and local volunteers. This model recognizes that communities do not decline overnight and that they need time and consistent effort to be revitalized. Through a partnership between PDC and the PA Department of Community and Economic Development, we hope to help you make that time-frame for true sustainable revitalization just a little bit shorter.

In today's competitive marketplace, community revitalization efforts require on-going professional management. This is one of the underlying philosophies of Pennsylvania Downtown Center (PDC). Business district and neighborhood improvement activities should be designed to impact all aspects of the project area, producing both tangible and intangible results.

Improving organizational management, strengthening public participation, and making the community a fun place to both live and visit are as critical to a community's future as recruiting a new business, rehabilitating buildings, expanding parking, or cleaning up vacant lots.

Over the past 20 years, revitalization has evolved from simple streetscape improvements into complex community and economic development initiatives.

1 Organization

July 27 & 28

Organization/Sustainable Organization

Discover the techniques and practices you will need to ensure the long-term success of your revitalization organization, whether Main Street or Elm Street. Learn how to build consensus and cooperation among public and private sector partners: how to make the most of limited financial resources; build an effective board; and maintain and increase volunteer participation.

2 Physical Improvements

September 14 & 15

Design

Downtown's physical resources provide the basis from which economic growth and vitality can occur. Learn the importance, vocabulary and value of good design, using historic preservation as part of your design, vision, and marketing strategies. Among topics covered in this session will be: Conducting a building & property inventory, developing parking, traffic and pedestrian-oriented management strategies, and operating a facade restoration plan.



3 Community Marketing

November 16 & 17

Promotion/Image & Identity

Every business district and neighborhood offers unique products, one-of-a-kind businesses, distinctive places to live and original historic buildings. This atmosphere provides competitive advantages unmatched by strip malls and e-commerce. Establishing an image and designing effective promotions are elements that together can improve downtown's economy and importance in the regional marketplace.

4 Asset Enhancement

March 1 & 2

Economic Restructuring/
Neighbors & Economy

Develop long-term solutions relating to business retention, business expansion and new business recruitment by utilizing market analysis and other cutting edge economic development methodologies to identify and maximize the economic opportunities available downtown. Understanding the demographics and market realities of neighborhoods will ensure that residents' needs are being adequately addressed.

5 Safe, Clean & Green

April 26 & 27

The foundation of any successful revitalization effort, be it a business district or a neighborhood, is whether or not people feel comfortable being in that "place." Both Main Street and Elm Street programs will benefit from an understanding of the basic principles and tools that will make business districts and neighborhoods safer, friendlier, and cleaner places to live, work or play.