



Pennsylvania
Downtown
Center

Outreach & Technical Assistance

Helping you make your town a better place.

Pennsylvania Downtown Center (PDC) provides comprehensive field outreach to members across the state with training and technical assistance tailored to a community's unique needs.

Our field outreach staff visits and consults with hundreds of communities each year, giving them a broad menu of tools, training and workshops to revitalize their downtown. Because we are a non-profit rather than a government or private organization, we are positioned to provide your community or project with an unbiased and experienced perspective to help meet your revitalization goals at a fair and reasonable rate.

PDC provides training to Main Street and Elm Street programs throughout the five-year state funding cycle. However, PDC also makes these services available to any community on a fee-for-service basis. To the right you will find a list of our available field trainings.

Interested in gaining assistance from PDC for your revitalization effort? Call us at 717.233.4675 or e-mail us at padowntown@padowntown.org.



**PENNSYLVANIA
Downtown Center**
•Since 1986•

Mailing address | P.O. Box 1265 | Harrisburg, PA 17108
Location | 1230 N. Third Street | Harrisburg, PA 17102
717.233.4675 t. | 717.233.4690 f.

www.padowntown.org

PDC's outreach and technical assistance offerings include:

- Downtown 101
- Community and Regional Visioning
- Strategic Planning
- Downtown Revitalization Institute
- Work Plan Development
- Board & Committee Training
- Design Program Assistance
- Marketing & Promotions Education
- Market Analysis Information & Technical Assistance
- Business Recruitment Training
- Community Appraisals and Program Assessments
- Business Evaluation Services
- Neighborhood Improvement District Information & Planning
- Elm Street Program Support



*About two of
our most popular
services*

Community Visioning

One of our most popular third party services is Community Visioning. Communities from across the commonwealth have decided that they are ready to take the future of their downtown's economic growth into their own hands. To do this, often their first call is to Pennsylvania Downtown Center.

At this point, sometimes a local revitalization organization is already in place. Other times it may just be getting started. Also, when organizations inquire after applying for Main Street designation with the Department of Community and Economic Development (DCED), many call PDC for help developing a vision during this process.

Community Visioning, facilitated by PDC, is different from other approaches to visioning in that the focus is primarily on the economic character of the community, and secondarily on the community's physical characteristics. We incorporate the Main Street Four-Point® Approach into the Visioning Process and so, upon completion of the public meetings portion of the process, PDC establishes a committee structure for each of the following areas or four points: Organization, Design, Economic Restructuring and Promotion.

The intention of the visioning process is to encourage broad-based participation by the entire community throughout the four to five sessions of public meetings. PDC works with the community to achieve consensus in all issues. A formal vision statement is created by PDC, with the community's participation and approval. By working with the community, PDC's visioning process establishes goals and objectives for the future that ultimately evolve into an action strategy. In turn, this is incorporated into the community's Main Street goals.

During the visioning process, PDC works with your community to assist with any questions that may arise regarding organizational issues. We also work towards specific deliverables that include a broad-based Vision Statement, Five-Year Action Strategy, and map of the designated business district, PDC's goal within this process is to help prepare organizations for sustainable

revitalization through a holistic examination of the community. This initiative takes a commitment from community business owners, residents, and related individuals, and carries with it the potential to make a tremendous difference, as we have seen evidenced in communities across the commonwealth.

Work Plan Coordination & Maintenance

Many communities are interested in some sort of revitalization effort, but are ineligible for the Department of Community and Economic Development (DCED) funding required to hire a Main Street or Elm Street manager. Additionally, though project funding may be available, many organizations lack the staff or skill set necessary to exclusively dedicate to ongoing coordination of specific revitalization activities.

PDC addresses this issue through offering Annual Work Plan Coordination as one of its technical assistance services. With this service, PDC provides a community with the ongoing services necessary to develop and implement an annual schedule of activities. The focus of the PDC staff member(s) is to ensure that the individual work activities necessary to complete the designated project(s) are on track, and that the necessary resources are available. In turn, the community's focus is to provide the necessary leg work. In practice, PDC staff meet monthly, over a 12-month period, with community volunteers in order to implement a defined set of activities. PDC staff ensures that the materials needed to complete the respective month's tasks are available and that community individuals clearly understand their work assignments for the upcoming month. At the following month's meeting, work products will be reviewed and new assignments will be laid out.

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