



Historic Tacony Revitalization Project Corridor Manager

Position Summary

The Tacony Community Development Corporation (TCDC) is starting the Historic Tacony Revitalization Project (HTRP) this fall and plans to hire a commercial corridor manager by December 2011. This is a new full time position funded by the Tacony CDC's participation in the City of Philadelphia CDC Tax Credit Program and local fundraising to be organized by the corridor manager with the TCDC Board, committee/teams and community volunteers. TCDC is seeking an entrepreneurial, well-organized self-starter with a sense of humor, who is capable of functioning in an independent environment. The supervisor for the corridor manager is the TCDC Board President or his/her designee. The Historic Tacony Revitalization Project is a major project of the TCDC.

General duties

The corridor manager is responsible for leading a collaborative effort to implement the Historic Tacony Revitalization Project, a comprehensive commercial district revitalization effort along Torresdale and Longshore Avenues in the Tacony neighborhood of Northeast Philadelphia. The Historic Tacony Revitalization Project will use the principles and practices of the Main Street Four Point Approach™ emphasizing historic preservation as a foundation to foster the goals of neighborhood and commercial corridor revitalization, growth and vitality on Torresdale and Longshore Avenues in Tacony.

Specific duties

- Coordinate activities of the Historic Tacony Revitalization Project's volunteer driven teams, ensuring good communication between and among teams and the Board, and assist teams in implementing their work plans.
- Recruit, manage and train volunteers to work on projects, and maintain the volunteer database.
- Assist the Teams in fundraising for their projects and for the organization. Assist teams in creating an annual gifts program, starting a sponsorship program and creating new fundraising events. Identify, write and manage grants, loans or other incentives to City and State agencies for operating support and special projects with the advice of the TACDC Board.
- Communicate regularly with corridor interests using traditional and social media. Moderate and manage the program's social media program including list serve, Facebook page, web site, blogs, Twitter, Flickr, list serve etc. Write materials for traditional and new media sources.

- Manage the finances and all organizational aspects of the corridor activities, including: purchasing, record keeping, budget development; managing cash flow to ensure that there is a positive bank balance at all times; provide basic bookkeeping and prepare reports required by the program; work with the treasurer or accountant on a monthly basis to prepare financial statements for the TCDC Board.
- Develop and maintain data systems to track the process and progress of the commercial corridor include economic monitoring, individual building files, photo documentation of current conditions and any rehabilitation activity, job creation and business retention.
- Help coordinate joint educational and promotional activities such as seasonal festivals or cooperative retail promotional events, in order to improve their quality and success.
- Work with local Town Watch and local Police precinct and personnel to reduce crime and the perception of crime in the corridor.
- Provide technical assistance to existing and potential commercial business and building owners.
- Build strong and productive working relationships with public agencies at City and State levels, other nonprofit agencies, local property owners and merchants in the corridor.
- Coordinate cooperative efforts with other corridors in the City, civic and other attractions in the area, market these assets through City and State tourism vehicles and other means.
- Attend out of town training events several times a year (all costs paid by HTRP)
- Other duties as assigned.

Minimum qualifications

The ideal candidate will have a minimum of three (3) years of professional experience or education in one or more of the following areas: business administration, nonprofit management, economic development, marketing, urban design, journalism, historic preservation, event planning, communications, community development. Volunteer/intern work experience will be considered in lieu of paid work experience.

Additional skills and experience required for this position include:

- Excellent verbal and written communication skills.
- Demonstrated experience working with the Microsoft Office Suite (Word, Excel, PowerPoint and Access), Quick Books (or other bookkeeping software), Microsoft Publisher (or other desktop publishing software).
- Valid driver's license.
- Experience in design and historic preservation issues in an urban environment.

- Proven experience in recruiting and managing volunteers.
- Ability to perform manual labor under all types of weather conditions.
- Work well with the public and with diverse groups of people.

The following skills and experience are especially desirable:

- Experience in public speaking, group facilitation, public relations and fundraising.
- Small businesses or entrepreneurial experience.
- Direct experience with a Main Street program in an urban area is a significant plus.
- A BA or Masters degree in any of the above mentioned or related fields is preferred.

The hours will be irregular because of night meetings and weekend events, and as such, we expect the manager to be hired as an independent contractor (1099 employee).

Anticipated salary range \$45,000 to \$65,000.

To apply

Send a thoughtful cover letter outlining your work experience, include your knowledge of software packages, and your current salary. Also include a resume/CV, a three to five page writing sample (press release, article, brochure etc.), and the names, email address and phone numbers of three references by 5PM Tuesday, **NOVEMBER 15, 2011** to the TCDC consultant managing this process: Donna Ann Harris, Heritage Consulting Inc. 422 South Camac Street, Philadelphia, PA 19147 historictaconyrevitalization@gmail.com **Electronic submissions are preferred;** please submit all of your materials as PDF documents. Cover letters without current salary will not be considered.

No phone calls please. We will contact the candidates we wish to interview.

The Tacony Community Development Corporation is an Equal Opportunity Employer and does not discriminate on the basis of race, color, creed, religion, national origin, ancestry, nationality, alienage or citizenship status, age, sex, sexual orientation, gender identity or expression, marital status, disability, veteran status, or any other protected status under controlling federal, state or local law.



Historic Tacony Revitalization Project Fact Sheet

What is the Main Street Approach™ to commercial district revitalization?

In recent decades, multiple approaches to commercial district revitalization, from urban renewal to highly-publicized, big-fix redevelopment projects, have failed because they focused on just one or two discreet issues, rather than addressing the full range of inter-related issues that affect each individual commercial district. The Main Street Approach™ is a volunteer driven, historic preservation based economic development program. The Main Street Approach™ works at the local level with community volunteers to help revitalize a commercial corridor. The Historic Tacony Revitalization Project will use the Main Street Four Point Approach™ to organize our efforts.

What is the purpose of the Historic Tacony Revitalization Project?

All local Main Street programs aim to maximize the economic potential of each historic commercial district while preserving its distinct sense of place.

Who is leading this effort for Tacony?

The Tacony Community Development Corporation is spearheading the Historic Tacony Revitalization Project.

What are the benefits of revitalization?

Revitalization generates new reinvestment. Private investment in businesses and commercial properties, and public investment in infrastructure create economic benefits for the entire district. Revitalization supports business growth and job creation. Viable commercial districts provide places for entrepreneurs to succeed, increasing the viability and vitality of the commercial area. Revitalization supports economic growth throughout the community. Downtowns and local districts project the community's image to visitors and potential investors. Healthy commercial districts reflect a community that cares. Revitalization provides local focus and stability. Economically strong commercial districts serve as an anchor for the community and represent consistent economic growth.

Why should we revitalize the Torresdale and Longshore Avenue commercial corridors?

Commercial corridors and neighborhood business districts represent jobs and revenues—both vary from community to community, and sometimes represent as much as 30% of local jobs and revenue sources. These commercial districts define the local identity and reflect that community's history and 'sense of place.' Torresdale and Longshore Avenues, like many other commercial corridors in Philadelphia that are using the Main Street Approach, can become the hub and heart of Tacony once again.

How can local residents become involved?

Your help is needed by becoming involved as a volunteer with Historic Tacony Revitalization project's Four Teams: Organization; Promotion; Design; and Economic Restructuring. These teams will develop projects to help the corridor. Please give us your contact information to be invited our meetings and so we can keep in touch.

Whom do we contact to learn more?

Donna Ann Harris is helping the Tacony Community Development Corporation organize the Historic Tacony Revitalization Project. Reach her at 215 546 1988 or email at historictaconyrevitalization@gmail.com