

2025 Cohort Overview

All In-Person Sessions: 3675 Market Street, Floor 2 - Congress Hall / Tuesdays 12:00-4:30pm

Online Content: pacdc.getlearnworlds.com/bundle/corridor-management-on-boarding-program

Month 1: Foundations of Corridor Management

In-Person Session: 9/30/2025

- Orientation to Course
- What Makes A Great Corridor?
- What Makes A Great Corridor Manager?
- Visit Lancaster Ave
- Asset Mapping Exercise

Online Content

- Welcome to Corridor Management
- Career Planning & Professional Development
- Understanding Your Community
- Neighborhood Economic Development 101
- Self-Care & Avoiding Burnout

Month 2: Business Support & Engagement

In-Person Session: 10/28/2025

- Business Support - Guest Speakers
- Role Play - Business Owner Engagement
- Cultural Competency Workshop
- Scenario - Business Stabilization

Online Content

- Building Relationships with Business Owners
- Understanding Small Business Financials
- Business Assistance Programs & Resources
- Maintaining Healthy Boundaries
- Working with Legacy Businesses

Month 3: Physical Improvements & Design

In-Person Session: 11/18/2025

- Guest Speakers - Corridor Design
- Storefront Improvement Design Challenge
- SIP Application Exercise

Online Content

- Principles of Corridor Design
- Streetscape Improvement Strategies
- Sustainability & Green Initiatives for Corridors
- Corridor Cleaning & Anti-Litter Strategies
- Creative Placemaking & Arts-Based Strategies

Month 4: Navigating Philly's Development Landscape

In-Person Session: 12/16/2025

- Understanding Corridor Real Estate Markets
- Addressing Vacancies
- Working with Property Owners & Developers
- Philadelphia's Development Process
- RCO Simulation Activity

Online Content

- Development Process in Philadelphia
- Commercial Leases & Engaging Landlords
- Advocacy & Local Policy Landscape
- Building & Managing Partnerships
- Planning Effective Meetings

Month 5: Community Engagement & Corridor Safety

In-Person Session: 1/27/2026

- Guest Speakers & Group Discussion
- Addressing Nuisance Properties
- Power Mapping Exercise

Online Content

- Community Organizing 101
- Strategies for Inclusive Engagement
- Crime Prevention Through Environmental Design
- Nuisance Businesses & Problem Properties
- Crisis Management & Disaster Preparedness

Month 6: Marketing, Events & Advocacy

In-Person Session: 2/24/2025

- Corridor Brand Identity & Communications
- Corridor Event Planning
- Social Media Workshop
- Engaging Businesses in Corridor Advocacy

Online Content

- Developing a Corridor Brand
- Social Media Strategies for Corridors
- Event Planning Basics
- Storytelling & Corridor Communications

Certificates & Luncheon - Tues. 3/10/2025 - 12:00-2:00pm

BONUS: Additional Online Content

Funding & Program Management

- Funding Sources for Corridor Programs
- Grant Writing Basics
- Project Management for Corridor Initiatives
- Data Analysis & Metrics for Corridor Success
- Time Management Strategies
- Technology Tools for Corridor Management

Advanced Topics

- Equitable Development & Anti-Displacement Strategies
- Resilience Planning for Commercial Corridors
- Innovative Funding Mechanisms
- Emerging Technologies - "Smart Corridors"
- Leveraging Data for Decision-Making