

Webinar: Smart Strategies to Transform Commercial Districts, Feb. 26

1.5 AICP CM credits approved

Join this webinar **February 26 from 2-3:30 p.m.** to learn the key elements needed to transform commercial districts and help communities take the reins of their economic futures. Hear from five economic development experts as they explain how to craft and implement a commercial revitalization plan that inspires potential investors to take a different view of disinvested markets in a way that is both aspirational yet grounded in market realities. Listen to stories and lessons learned from Philadelphia's Fishtown community where our speakers and their partners encountered gaps in the retail experience along East Girard Avenue; and in the City of Mesa, Arizona, where they worked with community leaders to reposition businesses to address market changes spurred by development around a new light rail station. **Register at: goo.gl/bWRQ0z**

The Smart Growth Information Clearinghouse will host this webinar in partnership with the Local Initiatives Support Corporation (LISC). LISC, through its MetroEdge Program, has worked on commercial corridors and districts in 51 neighborhoods in 17 cities throughout the U.S. since 2006. MetroEdge tailors economic development strategies for specific places to help local leaders, businesspeople, public officials and investors understand emerging markets, prepare for development and attract and grow businesses.

Speakers:

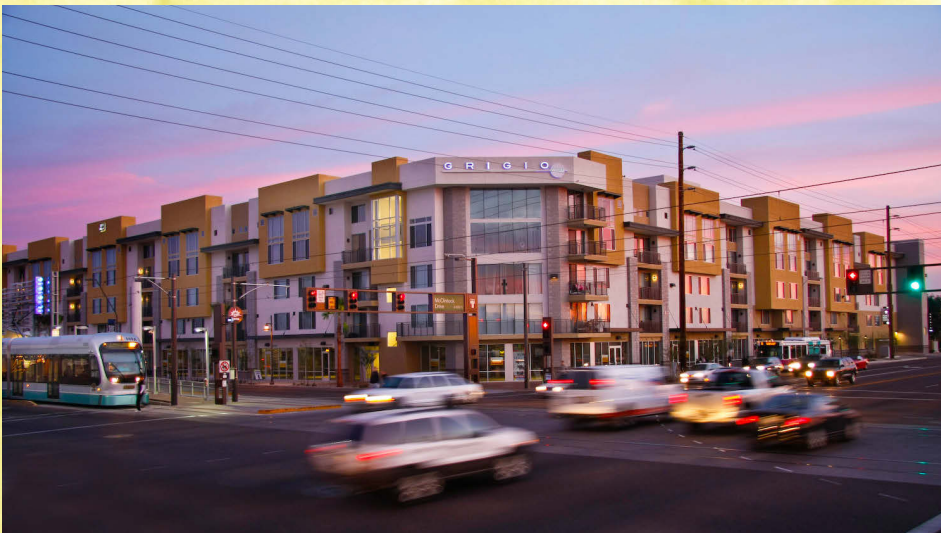
Elizabeth Demetriou, AICP, LISC Director for Economic Development

Sandy Salzman, Executive Director of the New Kensington CDC

Larisa Ortiz, MetroEdge Consultant on New Kensington

Terry Benelli, Executive Director of LISC Phoenix

Joel Bookman, MetroEdge Consultant on Mesa



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