

ALEC M. HERSH

203-512-1488

A.M.Hersh1@gmail.com

Alecmhersh.com

Overview

Commercial Corridor Manager and Local Initiatives Coordinator with 8 years' experience in BID/nonprofit leadership, data-influenced economic development, community programming, small business development, and innovative tactical placemaking. Results are achieved through an emphasis on collaboration across sectors, building strong relationships, and creative problem solving.

Education

Master of Public Administration	College of Charleston	2021-2023
Certificate, Urban and Regional Planning	College of Charleston	2021-2023
Bachelor of Arts, History & Arts Management	Franklin and Marshall College	2015-2019

Recent Work History

City Ave Special Services District- Lower Merion/Philadelphia, PA

Economic Development Manager, 2023-Present

- Develop and recommend economic development policies with input from the Board, consultants, and stakeholders.
- Liaise with small businesses, government agencies, civic organizations, non-profits, and elected officials regarding development proposals, capital projects, and event programming .
- Research, analyze, interpret, and prepare studies and reports on a variety of economic and demographic data, including labor market trends and competitive marketplaces using Placer, MRI Springboard, and ArcGIS.
- Lead the creation of the City Avenue Landscape Master Plan, Retail Strategy Plan, and Bala Avenue Public Art Plan.
- Plan, budget, and execute specialty events, including the annual Bala Avenue Art Walk and Black Business Showcase.
- Design, budget, and direct all creative placemaking programs, including three pocket parks, 32 street trees, and 30 planting beds.

Myrtle Beach Downtown Alliance - Myrtle Beach, SC

Project Manager, 2022-2023

- Spearheaded placemaking programs, including RFPs, managing \$250,000 in public art funds, and building a Pocket Park.
- Leveraged business and property owner relationships to create the "Artists on 8th" arts district and First Friday Art Walk.
- Supported the development of responsible incentive packages, a cohesive branding identity, and community events.

City of Charleston, Office of Business and Neighborhood Services - Charleston, SC

Business Services Intern, 2022

- Worked alongside the Neighborhood Services staff to revise and pass a new Ordinance concerning rental management.
- Facilitated public participation between the Office of Business and Neighborhood Services and HOAs.
- Researched Constituent Relationship Management software and presented recommendations to department heads.

WHYY Public Media - Philadelphia, PA

Co-Director of Community Fundraising and Outreach, 2020-2021

- Organized daily fundraising campaigns to be executed by a team of 10-15 door-to-door canvassers.
- Engaged with 500 community members per week to communicate WHYY's values, secure contributions, and gain support.
- Lead the Grassroots Fundraising team in raising at least \$15,000 per week.

Valley Forge Tourism and Convention Board - King of Prussia, PA

Marketing & Branding Intern, 2018

- Assisted in planning and implementing marketing campaigns including writing articles for the County's online platforms.
- Represented Montgomery County at events across the region to promote local programming and hospitality.
- Supported VFTCB's efforts to attract new business through targeted marketing campaigns across several unique brands.

Panels & Certifications

- Philadelphia Association of Community Development Corporations Corridor Manager Training Certification (2023)
- Pennsylvania Downtown Center Community Revitalization Academy (In Progress)
- Southeast Conference of Public Administration Panelist and Presenter (2022, 2023)
- Pennsylvania Downtown Center Conference Panelist and Presenter (2024)
- Main Street America Local Organizing Committee, Philadelphia(2024-2025)
- Martin Luther King Jr. Economic Development Summit Co-Organizer (2023)

Memberships

Phi Alpha Alpha (National Public Administration Honors Society), Urban Land Institute, American Society for Public Administration (ASPA), Preservation Society of Charleston, Pennsylvania Downtown Center, Main Street America, International Downtown Association

Competencies

- | | | |
|------------------------------------|----------------------------|-------------------------------|
| ● Constant Contact/Mailchimp | ● ArcGIS | ● Springboard & Placer.ai |
| ● Microsoft 365 and Google Suite | ● Public Speaking | ● Public Input & District 360 |
| ● Spanish Language Proficiency | ● Event Planning | ● InDesign/Canva |
| ● Mastery of the Main Street Model | ● Creative Problem Solving | ● Business Support Strategies |