

Fun, Simple, & Effective Tools for Community Vitality & Placemaking

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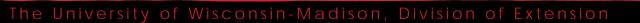
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- First Impressions
- Business Walk
- Imageability Mapping [workshop]
- Capital Asset Inventory
- S.W.O.T.(C.) Mapping
- Placemaking Assessment Mapping

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First Impressions

Community exchange program for positive change.

"You never get a second chance to make a first impression."

-Will Rogers





verview

- First Impressions
 - Issue, Response, Purpose, & Process
 - Impacts
- Lasting Impressions
 - Adaptations
 - Observations
 - Recognition





ssue

Our views are skewed by over familiarization, lack of differing perspectives and expectations, and a reluctance to be completely honest with our neighbors when dealing with difficult issues (i.e. the appearance of buildings, customer service, and maintenance of public facilities).





In 1991, Andy Lewis, UW-Extension Associate Professor of Community, Natural Resource, & Economic

Development (CNRED) and James Schneider, Director of Grant County Economic Development Corporation cocreated "First Impressions".

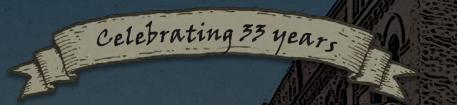




urpose

To help a community learn more about existing strengths and weaknesses as seen through the eyes of a first-time visitor.

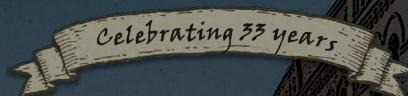
- An unbiased and unique perspective of the community prior to beginning any planning for the future.
- A structured opportunity to learn about the strengths and weaknesses of other similar communities.
- Can serve as the basis for community action.





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Volunteers from two somewhat similar communities (size, location, county seat, etc.) agree to do unannounced exchange visits and then report on their findings. Participants become "secret shoppers" for the day to discover what they can about their sister city. They follow procedures and reporting guidelines in a fully developed "Exchange Team Members Guide Booklet", which is copied for each participant. The guide helps insure that the evaluations and reports are thorough and somewhat uniform and minimize the training of volunteers.





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First Impressions

Basic Version - Revised 2017

A program for community improvement

Originally Developed by:

Andy Lewis

Iames L. Schneider



First Impressions Manual - Basic Version (rev. 2017)

Introduction:

Thank you for volunteering to be a part of the First Impressions community exchange program. Along with other visiting team members, you will make a short, incognito visit to an exchange community you are not familiar with and record your first impressions. You are not expected to offer expert advice—you are simply asked to give an outsider's candid viewpoint on various aspects of the community you visit.

We ask you to think in terms of three perspectives:

- 1) as a tourist visiting the area.
- 2) as someone considering moving to the community,
- 3) as someone looking to start a business in the community.

Purpose

To help a community learn more about existing strengths and weaknesses as seen through the eyes of a first time visitor.

Your Group:

Ideally 3-6 people. Try for a mix of M/F and from different age groups. Great to have young people involved. Best if you can car pool and make the visit as a team if you can. It makes for a more enjoyable experience.

In Advance:

Please review the manual in advance so you are familiar with the type of questions you will be asked to respond to.

Feel free to check out the community online.

One person should contact the chamber or government office to request a 'packet of community information' to see how they respond.

The Visit:

Plan to arrive in the target community by 10:00am. You will want to spend two - four hours touring the community. You will do the initial drive through and 'Five Minute Impression' as a group. Once this is completed you should split into teams and decide which

team will drive first and which team will start with walking the downtown to visit stores, city hall, chamber, etc.

Try to have lunch in different establishments if possible. After lunch the teams should switch driving/walking.

Your Story:

Develop a story to explain your reason for visiting the community. You don't want the word to get out that the visit is happening. You get to be an actor for the day. ("I'm looking for property in the area", "I'm interviewing for a job in a neighboring community", "Just traveling through and looking for a place to vacation next year", etc.)

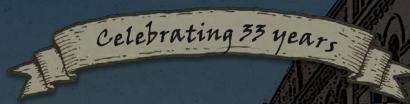
Photos:

Feel free to take photos of buildings, signs, etc that will help you better make your point about comments or suggestions you are making about the community. Please be discreet as you don't want to tip local residents off about the visit.

Пp

- 1) Consider having a small notepad for notes as writing in this manual is rather conspicuous.
- Take notes, notes and more notes. If you don't this will all turn to mush before you can do your report.
 When driving stop frequently to do so.
- 3) EXPLAIN why you feel certain ways about things...the detail is helpful. Here's one case when more words will be better than fewer.
- Look for positives as well as problems. Every community needs to know what it is doing well so they can build on those strengths.
- 5) There is no wrong way to do this. Remember, two people may see or experience the same thing and react differently. That's OK.
 - 6) Have Fun!!!

Thank you!!





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First Impressions Manual - Basic Version (rev. 2017)

1) What was my perception before visiting the community? What did I expect?

2) Did you check out the community in advance via website or social media? If you did, what did you learn about the community and what was your impression of their online presence? What impressed you? What might they improve?

3) The 'five minute' impression - take one drive through the community without stopping and without talking to others in your car. As you exit the community, pull over to the side of the road and write down what you felt about the town with only this quick look. Do this in silence so you don't influence each other.

4) Community entrances - Check out EACH community entrance and as you approach the community, what do you notice first?

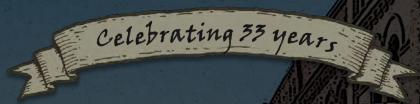
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5) Driving - Downtown Business Area - evaluate the downtown for appearance, signs, quality of buildings, variety of businesses, etc.

6) Driving - Additional Business areas - are there additional clusters of businesses? If so, evaluate them for appearance, signs, quality of buildings, variety of businesses, etc).

7) Driving - Overall comments on residential. Are there differences between neighborhoods.

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8) Driving...Business/Commercial/Industrial Park - Overall impression?

9) Driving - Parks, playgrounds, athletic facilities.

10) Driving - Hospitals/clinics/other health services.

First Impressions Manual - Basic Version (rev. 2017)

 $11) \ Driving - Signs/Billboards - were \ directions \ to \ parks/schools/etc. \ clearly \ marked \ and \ easily \ understood?$

12) Driving...Schools & Churches...what is your impression based on their appearance?

13) Driving - Lodging/Camping - what is the availability?

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14) Walking - comments on appearance of businesses, displays, signs, etc.

15) Walking around - comments on business staff - did they greet you, were they able to answer questions about the community, were they helpful, would you hire them for your business?

16) Walking around - (Ask questions, directions, start conversations) - comments on people in general - were they friendly, did they know answers to questions, could they give clear directions? What was their attitude toward their community?

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17) Community information - what information did you find on businesses, attractions, events, things to do, etc. Brochures, signs, message boards, kiosks? Did you find a community map?

18) Walking around - Chamber or City/Village Hall - were they open, did they have information readily available, were staff friendly and helpful? Were the facilities well signed and appealing?

19) General items -

- Parking
- Public Restrooms
- Wi-Fi & Phone signals
- Water fountains/benches

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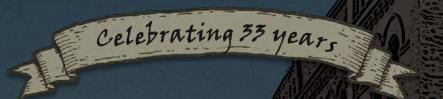
- 20) Using your senses -
 - What did the community TASTE like? (Specialty bakery/restaurants)
 - What did the community SMELL like?
 - What SOUNDS did you hear?
- What did the community FEEL like? (Emotional response, i.e. cold/warm, crowded/deserted, inviting, etc. or physical response, i.e. rough streets, etc)
- 21) List the 5 most positive things you observed about the community.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- 22) Describe ONE idea that you will steal for use in your own business/community and describe how you will start to implement it within the next 72 hours.
- 23) If someone asks you about this community six months from now what do you think you will say...in one sentence.

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Your final thoughts...If you were...

traveling as a tourist, would	looking for a business location	looking for a place to live would
you have stopped here? Why?	would you consider this commu-	you consider this community?
Why not?	nity? Why? Why not?	Why? Why not?
Would you come back? Why or why not?	What could make this community more appealing to business?	What could make this community more appealing to families?

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A Program for Community Improvement



The First Impressions program was developed to help communities learn about existing strengths and weaknesses through the eyes of the first-time visitor.



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First Impressions Program



A Program for Community Assessment & Improvement

Have you ever wondered what people think about your community?

All communities have difficulties viewing their surroundings as others see them—customers, visitors, potential residents, and

potential businesses. Our views may be skewed by familiarization, a lack of differing perspectives and expectations, and a reluctance to be completely honest with our neighbors regarding difficult issues such as the appearance of buildings, customer service, or maintenance of public facilities.

The First Impressions community exchange program was designed to help communities learn about their strengths and shortcomings through the eyes of first-time visitors. First Impressions is a structured community assessment that offers a fresh

perspective on the appearance, services and infrastructure of each community. Volunteer teams undertake unannounced visits, record observations, and give constructive feedback to the exchange community. Team members receive training and follow procedures and reporting guidelines using a response manual. Reports from the program are often used as part of broader community assessment or planning processes to inform community policy and action. Hundreds of communities across the U.S. and Canada have used and found value in the program.

How the program works

Volunteer teams from two somewhat similar communities in terms of size, location, amenities or natural features, agree to do unannounced visits and then report on their findings. Participants become "secret shoppers" for the day to discover what they can about a similar community or neighborhood. Participants follow procedures and document their visit using a participant guide or an online version of the guide to upload photos and comments. The guide, which ensures that evaluations and reports are thorough and uniform, requires minimal training.

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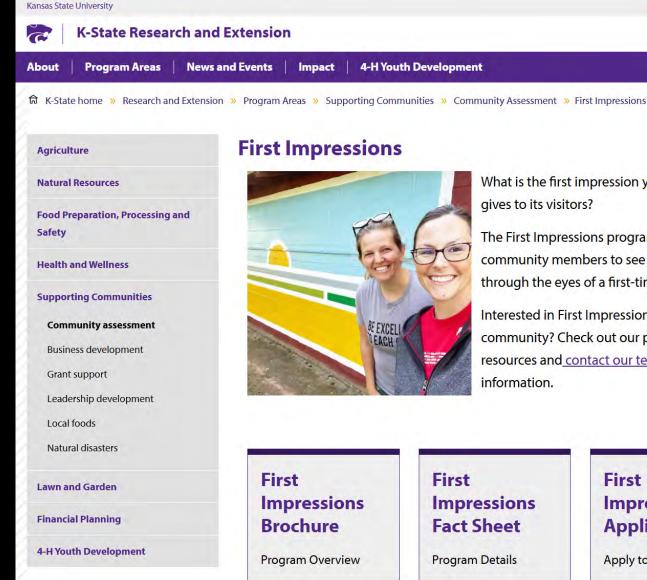
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4-H Youth Development

What is the first impression your community gives to its visitors?

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The First Impressions program helps community members to see their community through the eyes of a first-time visitor.

Interested in First Impressions for your community? Check out our program resources and contact our team for more information.

First **Impressions Brochure**

Program Overview

First **Impressions Fact Sheet**

Program Details

First **Impressions Application**

Apply today!

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Does your downtown attract residents, visitors and businesses?

The look and feel of a downtown can influence the decisions of potential residents, visitors, and businesses. A vibrant downtown serves as a gathering place, a place for people to dine, shop, and conduct business. First Impressions is an assessment program that examines downtowns through the eyes of potential residents, visitors, and businesses, helping communities learn about opportunities and empowering them to take steps to improve their downtown.



How does it work?

Communities are matched with a sister community who has a similar downtown based on criteria, such as size, location, amenities and natural features. Both communities then agree to build a team of community volunteers to complete visits to the sister community and report on their findings. Participants document their visit, report out and engage with their community to take steps to improve their town. The University of New Hampshire Cooperative Extension provides facilitation, training, a written report, and follow up support for a year afterward.



What does First Impressions assess?

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Building Tomorrow's Leaders

Building Tomorrow's Leaders

Community Impressions

Growing Leaders Short Course

Community Impressions

See your community's potential through the eyes of a visitor

Find Out How to Make a Good First Impression

Community Impressions helps communities learn about their strengths and weaknesses as seen through the eyes of a first-time visitor. Knowing about these strengths and weaknesses helps those who want to be proactive about the growth of their home communities and who want to make them more vibrant places to live and work.

Groups of community volunteers will make an anonymous visit to another community in North Dakota that is similar yet unfamiliar to their own. These teams will visit this community to provide feedback. The "first impressions" will be reported to the exchange community to help determine the community's strengths, weaknesses, areas of opportunity and ideas for improvement.

The exchange community also gathers a group of volunteers who will make a return visit t the original community to provide the same service - an objective oninion of a

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Community First Impressions

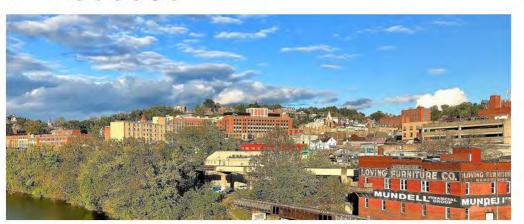












Have you ever wondered what people think about your community?

How individuals present themselves has a powerful effect on future opinions. As the old saying goes, "you never get a second chance to make a first impression." For first time visitors, the way a

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FIRST IMPRESSIONS TOUR

A driving tour is an assessment tool that can provide communities with an unbiased perspective of their communities' strengths and weaknesses. The information gathered can be used to provide general direction for future community development efforts by

4. Report and Presentation

A compilation of the data gathered throughout the previous steps in the form of a physical report. Specific quotes and comments that represent the overall feelings found in the community tour may be included, however all infor-

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First Impressions Program

This page contains training resources for the First Impressions program, along with information about First Impressions programming being carried out in the region. If you have resources you would like to include here, please email them to Kristen Devlin (krd111@psu.edu).

First Impressions Training Resources

- Visiting a Community Visitor's Manual from WVU Extension This 16-page manual (PDF), developed by WVU Extension, focuses on the tourism aspects of a destination developed to focus on tourism aspects of the destination.
- Visiting a Tourism Facility Visitor's Manual from WVU Extension This 19-page manual (PDF), developed by WVU Extension, focuses on the visitor-related aspects of tourism facility.



In 2015, WVU Extension provided First Impressions training to Extension staff in five other states, with funding from NERCRD. Many of the resources here are outcomes of that initiative. Image: adapted from Hedgefighter via Wikimedia Commons

Examples of First Impressions Programming in the Northeast and beyond

- First Impressions in Connecticut
 - Resources and Tools from UConn, including videos, maps showing where FI has been carried out in CT, and links to adaptations of FI being carried out around North America.

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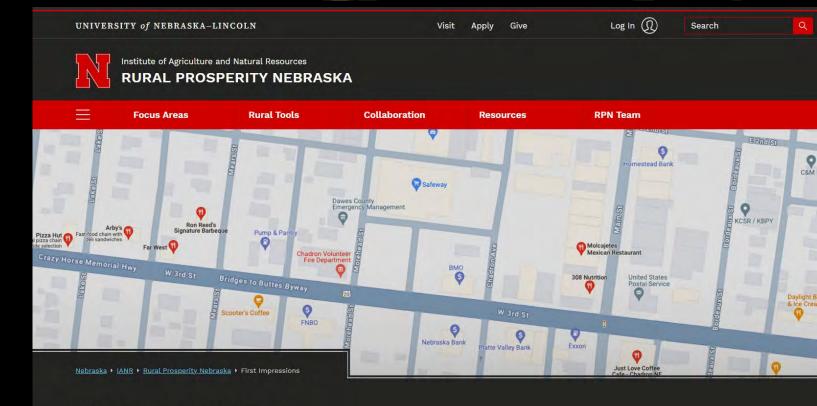
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Make a great first impression!

The First Impressions program offers a tailor-made evaluation of how well your community shines online for tourists and travelers.





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History



First Impressions program was first developed by Andrew Lewis, University of Wisconsin, Cooperative Extension, and James Schneider in the early 1990s. Since then the program has been evaluated extensively at the community level and adapted for use by Extension programs across the United States and Canada. The program draws from goals and processes of both traditional needs assessments and asset-based community economic development strategies to construct an inventory of a location's assets and challenges that can be used to raise local awareness and guide public action from within.

Meeting the Needs of Michigan Communities

In order to meet the needs of Michigan communities that are interested in community revitalization via tourism and recreation, the Michigan State University Extension tourism team adapted the First Impressions model from West Virginia University Extension's Community, Resources, and Economic Development team. After adapting it to meet Michigan's needs, the MSU Extension tourism team coined the program First Impressions Tourism Assessment, or FIT.

The same format is followed as in the traditional model except that the group of first-time visitors are typically representatives of MSU Extension and/or partnering organizations. They visit as unannounced

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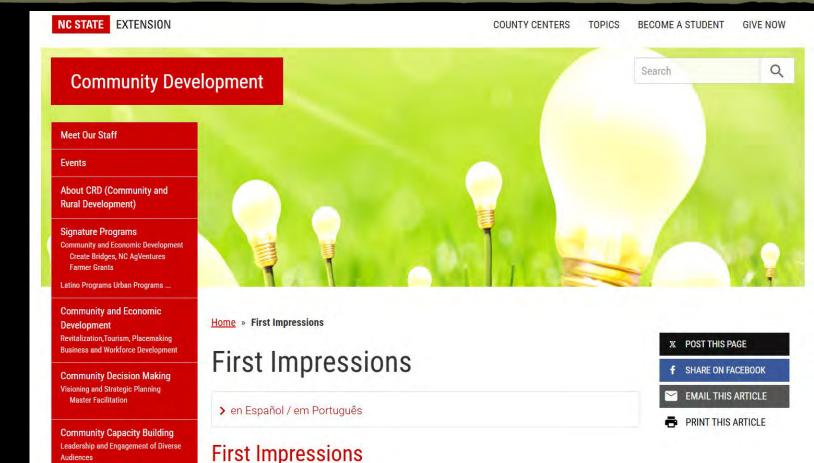
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A Cultivate NC Program Assessing and Improving Our State's Communities

Capturing the unique and unbiased perspectives of first-time visitors, Cultivate NC's First

Impressions Program delivers important information to participating communities on

what they're doing well, as well as constructive advice on where and how they can

improve. Residents from a community of similar size and location follow specific

procedures to document their visit as "secret shoppers" of the subject community's



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Tourism assessment program

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Get a 360-degree view of your tourism assets

Our tourism assessment program mobilizes communities interested in assessing and developing their community assets for tourism. The program brings together community knowledge and University resources.

With education, research and facilitation support from our educators and tourism specialists, your community will:

- · Create an inventory of local tourism assets
- Assess tourism assets from local, visitor and expert perspectives
- · Discover opportunities for tourism development
- Identify action steps for sustainable tourism development

This robust tourism assessment delivers a 360° look at your community's current tourism assets and potential for

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Organizational Capacity Building

First Impressions

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Ever wonder what impressions a first-time visitor to your community walks away with? We know what is special about where we live, but do tourists or business travelers find this a place that they would choose to return? Even though the answers to these questions could be so helpful in targeting our community and economic development efforts, we are unlikely to ever gain this knowledge. First Impressions: A Program for Community Improvement provides communities with information concerning how they

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Rural America Placemaking Toolkit

Creative Community Conversations

Community & Cultural Assessments

Get Started Guide

Public Spaces & Gathering Places Cross-Sector Partnerships

First Impressions

The First Impressions program was developed to help communities learn about existing strengths and shortcomings through the eyes of first-time visitors.

If you were visiting your community for the first time, what would you think? All communities have difficulties viewing their surroundings as others (customers, visitor potential residents, and businesses) see them. Our views are skewed by over-familiarization, lack of differing perspectives and expectations, and reluctance to be completely honest with our neighbors when dealing with difficult issues, such as the appearance of buildings, customer service, and maintenance of public facilities.

The First Impression program offers an effective and fun way to determine how visitors perceive communities and provides a structured opportunity to learn about the strengths and weaknesses of your community. The First Impressions program provides that unbiased and unique perspective with results that can serve as the basis for community action.

- · Timeframe to complete project: 2-4 months; Less than a year
- · Cost range: Cost varies
- · Keywords: Community & Cultural Assessments, Planning, Beginner, Public Spaces, Buildings, Landscape Amenities, Downtown Vision, Community
- This project was created by University of Wisconsin Extension. Click on the link below to access the resource.

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The National Scenic Byway Foundation

First Impressions

Byway Research Program



First Impressions Research Program

You only get one chance to make a first impression.

The look and feel of a byway corridor will influence how long a visitor stays, if they will ever return, or if they recommend the visit to anyone else.

A First Impressions byway research program is de-



signed to provide insight of a first time visitor's experience along a byway corridor. These insights, provided in a written report and presentation, can help you plan for the future. A first time visitor's impression can help review your cur-

rent assets and determine which ones should be protected and enhanced.

How does the program work?

This program was designed to train two teams of byway representatives, one team from each byway, assigned to visit the other community anonymously and complete the byway corridor assessment questions.

Steps in the Research Process

- Each team should choose a sponsoring organization or agency* and a team leader who will manage the process, training the team 'visitors,' make accommodations for the visit, accompany them on the visit, and prepare and deliver the final report.
- Arrange for an exchange with similar byways (rural/urban, length, features, etc.).
- Secure funding for the visitation.* To keep it simple, each team could pay for its own costs.
- 4) Identify a visitation team of 3 6 individuals to visit the byway identified, who are not very familiar with the corridor. Team composition should be varied: older/younger, owner/manager, private/nonprofit.
- 5) Train the team with expectations, the guidelines and the assessment documents. Add locally important factors to the assessment document as guided by the byway team leaders.
- Coordinate the date/time of the visit with your team leader. Try to keep your visit 'anonymous.'
- 7) Have each team member visit the website(s) of the byway corridor they are visiting, and complete

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Providence of Alberta Canada First Impressions Community Exchange



First Impressions Community Exchange

A Stepping Stone on the Path to Community Sustainability

The First Impressions Community Exchange (FICE) program helps communities learn about existing strengths and shortcomings as seen through the eyes of a first time visitor.

FICE was first developed in Wisconsin as a relatively simple, and inexpensive community development tool. It involves two municipalities of similar size and situation sending small teams of volunteers to each other's communities. The teams assess aspects such as friendliness, aesthetic appeal, housing, infrastructure, recreational opportunities, and other elements of the community. This assessment is used to determine how different organizations and individuals such as tourists, youth, business people and retirees might view a community and decide whether or not to visit, live or locate a business there. Once volunteer teams have conducted their visits and assessments, the communities meet to provide reports and exchange feedback that highlight the strengths of the communities and suggest how weaknesses could be addressed.

The benefit of FICE is that it provides communities with a fresh perspective that is delivered by a fellow community which likely has a good understanding of the barriers to community development and may have some firsthand, practical ideas of how to overcome them. Another aspect of the FICE exchange is the opportunity for municipalities to partner with local businesses and other organizations to develop and champion action plans that address areas of need and opportunity.

FICE also provides the basis for ongoing collaboration between municipalities, business leaders and community

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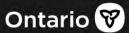
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Home > Home and community

First Impressions Community Exchange program

Learn about the First Impressions Community Exchange program and discover how well your community serves visitors.

On this page

- 1. Overview
- 2. How it works
- 3. What to evaluate

- 4. Who can apply
- 5. Resources
- 6. Contact us

Overview

People who visit your community for the first time can offer fresh perspectives and unique insights about your services, transportation, accommodations and tourist attractions. Through the First Impressions Community Exchange program, you can tap in to these insights.

By taking part in this program, you pair up with another community and see what kinds of first impressions your community makes when people visit for the first time.

What you learn can help you find ways to better attract tourist, residents and investors.

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Those little orange boxes at Halloween

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Community development with a small town feel

Manitoba towns learn what's working for them — and what needs work with First Impressions Community Exchange program



By Lorraine Stevenson

Reading Time: 3 minutes

Published: November 13, 2014 **Country Crossroads**









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Providence of Manitoba Canada First Impressions Community Exchange

Others (non-profit & for-profit) Australia



bout Us

✓ Knowledge Centre
✓ Conferences & Events
✓ Media
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For many rural and remote communities desiring to revitalize their downtown or rejuvenate the local economy, where to start, and where to turn for help, are often daunting challenges.

The BC Rural Centre, building on groundbreaking work by the University of Wisconsin's Department of Extension, is offering a program called *First Impressions*, that is based on local folks — from neighbouring communities — sharing their observations of one another's towns, then encouraging and assisting the participating communities to take actions rooted in their neighbours' observations and suggestions.

First Impressions can lead to "a-ha" moments, and trigger positive actions to make life better in participating rural towns, like the small, isolated West Kootenay villages of New Denver and Silverton.

If you would like to learn more about the program and how your community might benefit, contact us at info@bcruralcentre.org or call us at 1-833-RURL-911 (1-833-787-5911)



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Others (non-profit & for-profit) Australia



HOME OUR APPROACH AND CONTRIBUTION

BOI RESOURCES V

PHOTO GALLERY

COVID-1

ABCD FESTIVAL RESOURCE

SMALL TOWN BE-INVENTION





Project work by the Bank of I.D.E.A.S (BOI) currently involves the following:

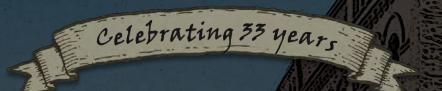
Community and Economic Development (CED)

BOI has developed CED plans for over 60 communities / regions, authored six publications on the theme and designed methodologies and tools specifically in Australia, New Zealand and South Africa eg. Business Expansion and Retention Program (B.E.A.R.), Community Opportunity Workshops, First Impressions Community Exchange (FICE) and the Community Builders Program.

Community Engagement, Visioning and Planning



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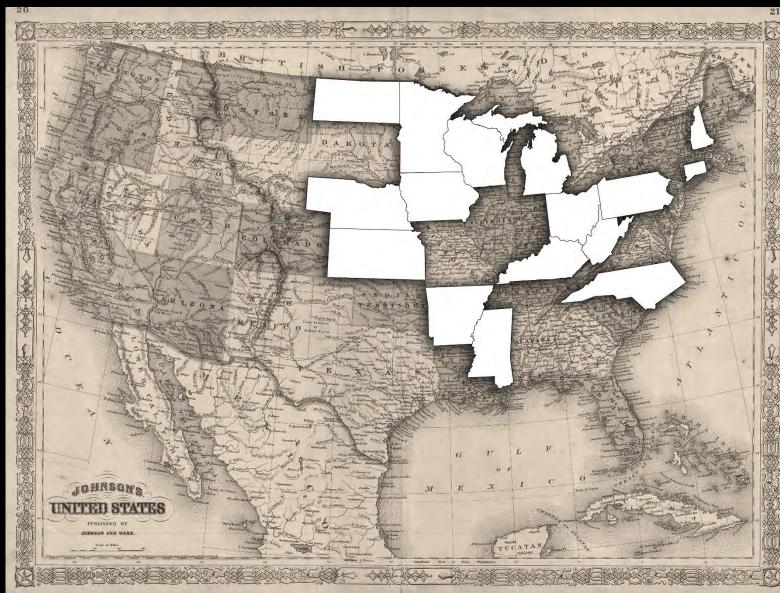
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Current Issue Back Issues

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First Impressions: An Effective Approach for Community Improvement

Abstract

A long-term impact study was conducted to evaluate the effectiveness of the Community First Impressions Program. Thirty-two (32) targeted communities located in West Virginia and Pennsylvania were surveyed; 18 (56%) responses were obtained. The majority of communities reported the program led to positive changes in community and economic development. Impacts were realized beyond program recommendations as communities self-evaluated, built new networks, and sought additional resources for community-driven development. Government leader turnover and lack of funding and citizen initiative were cited as challenges. The findings have implications for community capacity building, specifically leadership development, resource development, and engaged citizen's strategies.

Keywords: first impressions, mystery shopper, community evaluation

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Foundations and Applications of Theory in the First Impressions Program

Laura E. Brown, University of Connecticut

John McDonald, Central Connecticut State University

Lisa C. Chase. University of Vermont

Geoffrey Sewake, University of New Hampshire

Beverly Stencel, University of Wisconsin

Andy Northrop, Michigan State University

Ryan Faulkner, University of Connecticut

Volume

Issue

DOI

10.34068/joe.56.01.20

Abstract

The First Impressions program was designed to help communities learn about their strengths and shortcomings through the "fresh eyes" of first-time visitors. This Extension-



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daptations

- First Impressions Tourism Assessment (MSU Extension, WVU Extension, NCSU Extension, UMN Extension)
- Community Swap (University of Illinois Extension)
- University of Wisconsin (Existing):
 - Quick Input Version of First Impressions
 - Youth & First Impressions
 - A First Impressions Program for Campuses
- University of Wisconsin (Future):
 - Placemaking & First Impressions
 - Downtowns & First Impressions





bservations

- The simplicity of the program provides flexibility.
- Emphasis is placed on the stories that we tell ourselves and others about a place. Because of that, the program works best when users develop descriptive narrative to convey those stories.
- Adaptations that make use of Likert or other scale sacrifice the storytelling for speed.



First Impressions alegacy of excellence



asting Impressions

UW Website





Guide & Report Example



Thank you, James Schneider & Andy Lewis.



Business Walk

A Fun & Effective Business Retention & Expansion Program



Definition

The "Business Walk" is a day dedicated to learning more about your local businesses through face-to-face interviews on their turf.











Background

- California roots.
- Effective, low cost & fun.
- Face-to-face interviews.
- 3 questions:
 - "How's Business?"
 - "What do you like about doing business here?"
 - "What can we do to help you succeed?"
- Strong potential for small towns.





UW-Extension Adaptation



Original
Business Walk
(3 questions)

U of MN-Extension BR&E Program (77 questions)



Local Knowledge (7 questions)



UW-ExtensionBusiness Walk(10 questions)



Process

- Step 1: Who's In Charge?
- Step 2: Who's With Me!
- Step 3: Save the Date
- Step 4: Plan the Walk
- Step 5: Talk the Walk
- Step 6: Walk the Walk
- Step 7: Find Your Story
- Step 8: Tell Your Story







Process

• Step 1: Who's In Charge?







Process

• Step 1: Who's In Charge?

• Step 2: Who's With Me!





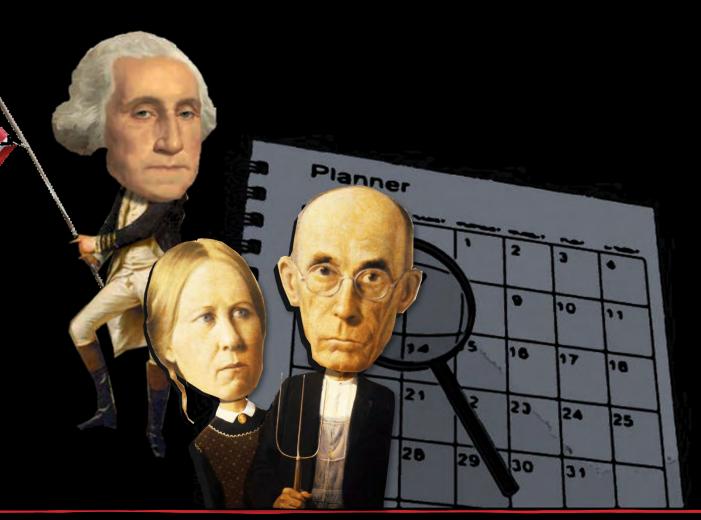


Process

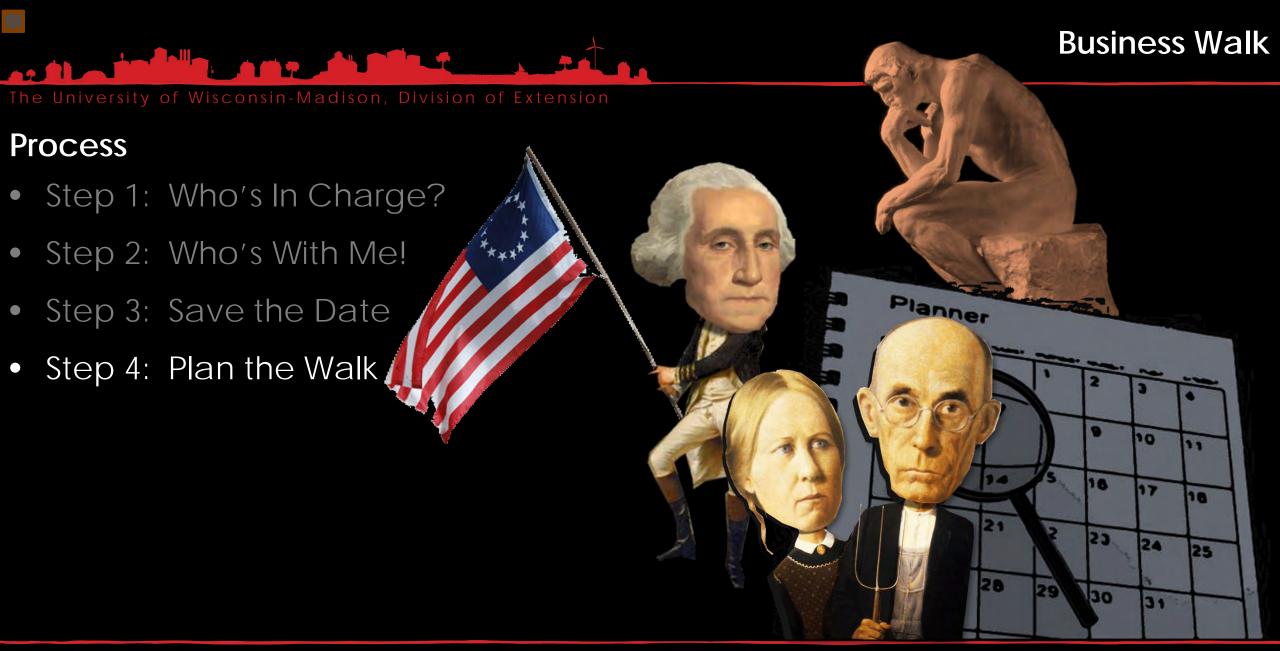
• Step 1: Who's In Charge?

• Step 2: Who's With Me!

• Step 3: Save the Date













Business Walk

Droope

Process

Step 1: Who's In Charge?

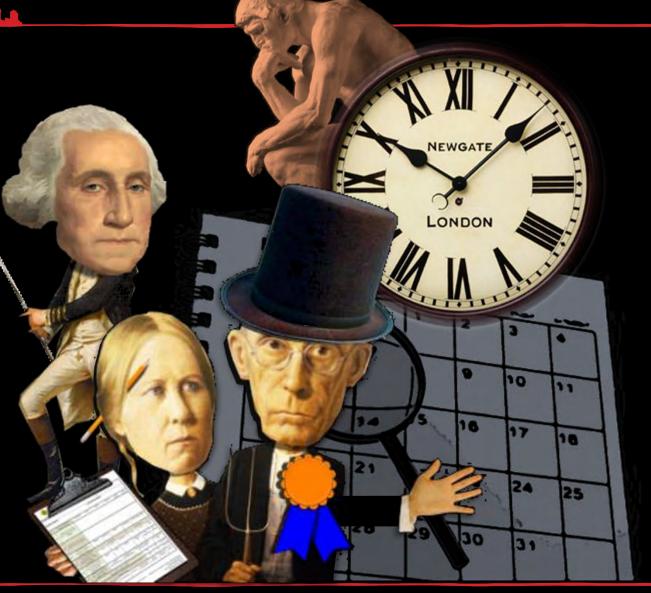
• Step 2: Who's With Me!

• Step 3: Save the Date

• Step 4: Plan the Walk

Walkers

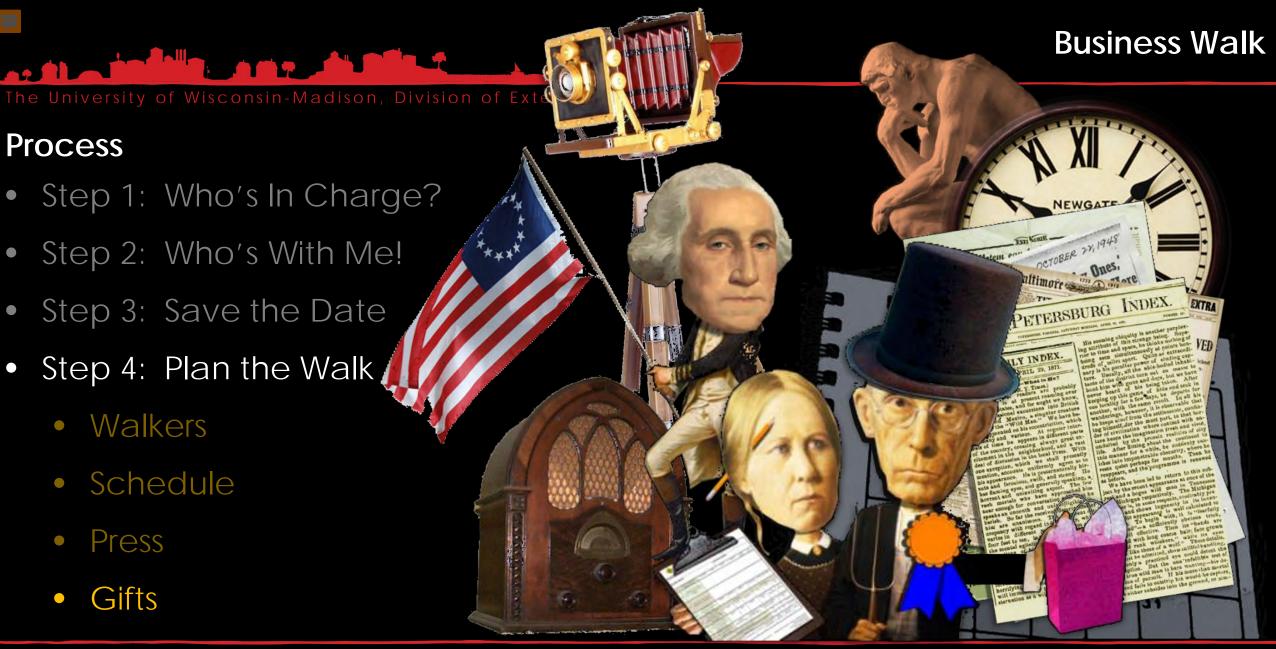
Schedule















Process

- Step 1: Who's In Cha
- Step 2: Who's With N
- Step 3: Save the Da
- Step 4: Plan the Walk
- Step 5: Talk the Walk

- Encourage participation.
- Promote local businesses.
- Promote local leadership.







Process

- Step 1: Who's In Charge?
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- Step 6: Walk the Walk

Questionnaire

- 1. "How's business?"
- 2. "What do you like about doing business here?"
- 3. "What can we do to help you succeed?"





Process

- Step 1: Who's In Charge?
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Questionnaire

- 1. "How's business?"
- 2. "What do you like about doing business here?"
- 3. "What can we do to help you succeed?"
- 4. "How long have been in business here?"
- 5. "What type of business is this?"
- 6. "Where is most of your competition?"
- 7. "Where do you purchase most of your supplies and support services?"
- 8. "How much does your business rely on the internet?"
- 9. "How many full-time and part-time employees to you have and how will that change over the course of the year?"
- 10. "How do you recruit new workers?"





Process

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Process

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A Collaboration of

Fennimore Area Chamber of Commerce Fennimore Industrial & Economic Development Corp. City of Fennimore University of Wisconsin Extension-Grant County

Compiled by



Todd W. Johnson, CRD Agent/Assistant Professor University of Wisconsin Extension-Grant County

September 13, 2013







Case Study: Fennimore, WI



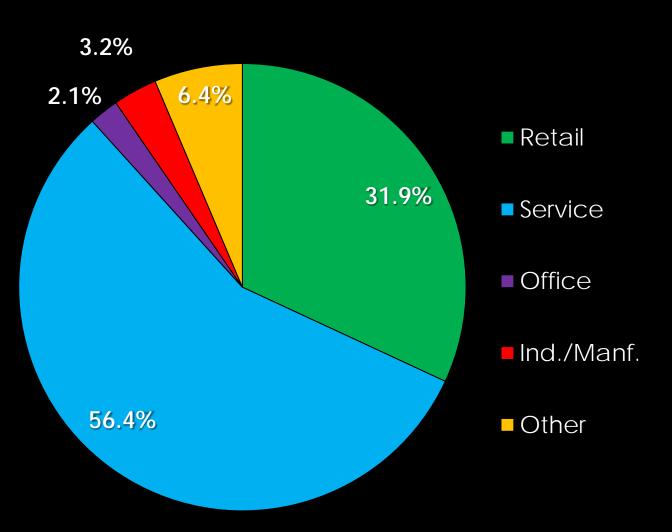






Case Study: Participation

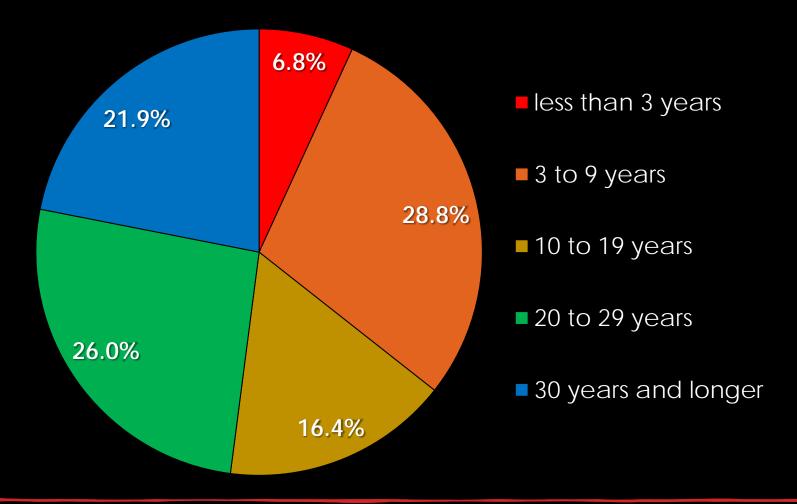
- 3 Community Partnerships
 - Fennimore Chamber
 - Fennimore IEDC
 - City of Fennimore
- 12 Volunteers
- 76 Businesses
 - 20 online surveys
 - 56 interviews





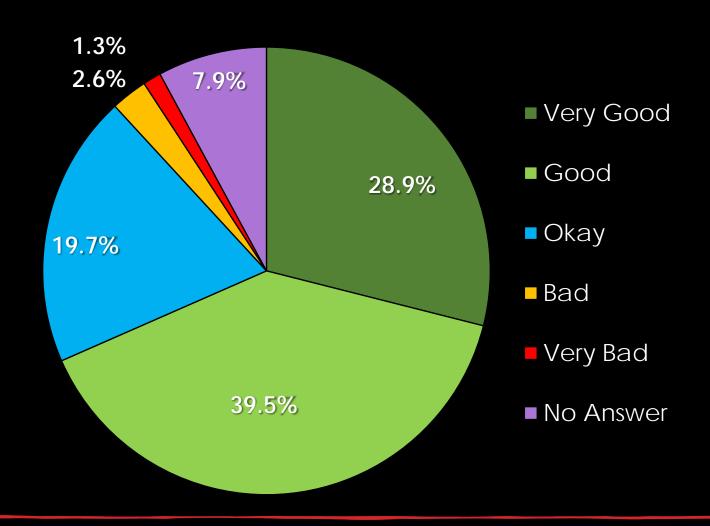
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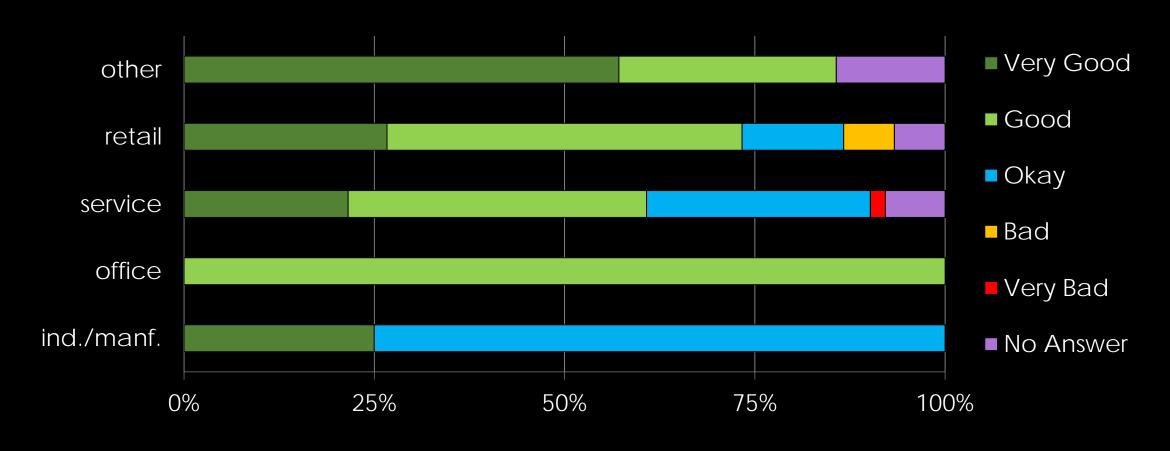


How's Business? (all types)



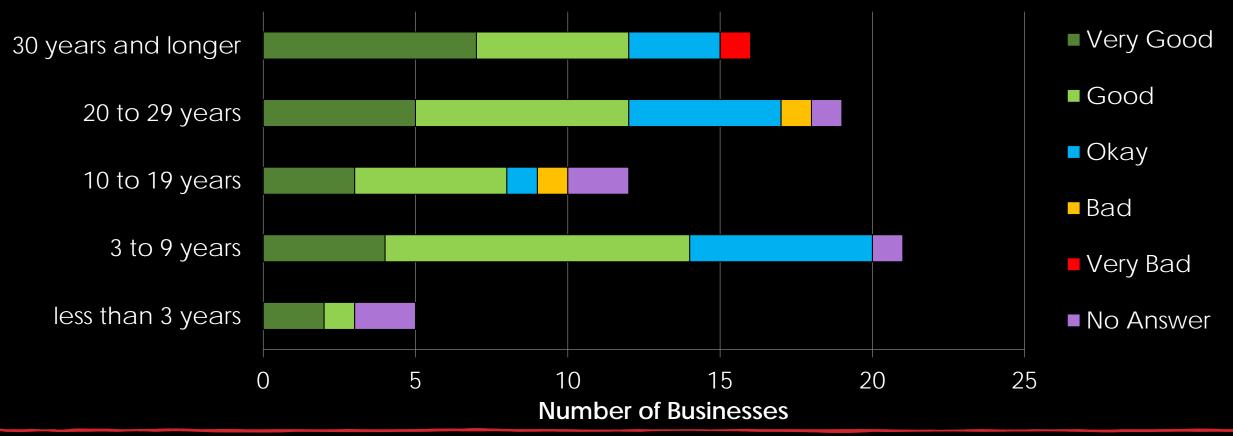


How's Business? (by type)



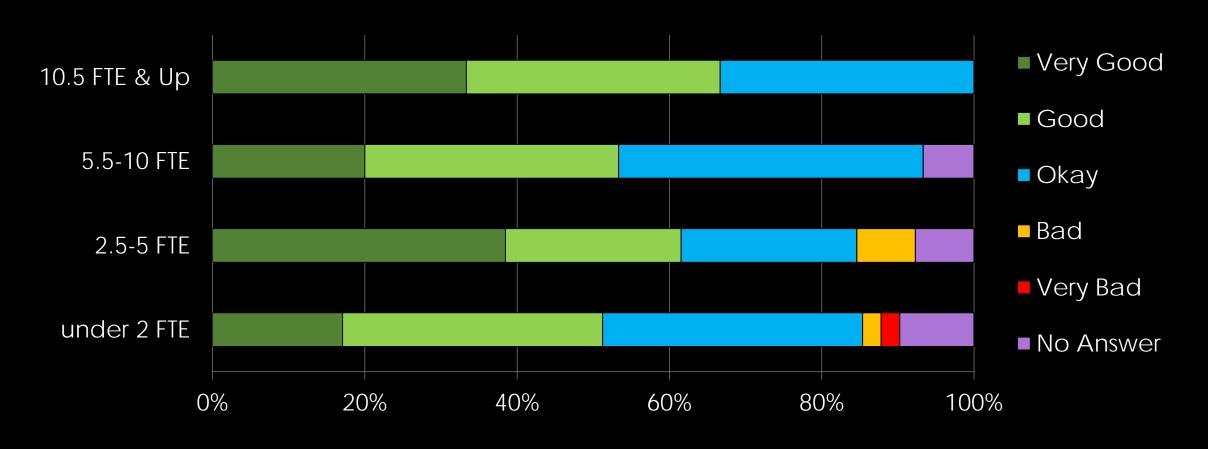


How's Business? (by tenure)



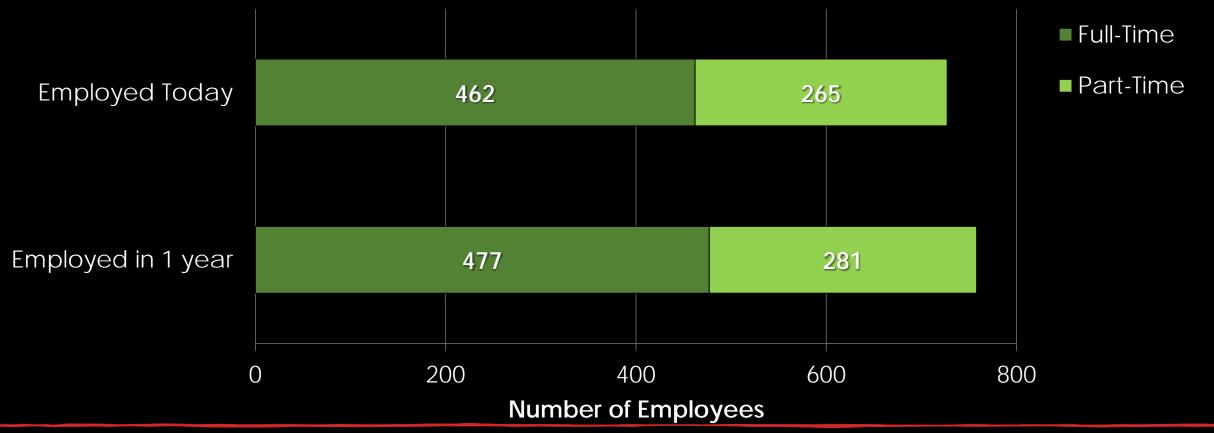


How's Business? (by size)



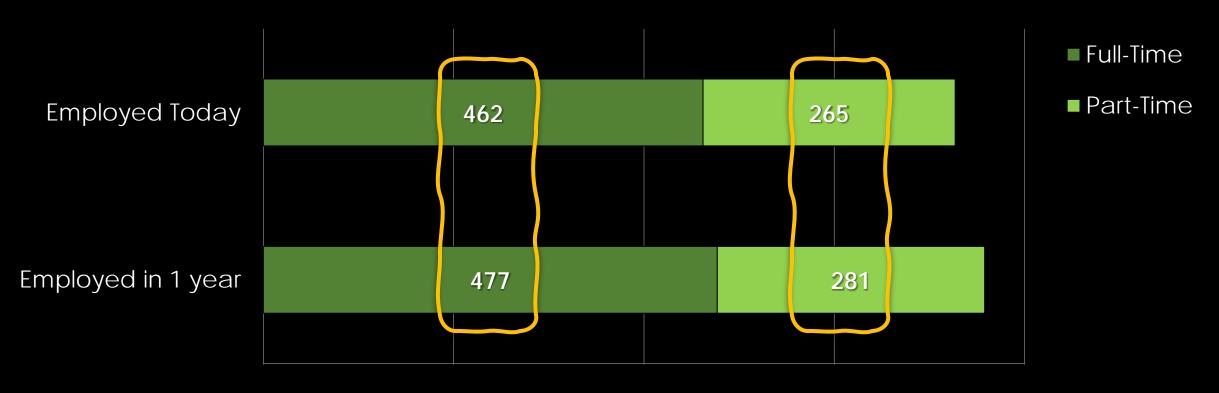


Current & Projected Employment (in 1 year)





Current & Projected Employment (in 1 year)

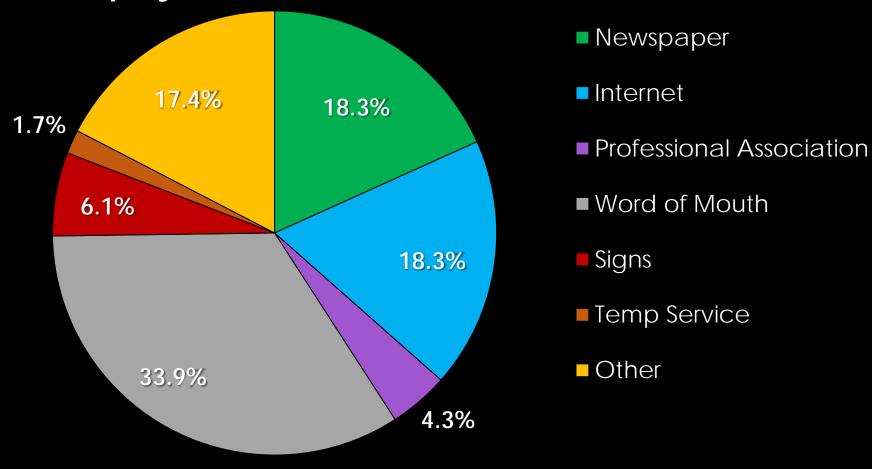


15 new full-time jobs

16 new part-time jobs



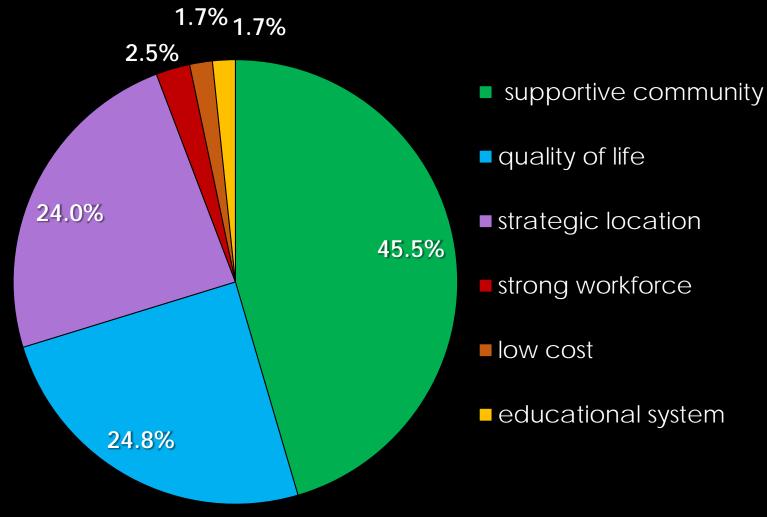
How Do You Recruit New Employees?





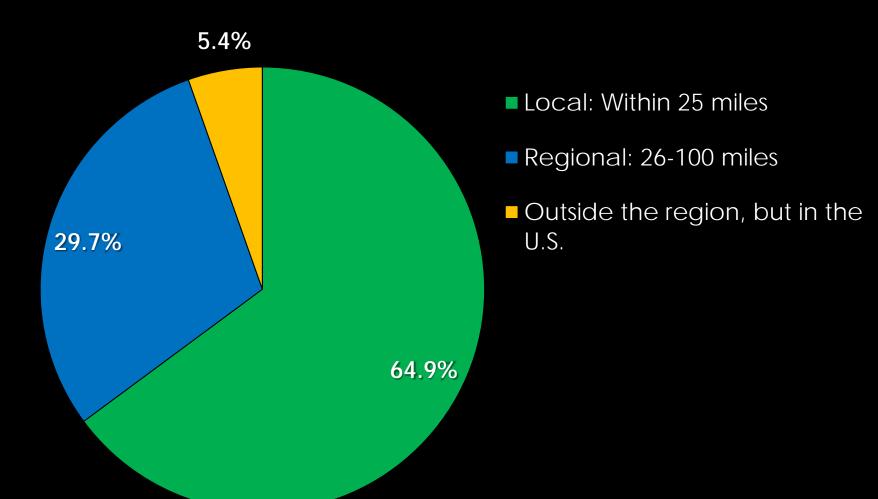






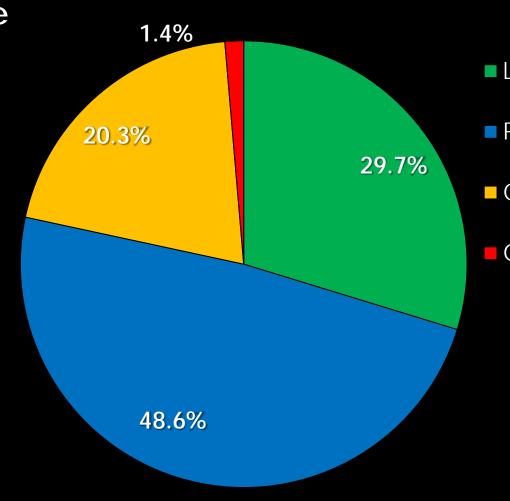


Where is Most of Your Competition?





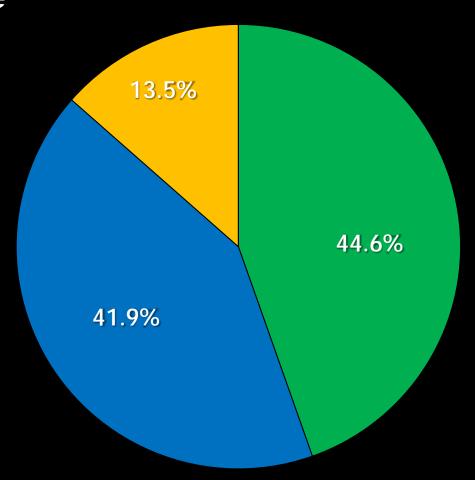
Where Do You Purchase Most of Your Supplies?



- Local: Within 25 miles
- Regional: 26-100 miles
- Outside the region, but in the U.S.
- Outside the U.S.



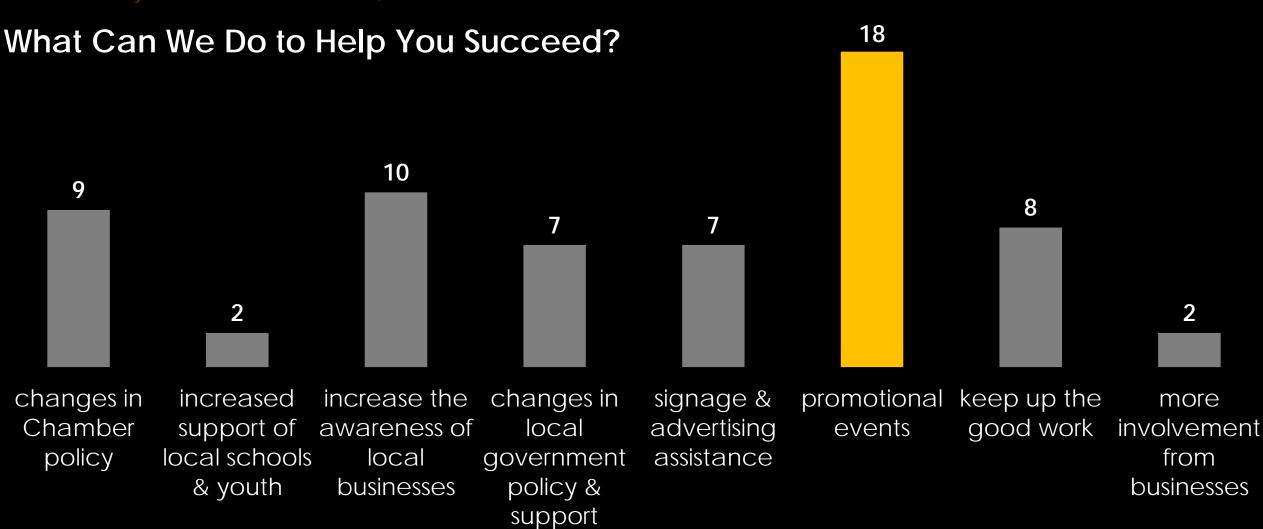
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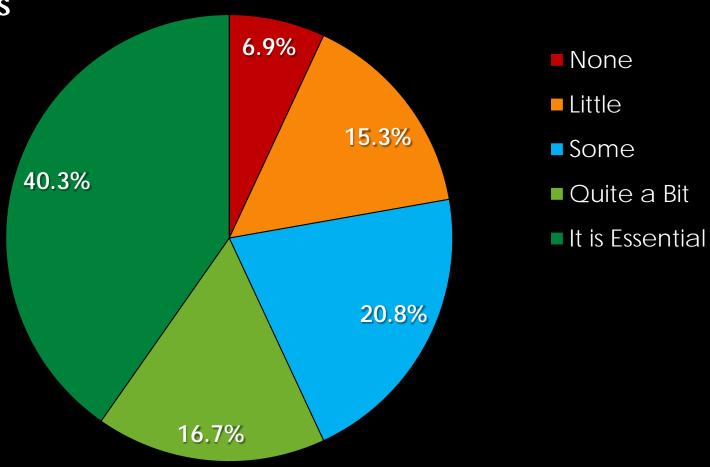
What Training or Assistance Might Be Helpful to You?





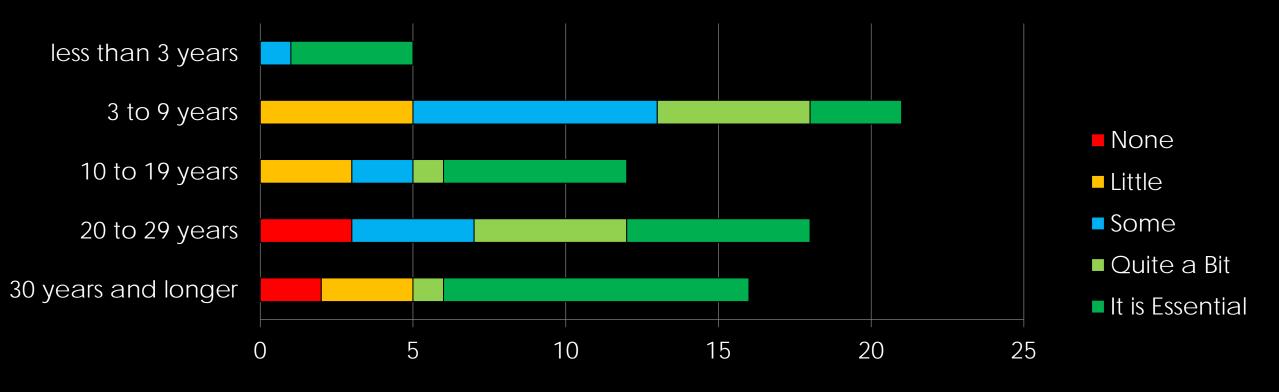
30

How Much Does Your Business Rely On the Internet?





How Much Does Your Business Rely On the Internet? (by tenure)



Number of Businesses





Guide & Report Example





Imageabilty Mapping

What makes for a memorable place?

When you think of a community, what images pop into your head?









What makes communities memorable?







negative







Kevin Lynch:

THE PARTY

THE IMAGE

> OF THE CITY

Kevin Lynch & Imageability





Imageability

That quality in a physical object which gives it a high probability of evoking a strong image (memories).

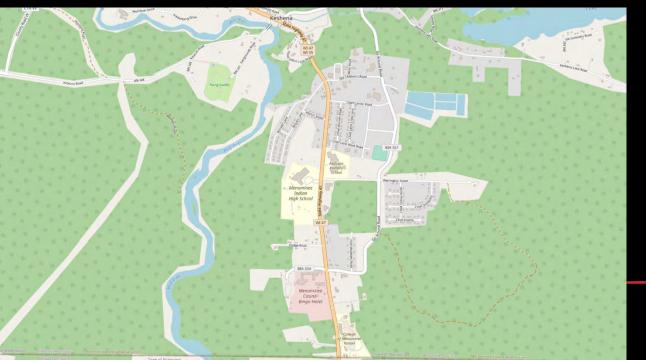






Imageability Mapping

Mapping the unique characteristics of "place" that express a community's shared heritage, values and identity.





Imageability Mapping

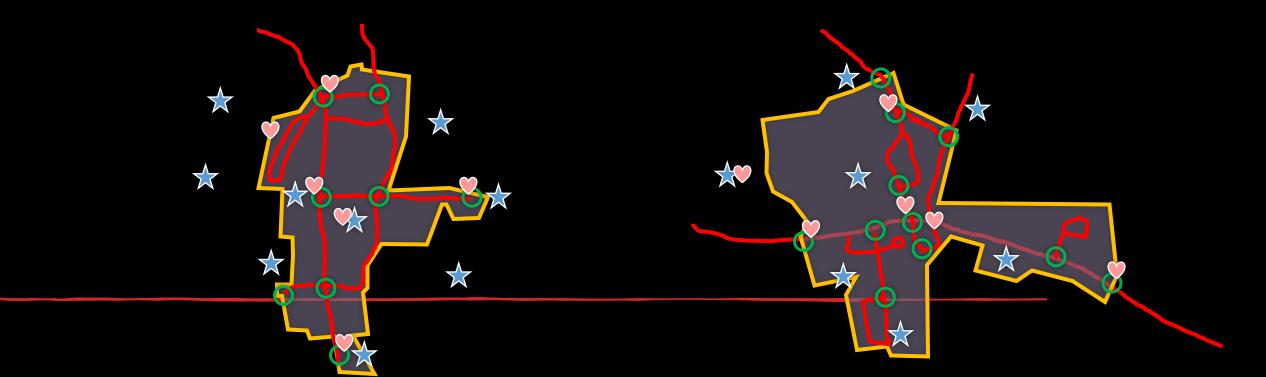
Mapping the unique characteristics of "place" that express a community's shared heritage, values and identity.





Imageability Mapping

It can help us discover the places and connections to protect, enhance, and celebrate.



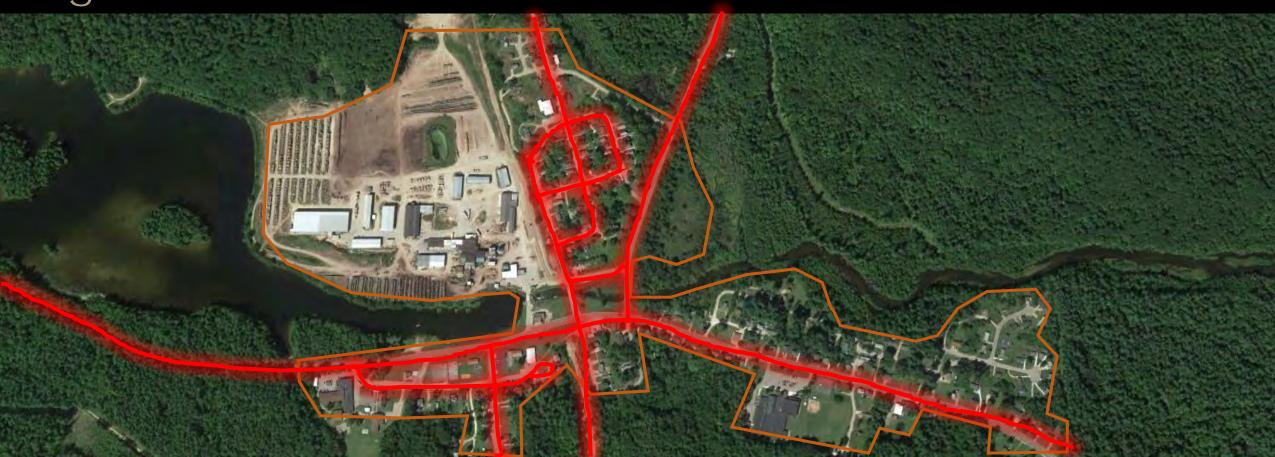
Mapping Elements

Edges



Mapping Elements

Edges Paths



Mapping Elements

Edges Paths Landmarks



Mapping Elements

Edges Paths Landmarks Nodes



Mapping Elements

Edges Paths Landmarks Nodes Neighborhoods



Mapping Elements

Edges Paths Landmarks Nodes Neighborhoods Hopes





Preparation: Leadership Team

- Work with community leaders to identify purpose, scope, and level of community involvement.
- Create a leadership team to mount the effort.
- Train local facilitators, when feasible (youth preferred).







Preparation: Public Participation

- Identify a time/date/location for the mapping workshop.
- Allow for a minimum of 2 hours.





Imageability Mapping

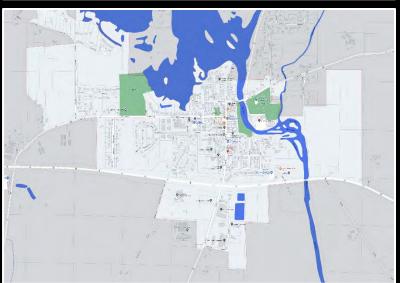
The University of Wisconsin-Madison, Division of Extension

Preparation: Materials

- Obtain large maps, stickers, markers, and pens.
- Ideal workgroup depends (typically between 6-12 at a table).
- When possible, provide both a "Google Map" and an aerial photo for each table.









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Preparation: Workshop Process

- Provide overview of purpose, schedule, and process.
- Walk folks through the mapping process step by step.
- After all the maps are completed, ask each table to report out.
- Record "big ideas" and key "takeaways".







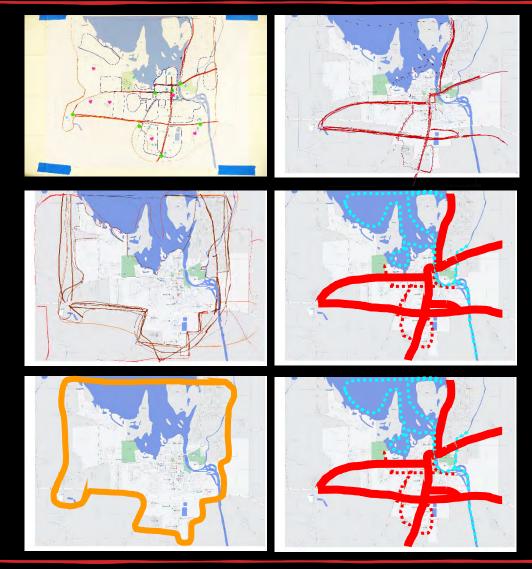


Imageability Mapping

The University of Wisconsin-Madison, Division of Extensior

Preparation: Synthesis & Reporting

- Photo each map.
- Identify commonalities for each element.
- Develop a composite map and share with the community.





Imageability Mapping

The University of Wisconsin-Madison, Division of Extension















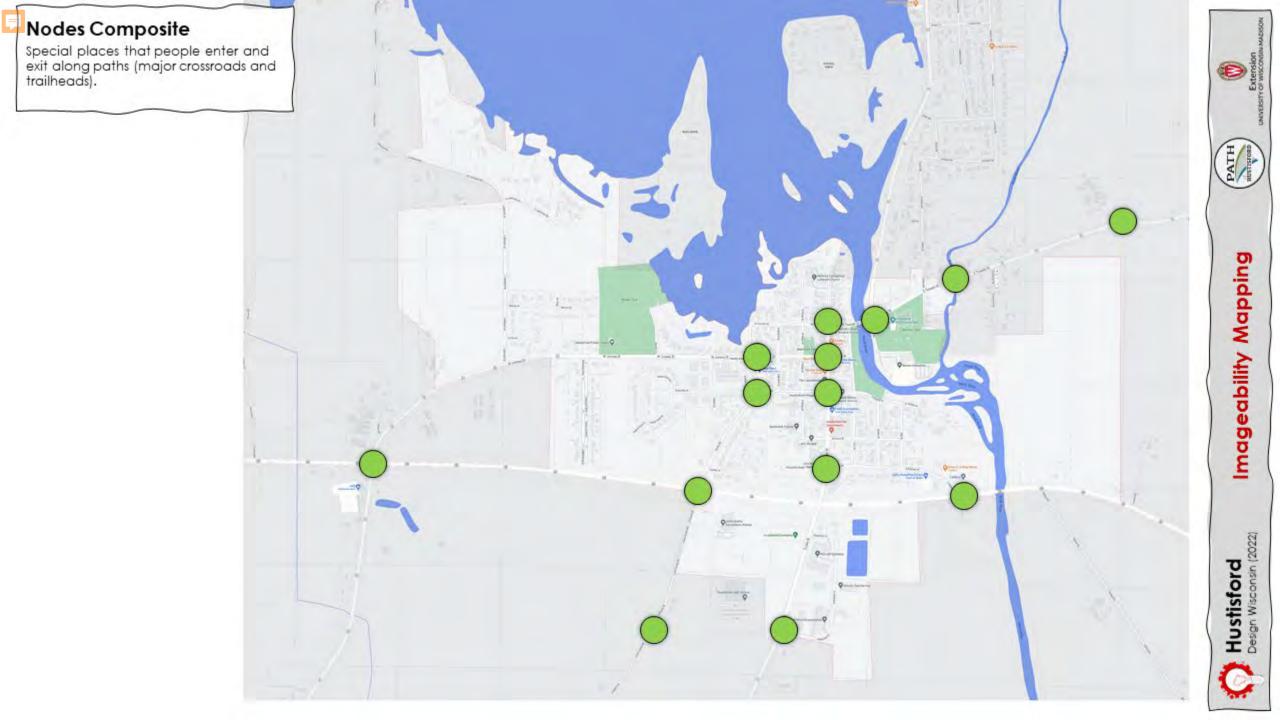










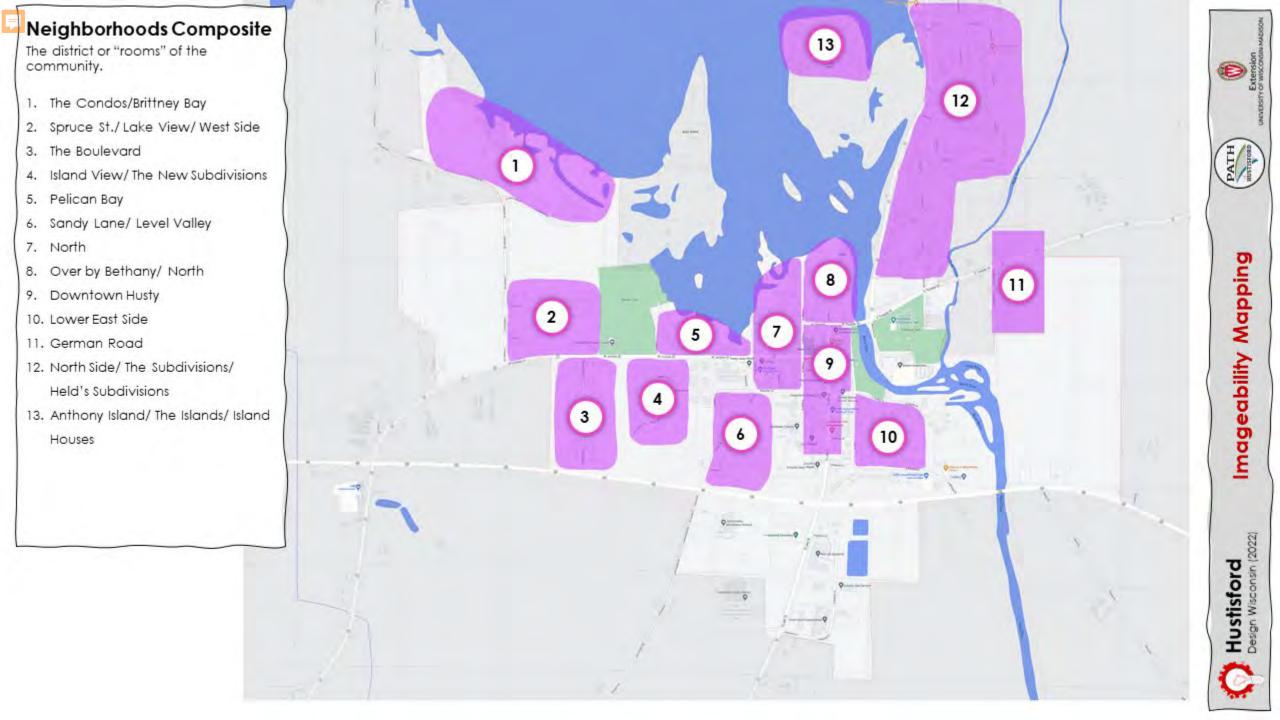


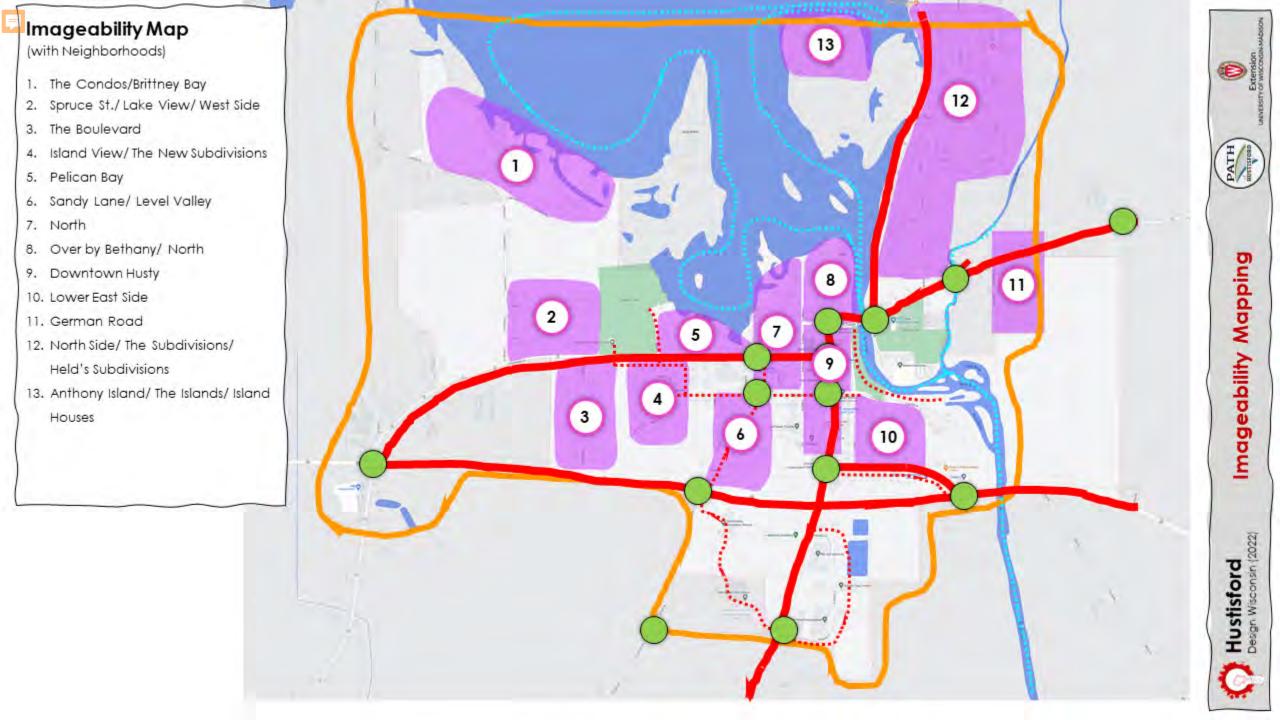


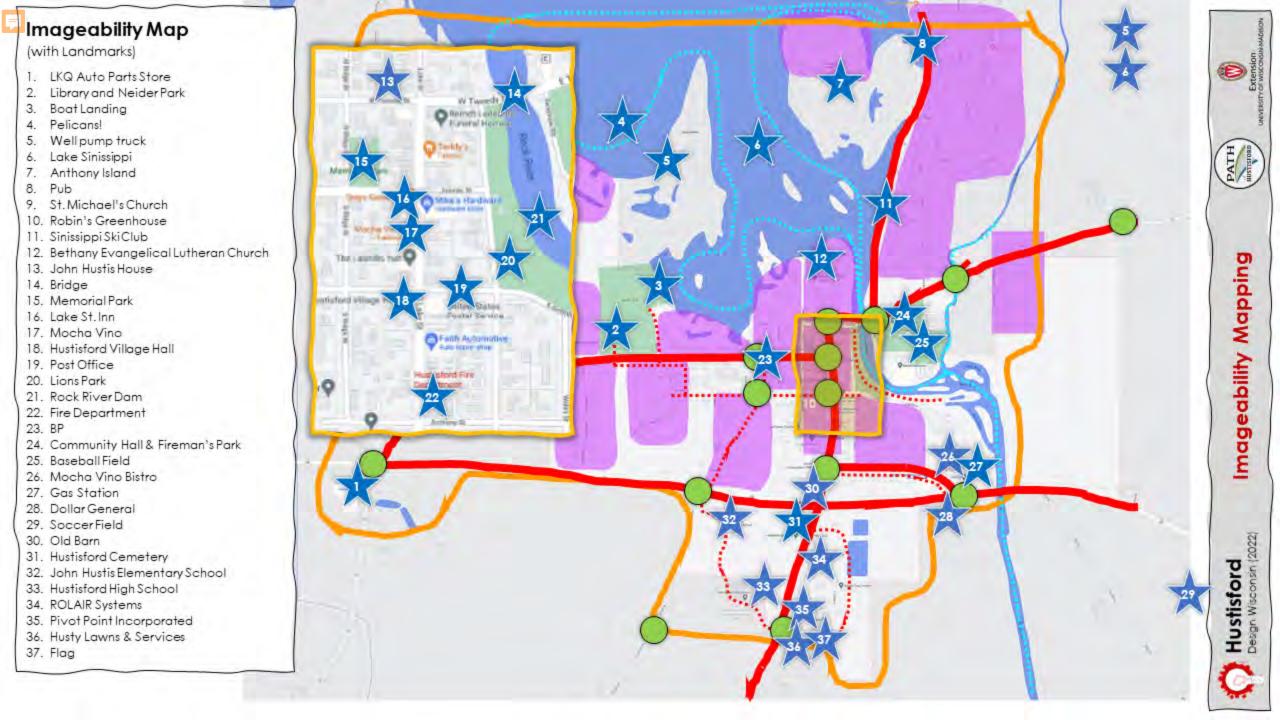








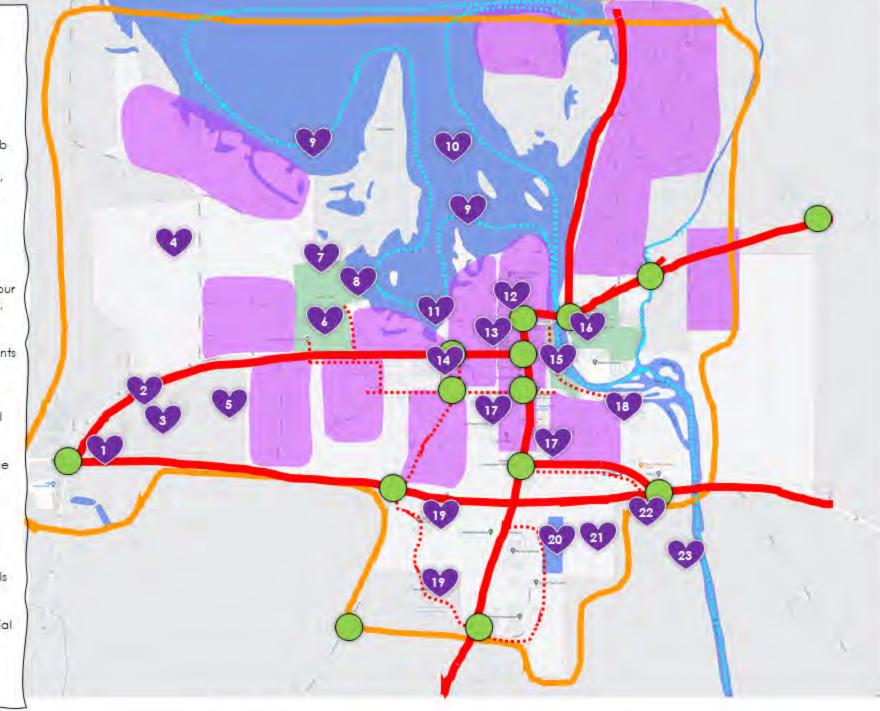




lmageability Map

(with Hopes)

- 1. New Gas station or business, Kwik Trip
- 2. New industry
- 3. New signage
- 4. New housing
- 5. New development, restaurant or supper club
- Promote library and park, save the library, better use of land, more park development, family friendly, playground equipment, dog park
- 7. New Hiking trails
- New sandy beach, boat launch, and swimming
- 9. Dredge lake
- Promote lake and attractions, take care of our lake and promote lake life and lake activity, water quality
- 11. New bike trails throughout
- Update historic rundown buildings, apartments on Main St., more businesses, updating and painting buildings, downtown revitalization, Main St. USA
- Community activities and music in Memorial Park
- 14. Industrial area in neighborhood
- 15. Improve fishing and community center place
- New playground, great baseball field and volleyball courts, Community Hall is dated
- 17. Neighborhood needs cleanup
- 18. Park improvements, kayak landing
- Both school buildings need improvements/ need community support, needs updating, school update, updating or addition, schools need help
- 20. Smelly
- Potential for development, grow the industrial park, more businesses, commercial or industrial businesses
- 22. New grocery store and bowling alley
- 23. New kayak launch and park



Imageability Mapping

Hustisford

Ground Rules

- Fun
- Friendly
- Positive

CBS Television, Public domain, via Wikimedia Commor

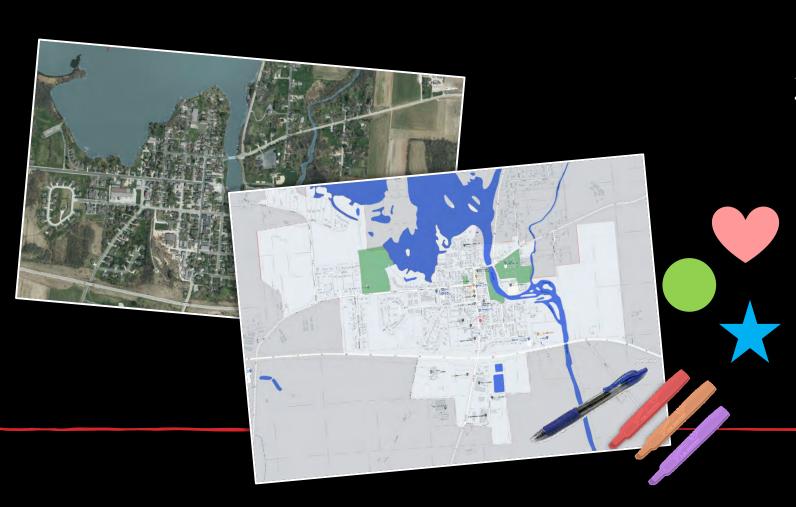


Walt Seng (given in "eBay (v2)"), Public domain, via Wikimedia Commons





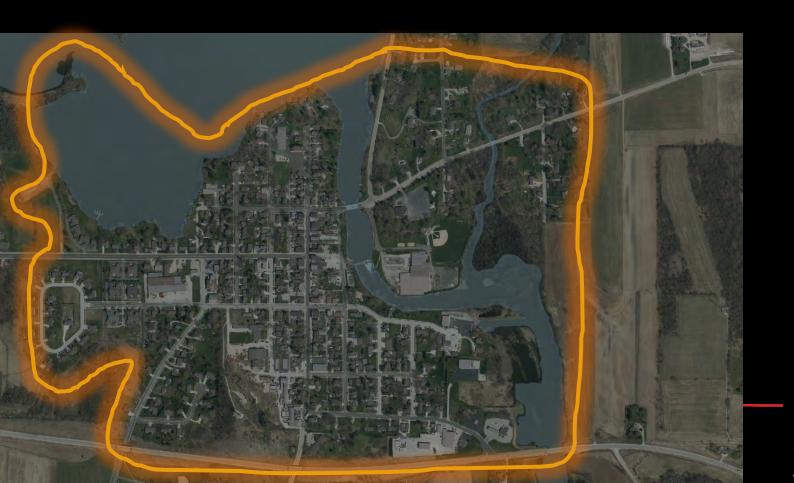
Getting Started



- 1. Find a table
- 2. Materials:
 - Aerial Photo
 - Base map
 - Colored Markers
 - Stickers
 - Pen (for notes)



Edges: The mental boundaries of your community.





Draw solid orange lines to indicate the edges of your community.

Paths: The primary routes in which people move through the community.





Draw solid red lines to indicate the major paths that move vehicles through your community.

Draw dashed lines for non-motorized paths.

Landmarks: Special places or objects that people use as reference points.





Place blue stars on the map where the community's landmarks are located.

Make notes on the map when appropriate.

Nodes: Special places that people enter and exit along paths. (major crossroads and trailheads)

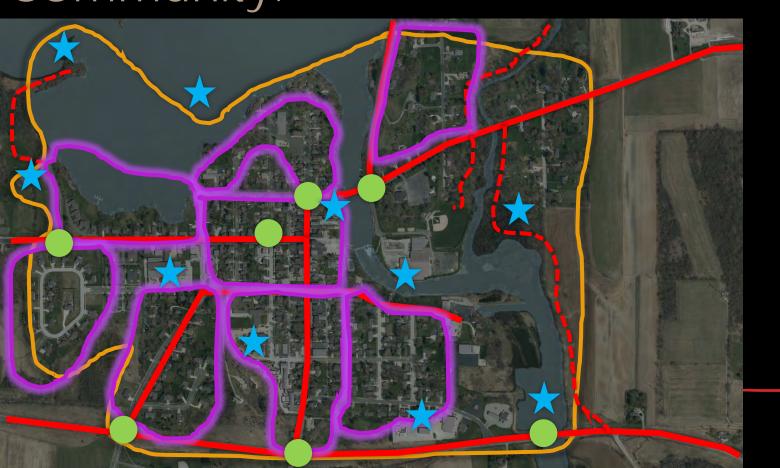


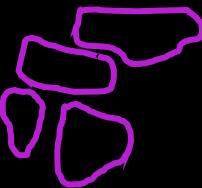


Place green circles on the map where the community's nodes are located.

Make notes on the map when appropriate.

Neighborhoods: The district or "rooms" of the community.





Draw purple shapes to indicate the community's neighborhoods/districts.

Write the names of those places on the map.

Discussion



What does the map tell us?

- Places
- Connections



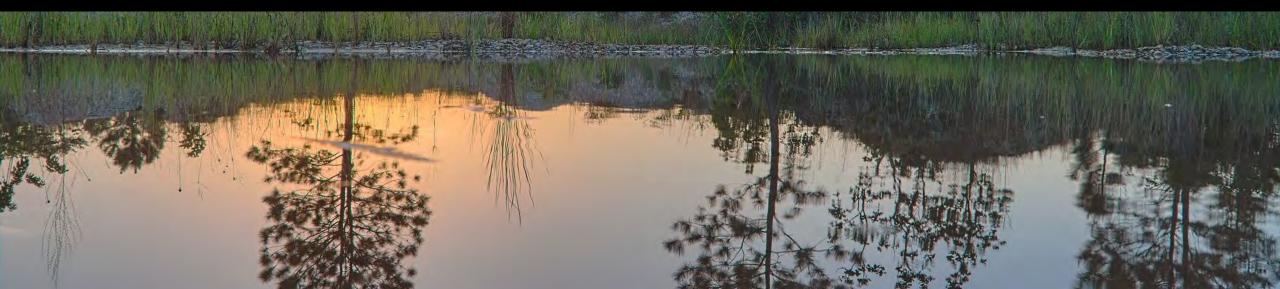
Hopes: Areas of the community in which there exists an opportunity for strong positive change.





Place heart stickers on the map where you think there are opportunities for positive change.

What are your big ideas? What were your major takeaways?





Capital Asset Inventory

Developing an understanding of your community.

Informed Development

- I. Capital Asset Inventory
- II. Vision Exercise
- III. Market Q&A
- IV. Development Actions



Informed Development

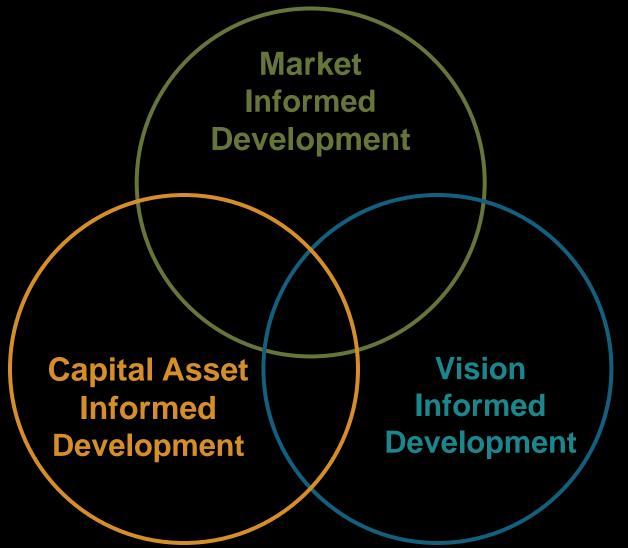
- Capital Asset Informed Development
 - Development advantage provided by the competitive strength of local resources. What the community is currently best at.
- Vision Informed Development
 - Development advantage provided by comprehensive community buy-in to a desired and defined future. What the community wants.
- Market Informed Development
 - Development advantage provided by a solid understanding of relevant buyers and sellers (e.g., supply vs. demand). What the market will support.





Informed Development

Communities can and should leverage development advantage from all three drivers at the same time, and all three can increase investor confidence.





Asset-Based Community Development (ABCD)

John L. McKnight & John P. Kretzmann

- Focuses on identifying and utilizing the existing strengths and resources within a community.
- Rather than concentrating on deficits, ABCD emphasizes the positive attributes and capabilities of individuals, associations, and institutions.
- Two key principles of ABCD are 'everyone has gifts' (human capital) and 'relationships build a community' (social capital).

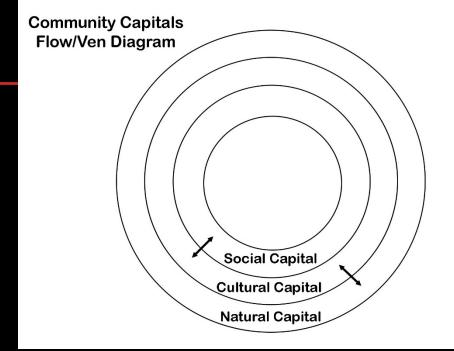




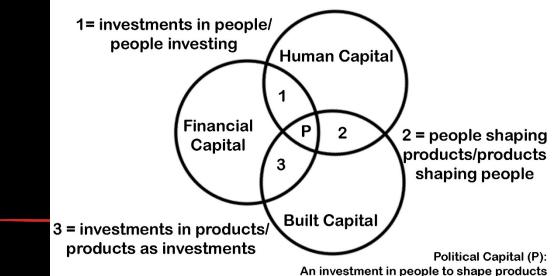
Community Capitals

Cornelia Butler Flora & Jan L. Flora

- Natural capital:
- Cultural capital:
- Social capital:
- Human capital:
- Built capital:
- Financial capital:
- Political capital:

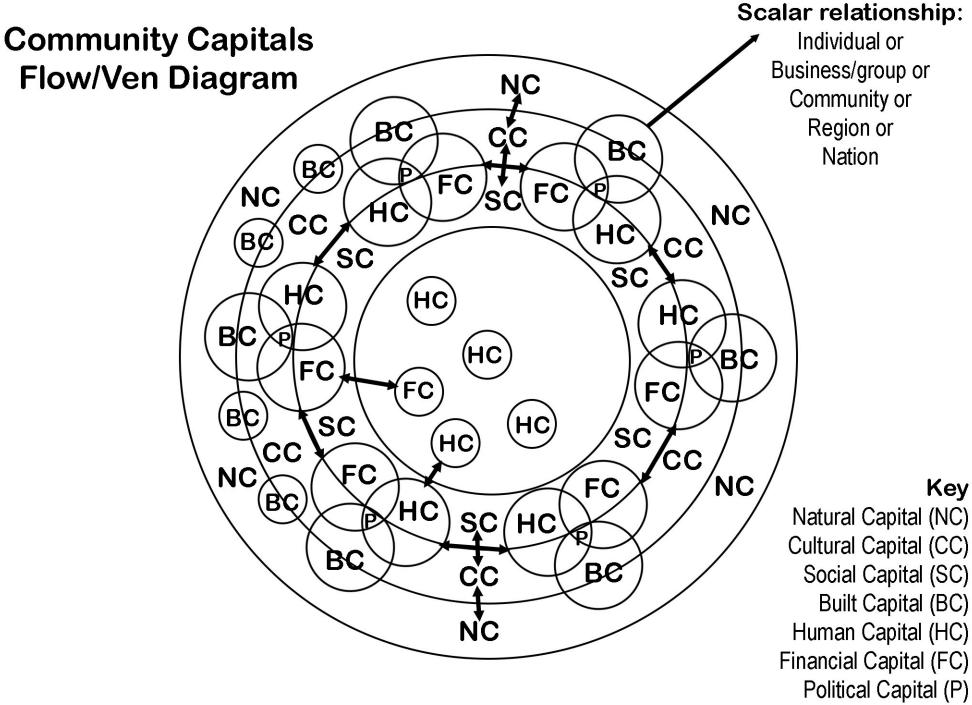






An investment in products to shape people





Leveraging Capital Assets

Natural capital:

- Leveraging greenspace, greenways, urban forest, street trees.
- Leveraging water, waterfront
- Leveraging soil, topography, landforms
- Leveraging outdoor recreation, climate

Cultural capital:

- Leveraging ethnicity, shared identity
- Leveraging cultural history/stories
- Leveraging traditional skills and cultural artifacts

Social capital:

- Leveraging social networks, entrepreneurial ecosystem
- Leveraging community/civic organizations, relationships/trust
- Leveraging shared vision, gathering spaces



Leveraging Capital Assets

• **Human** capital:

- Leveraging health and education
- Leveraging skills/talents, engaged/attached workforce
- Leveraging leadership, entrepreneurship, engaged/attached public (donors of time)

Built capital:

- Leveraging buildings and spaces, built history (rehabilitation)
- Leveraging available space (adaptive reuse, storefront succession)
- Leveraging infrastructure transportation, telecommunication, utility (infill)

Financial capital:

- Leveraging personal & business wealth
- Leveraging investments (local angel investors, crowdlending)
- Leveraging funding/financing (community banks/CRA, CDFIs, foundations, crowdfunding, charitable giving)



Leveraging Capital Assets

- Human/Built capital overlap: People shaping products/products shaping people (inc. Placemaking)
- Human/Financial capital overlap: Investments in people, people investing
- Financial/Built capital overlap: Investments in products/products as investments

Political capital:

Human/Built/Financial/ capital overlap? An investment in people to shape products, an investment in products to shape people.

A subset of Social capital?

- Leveraging civic engagement, inclusiveness in decision making, agency
- Leveraging public private partnership



Steps in a Capital Asset Inventory

- Preparation
 - Recruit volunteers
 - Train volunteers
 - Gather, customize and distribute materials
- Community Engagement & Public Relations
 - Press Releases
 - Survey (next slide)

- Field Exercise
 - Divide into teams
 - Evaluate assets under each form of community capital
 - Observe
 - Detail strongest assets
- Workshop
 - Chose a location
 - Review findings
 - Correct glaring errors or omissions
 - Brainstorm ways to leverage strongest assets



Survey

- What are the basic values of the community? How does __ reflect your values and the values of others?
- Why is __ special to you personally?
- What meaning does ___, in whole and in part, hold for you?
- What are your greatest memories of __?
- What aspects of __ do you take great pride in?
- What about __ should be protected or preserved?
- What are the best stories (history) connected to __? What stories are communicated to the public or visitors?
- Name 3 places you like to take out-of-town visitors.
- Name 3 public places you like to gather with friends and neighbors.



Capital Asset Inventory

Asset Inventory Sheet - Natural Assets/Capital Lawrence of Chronic Arthur Contract Control (Chronic Chronic

Quality and quantity of natural & environmental resources that can be leveraged for community development.

Examples: ✓, rank or grade	Natural Strengths	Ways to Leverage
☐ Greenspace, greenways		
Urban forest, street frees, monumental tree		
Forest, timber	1	-
□Water (quality & quantity), hydrology	1	
□Rivers, lakes, etc.		
TWaterfront		
Geology, minerals	0	-
Soil, land		
□ Farms, ranches	-	
_Topography, landforms		
(hills, mountains, valleys)	-	
I Climate	-	
☐ Air quality		
IScenic landscapes,	1	<u></u>
views/vistas		
☐Biodiversity, ecology	-	
Witdlife (species,		
populations,	, c	
endangered/threatened)		
Natural places that hold		
meaning, significance	-	
☐Outdoor recreation	5	
opportunities (hunting,		
fishing, biking, hiking,	_	
canoeing, camping)	ACT .	
⊒ Traits		
Outfitters	1	
□Campgrounds		
□Public land	J-	
		-

Asset/Capital interact with your Social, Human, Financial, or Political Assets/Capital?

Asset Inventory Sheet - Cultural Assets/Capital

Inherited values, norms, beliefs, & traditions – plus material goods produced that have historical or cultural significance - that can be leveraged for community development. tive to the experience of a presentation of the production of the contract of the production of the contract o

Examples: v, rank or grade	Cultural Strengths	Ways to Leverage
□ Ethnicity, shared identity		
□Language		
☐ Families (quantity, quality)		
☐ Traditions and how they are	-	
passed down (voices)		
☐ Traditional skills, artifacts	-	
(Traditional food		
☐ Traditional music	1	
()Traditional dress		
☐ Work ethic		
I (Cultural history/stories		
□Historic		
preservation/interpretation		
Filhistory museums &		
associations		
☐ Culturally significant places		
☐ Arts and culture groups,	_	
organizations and		
institutions	4-	
☐Artists, musicians, singers,		
dancers, writers, poets,	-	
actors, comedians, carvers,		
quilt makers, furniture	-	
makers, instrument makers,		
chefs, etc.		· ·
Gildia, Blai		
☐ Arts and culture events &	-	· -
festivals		
□Entertainment (other)		-
□ Public art		
□Art museums, galleries	ii -	
☐Music/comedy venues		
☐ Performing Arts Centers,		
theaters		
☐ Culinary kitchens,	0	
restaurants		
∐Studios, workshops, art	ry-	
schools		
Libraries	Na.	0 1

How do your Cultural Assets/Capital Interact with your Natural, Built and Social Assets/Capital? Do your Cultural Asset/Capital interact with your Human, Financial, or Political Assets/Capital?

Asset Inventory Sheet - Social Assets/Capital

Connections existing among people and organizations that help make things happen including community development. The free free many many graphs are the second section of the Appendix Street 11 1 Configuration of A Original Property

Examples: v. rank or grade	Social Strengths	Ways to Leverage
☐ Rich social networks ☐ Strong network structure, cohesion	-	
ITRelationships, trust		
☐ Friends, friendliness		
☐ Friendships across income gaps, ethnicity, etc.		
☐Group membership, identity,		
spirit of cooperation		
☐ Rates of volunteering		-
□Organizations that enrich		
the community		
 Civic and service organizations 		
I Youth groups, senior groups, etc.	-	
l'ITrade/business associations		
□ Entrepreneurial ecosystem	-	
Mentorship programs		
IT Connectors (the 'glue'	1-	
people)	>======================================	
☐ Community attachment,		
sense of belonging	-	.)-
☐ Engaged public		
(individuals, businesses	-	
and/or groups supporting		
community development		-
efforts)		
☐ Shared vision/goats		
LIBrand		
☐ Other names or titles for		
your community (i.e., the	-	
big apple)		3 2
FI Gathering places		
□ Place programming	-	-10-
☐ Multipurpose, versatile		
public space (place)		

How do your Social Assets/Capital interact with your Cultural, Built, Human and Financial Assets/Capital? Do your Social Asset/Capital interact with your Natural or Political Assets/Capital?



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Capital Asset Inventory

Asset Inventory Sheet - Built Assets/Capital

Infrastructure – the basic set of facilities, services and physical structures needed by a community – that can be further leveraged for community development. The control of the community of the control of the contr

Examples: v. rank or grade	Built Strengths	Ways to Leverage
☐ Built history (buildings and spaces)	1,	
☐ Public/community buildings and public spaces		
☐ Housing (quality & quantity) ☐ Housing options		
☐ Healthcare facilities, system	-	7 7
Lindustrial/business parks		
☐Spec buildings	-	
☐ Major employers		
☐ Hotels, overnight lodging	-	- 0
Entrototo, overnight toughing		
□ Available built space ready	000	D-
for occupancy		
□Developers	-	-
□Infrastructure		
☐Transportation system (all		
modes)	-	
□Rail		
□Airport		à =
□ Parking (all modes)		
□ Lighting (all scales)		
□Wayfinding system	-	
⊔Utilities		
□Water & sewer	·	
☐ Gas & electric		
Telecommunications, broadband, etc.	-	-
☐Clear community edge,		
gateway		
☐ Strong community center		
□ Downtown, NBDs		
LI Business niches/clusters		
□Complementary circulation		
system		
☐ Traffic including foot traffic		
T Haalthy density		

How do your Built Assets/Capital interact with your Natural, Cultural, and Social Assets/Capital? How do your Built Assets/Capital Interact with your Human and Financial Assets/Capital? Do your Built Assets/Capital interact with your Political Assets/Capital?

Asset Inventory Sheet - Human Assets/Capital

Attributes of individuals that provide them with the ability to earn a living, improve a business, strengthen a community, and otherwise contribute to self-improvement, to their families, to businesses, to community organizations, and to community development.

Examples: ✓, rank or grade	Human Strengths	Ways to leverage
☐ Entrepreneurial people		
☐ Creative, innovative people	-	-
☐ Artists, crafts persons and		
their unique talent	-	· -
☐ Active and healthy people		
(physical, emotional,	-	-
spiritual)		
☐ Heath indicators	-	<u> </u>
☐ Confident (risk taking)		
people		3 12-
□ Skilled people		
☐ Teachers, education	-	
programs/systems (formal &		
informal)	-	• •
□ Educational attainment		
☐ Trainers, training		
programs/systems		
		<u> </u>
job training		
□ Apprenticeship programs	-	
☐ Incubators, accelerators		
□ Engaged/attached		
workforce		
□Work ethic		
□ Low unemployment, crime	-	•
□Leaders, leadership		
development		
programs/systems		<u> </u>
□ People of influence, thought		
leaders, legitimizers		
□ Engaged/attached public		
(donors of time and talents)		
□ Diversity of skills, talents,		
experiences	-	• •
	-	

How do your Human Assets/Capital interact with your Social Assets/Capital? How do your Human Assets/Capital interact with your built and Financial Assets/Capital? Do your Human Assets/Capital interact with your Natural, Cultural or Political Assets/Capital?

Asset Inventory Sheet - Financial Assets/Capital

Efforts to build wealth and financial resources available to invest in local people, projects, places or community development initiatives.

Examples: ✓, rank or grade	Financial Strengths	Ways to Leverage
☐ Personal wealth, income		
☐ Fair wages	-	
□Savings		
☐Transfer of wealth practice		
☐ Business capital, earnings		
☐ Tax base, public revenues		
☐ Special assessment/tax districts (BID tax, room		
tax)		
☐ Willingness/track record for		
investing in development		
☐ Public-private investment		
dollars	19	
☐ Engaged/attached public (donors of money)		
		-
□ Available/accessible		
sources of financing/funding		
□ Capital institutions and		
their programs		
(community banks,		
CDFIs)		
CRA Small Business		T
Loan Originations		
□ Local angel investors.		
crowdlending		
□ Community foundations,		100
private foundations,		
crowdfunding, charitable		
giving		
□Grants		
□ Local financial incentive		
programs		
☐ Regulatory exemptions		-
☐ Percentage of businesses		
that are locally owned and		
operated		
operateu		

How do your Financial Assets/Capital interact with your Social Assets/Capital? How do your Financial Assets/Capital interact with your Built and Human Assets/Capital? Do your Financial Assets/Capital interact with your Natural or Political Assets/Capital?



Leveraging Assets for Development

- Inspiring shared vision
- Informing market position/competitive advantage
- Informing the community's or district's brand
- Informing marketing and promotional efforts
- Informing community and district design choices
- Informing business improvement and attraction efforts



Bristol, TN My favorite assets

- The story of the Bristol Sessions (1927) now leveraged through the Birthplace of Country Music Museum
- The ongoing story of L.C. King Manufacturing Co.
 (and similar entrepreneurs)





Dandridge, TN

My favorite assets

- The story of Douglas Lake (TVA) and the Dandridge Dike
- The Scots-Irish story and the ongoing story of the four original taverns





Dayton, TN My favorite asset

- The story of the Scopes 'Monkey' Trial (human evolution) of 1925
 - Community leaders lobbied for trial because of the perceived opportunity
- Leveraged through Scopes Festival & Play in July each year
- Story of Bryan College Established 1930 (with ties to Scopes Trial and William Jennings Bryan)



Jonesborough, TN My favorite assets

- The story of storytelling
 - Leveraged through "Storytelling Capitol of the World!" brand, National Storytelling Festival, International Storytelling Center, Teller in Residence, etc.
- The story of historic preservation







Kingsport, TN My favorite assets

- The story of industry, "City of Industry and Innovation"
 - Including downtown industrial land ripe for reuse (new industry and/or recreation)
- The story of a city planned (John Nolen)







S.W.O.T.(C.) Mapping

Knowing ourselves and discovering opportunities.

Purpose

Identify and share community strengths, weaknesses, opportunities, and threats/challenges.

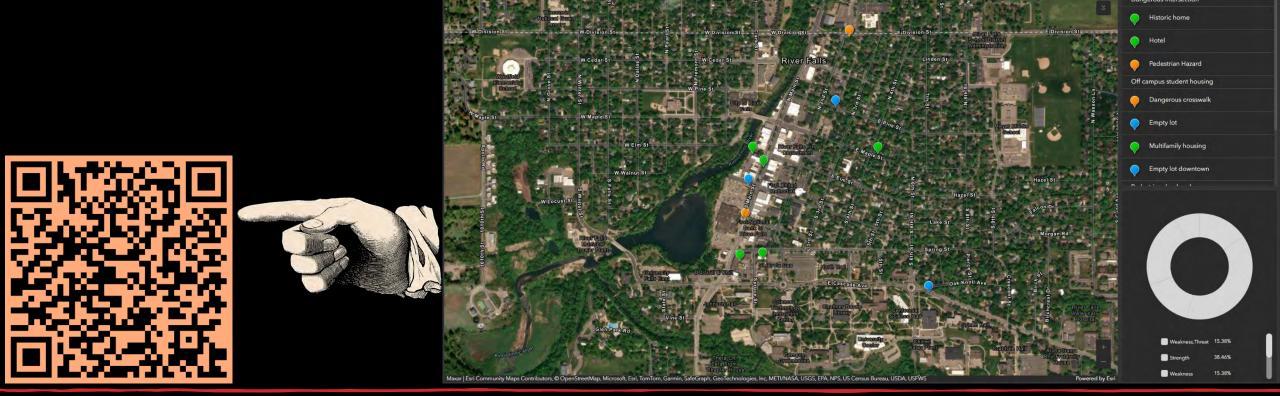
- Strengths are existing community assets.
- Weaknesses are negative community features.
- Opportunities (hopes) are community assets yet to be realized.
- Threats (challenges) are negative qualities outside the community's control.





Output Map

https://uwriverfalls.maps.arcgis.com/apps/dashboards/4760fc6dc84d450bb920300c47aa81e5

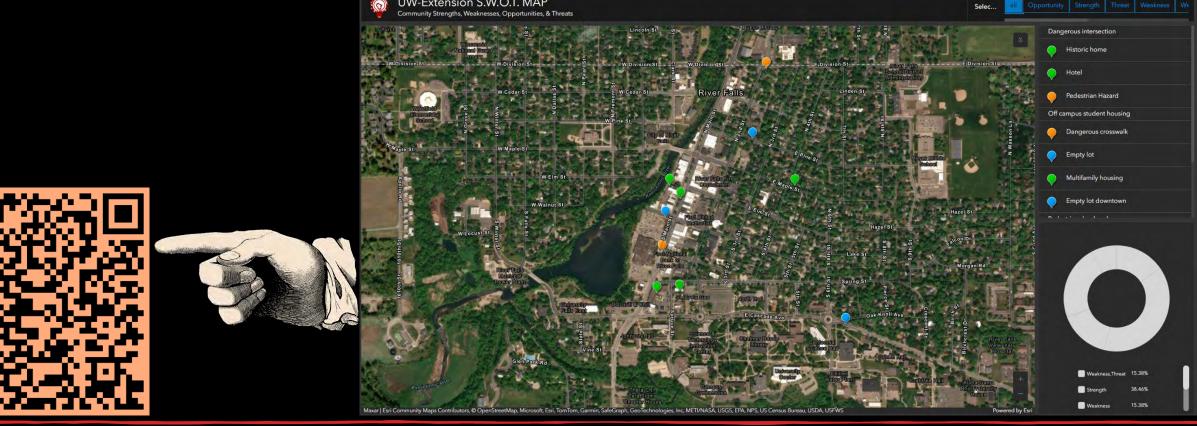






Output Map

https://uwriverfalls.maps.arcgis.com/apps/dashboards/4760fc6dc84d450bb920300c47aa81e5









Change Default Location

To change default map, find the latitude/longitude from Google Maps (right click to bring up the menu, then click to copy the value).

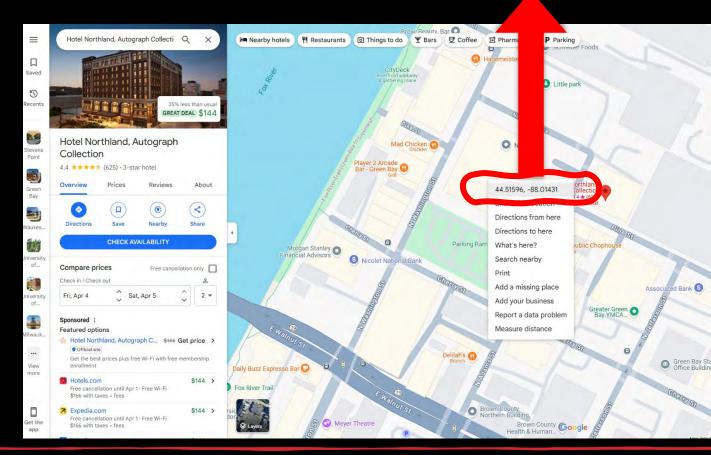
Add this to the end of the URL:

#zoomto=<longitude>,<latitude>

latitude

longitude

44.51596490230734, -88.01431355263972





44.51596, -88.01431

Share this location

Add a missing place Add your business

Report a data problem Measure distance



The University of Wisconsin-Madison, Division of Extension

Change Default Location

latitude

longitude

44.51596490230734, -88.01431355263972

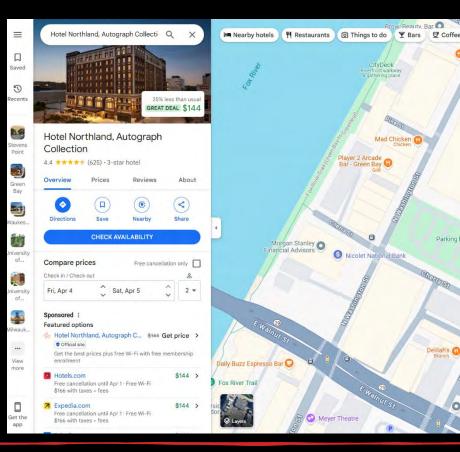
Add this to the end of the URL:

#zoomto=<longitude>,<latitude>#

Swap latitude and longitude values and do not use a space after the comma separation.

Example:

https://uwriverfalls.maps.arcgis.com/apps/dashboards/4760fc6dc84d450bb920300c47aa81e5#zoomto =-89.52660822121814,44.544077677107516







Bay YMCA...



Output Map

Google Maps: 44.51596490230734,-88.01431355263972

https://uwriverfalls.maps.arcgis.com/apps/dashboards/4760fc6dc84d450bb920300c47aa81e5#zoomto=-88.0126371721087,44.51584632329098

UW-Extension S.W.O.T. MAP







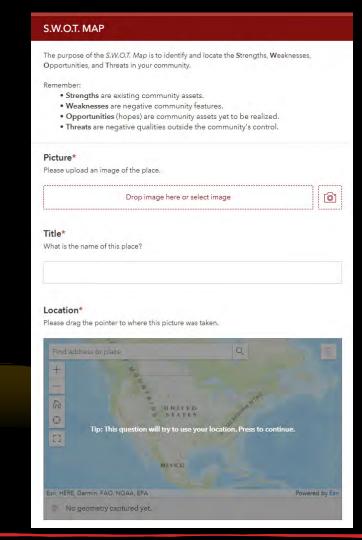


Input Survey

- Turn phone location on.
- Take a picture of QR code.
- Have fun!







Type* Please select one of the options below.	
Strength	
Weakness	
Opportunity	
Threat	
Comments Tell us about this place.	1000 🍃
Submit	
Powered by Survey123 for ArcGIS	





Placemaking Assessment Mapping Discovering our best places.







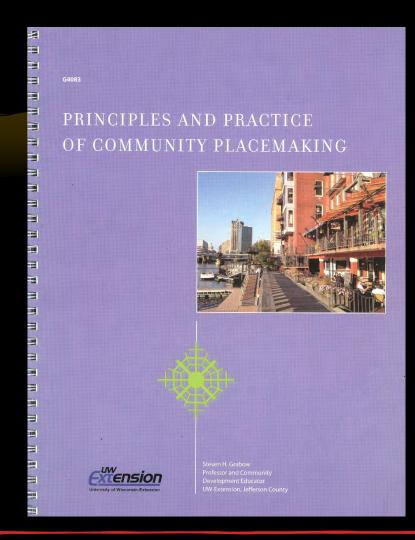




Steve Grabow

(CNRED) Jefferson County

UW-Extension









Principles of Placemaking: 5 Functional Areas

- Effective & Functional Physical Configuration
- User-Friendly & Efficient Circulation
- Preserved Natural & Cultural Resources & Environment
- Enhanced Local Identity & Sense of Place
- Attributes to Instinctively Draw Us to Place















The University of Wisconsin-Madison, Division of Extension

Principles of Placemaking

- Compact With Clear Urban/Rural Differentiation
- 2. Strong Urban Center
- 3. City-Centered Redevelopment & Infill
- 4. Integration of Housing & Employment
- 5. Vital, Distinctive & Varied Neighborhoods
- 6. Avoidance of Low-Density Residential
- 7. A Mix of Housing Types & Households
- 8. Pedestrian- and Bike-Friendly Environments

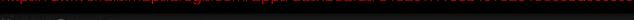
- 10. Environmental Resources & Parks
- 12. Preserved Farmland & Environmental Corridors Historic & Cultural Resources
- 13. Community Identity & Sense of Place
- 14. Public Buildings & Spaces Enlivened by Art
- 15. Connectivity
- 16. Drama & Dignity: Real Places
- 17. Variety & Whimsy
- 18. Reflection of Local Values
- 19. Many Things to Do With Sociable Settings





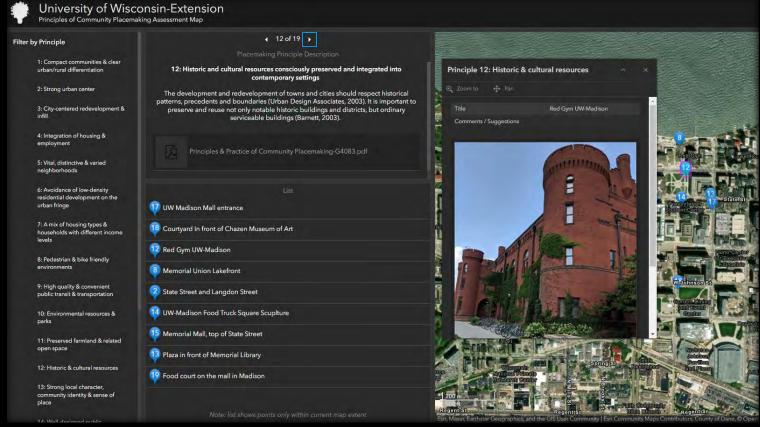


Output Map













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Input Survey

- Turn phone location on.
- Take a picture of QR code.
- Have fun!





	n: Community Placemaking Assessment
	community placemaking. Upload a photo of the place, give it a title, e, rate it, then add some notes about it.
Your Name*	
Photo of Place Upload a photo of placemaking.	e place in your community that illustrates one of the 19 principles of
Upload a photo of	



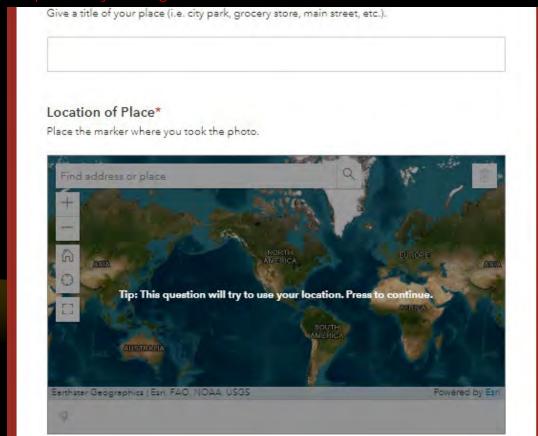


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Input Survey











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Input Survey





0	1: Compact community with clear urban/rural definition
0	2: Strong urban center 3: City-centered redevelopment & infill
0	4: Integration of housing & employment
0	5: Vital, distinctive & varied neighborhoods
0	6: Avoidance of low-density residential on the urban fringe
0	7: A mix of housing types & households with different income levels
0	8: Pedestrian & bike friendly environments





Input Survey





8: Pedestrian & bike friendly environments
9: High quality & convenient public transit & transportation
10: Environmental resources & parks
11: Preserved farmland & related open space
12: Historic & cultural resources
13: Strong local character, community identity & sense of place
14: Well-designed public buildings & public spaces enlivened by works of art & sculpture
15: Connectivity 16: Drama & dignity (real places)





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Input Survey





0	17: Variety & whimsy	18: Refle	ection of local values	
0	19: Many choices & m	any things to do with	n sociable settings	J
Comme	ents/Suggestions	s		
Let us kno	ow what you liked abo	out this place or how	it could be improved.	



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Community Vitality & Placemaking Toolbox





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