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

Todd J. Barman

Downtown Development Specialist

Todd W. Johnson

Land Use & Community Development Outreach Program Manager

- First Impressions

- Business Walk

- Imageability Mapping

- Capital Asset Inventory

- Vision Informed Development

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

- Placemaking Assessment Mapping

First Impressions

Community exchange program for positive change.

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

-Will Rogers

Overview

- First Impressions

  - Issue, Response, Purpose, & Process

  - Impacts

- Lasting Impressions

  - Adaptations

  - Observations

  - Recognition

Issue

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).

Response

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 co-created "First Impressions".

Purpose

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.

Process

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.

Process

First Impressions

Basic Version - Revised 2017

A program for
community improvement

Originally Developed by:

Andy Lewis
&
James L. Schneider

UW Extension
University of Wisconsin-Extension

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.

Tips:
1) Consider having a small notepad for notes as writing in this manual is rather conspicuous.
2) 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.
4) 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!!

Process

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?

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.

Process

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

9) Driving - Parks, playgrounds, athletic facilities.

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

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?

Process

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?

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*

Process

First Impressions Manual - Basic Version (rev. 2017)

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.

First Impressions Manual - Basic Version (rev. 2017)

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

...traveling as a tourist, would you have stopped here? Why? Why not?	*...looking for a business location* would you consider this community? Why? Why not?	*...looking for a place to live* would you consider this community? 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?

I mpacts

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Community Economic Development
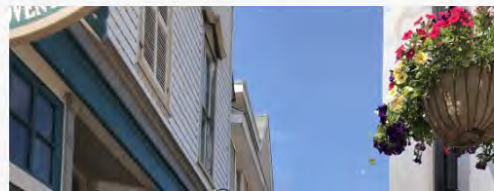### Division of Extension

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First Impressions

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

FIRST IMPRESSIONS CONNECTICUT

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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Frequently Asked Questions

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Community Reports

Resources & Tools

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First Impressions

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

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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Building Tomorrow's Leaders

Building Tomorrow's Leaders Jr.

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 to the original community to provide the same service – an objective opinion of a

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Community First Impressions

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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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Director
(501) 852-2930
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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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First Impressions

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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FIRST IMPRESSIONS TOURISM ASSESSMENT

How It Works

History

Community Reports

Apply

Resources

Frequently Asked Questions

Testimonials

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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First Impressions

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First Impressions

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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First Impressions

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First Impressions Program

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

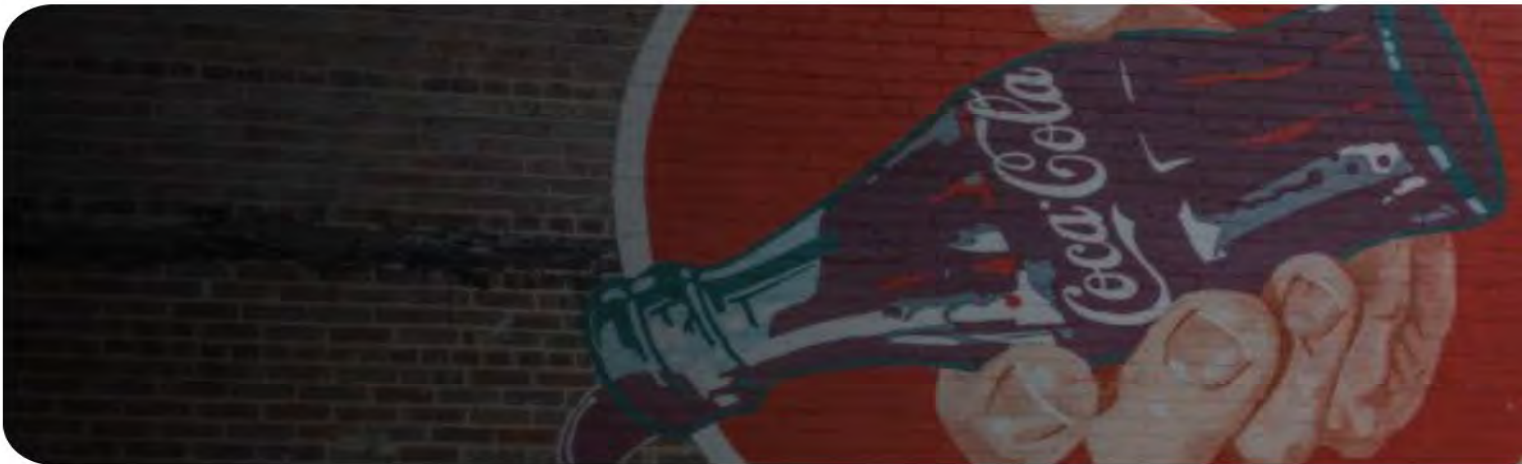# First Impressions
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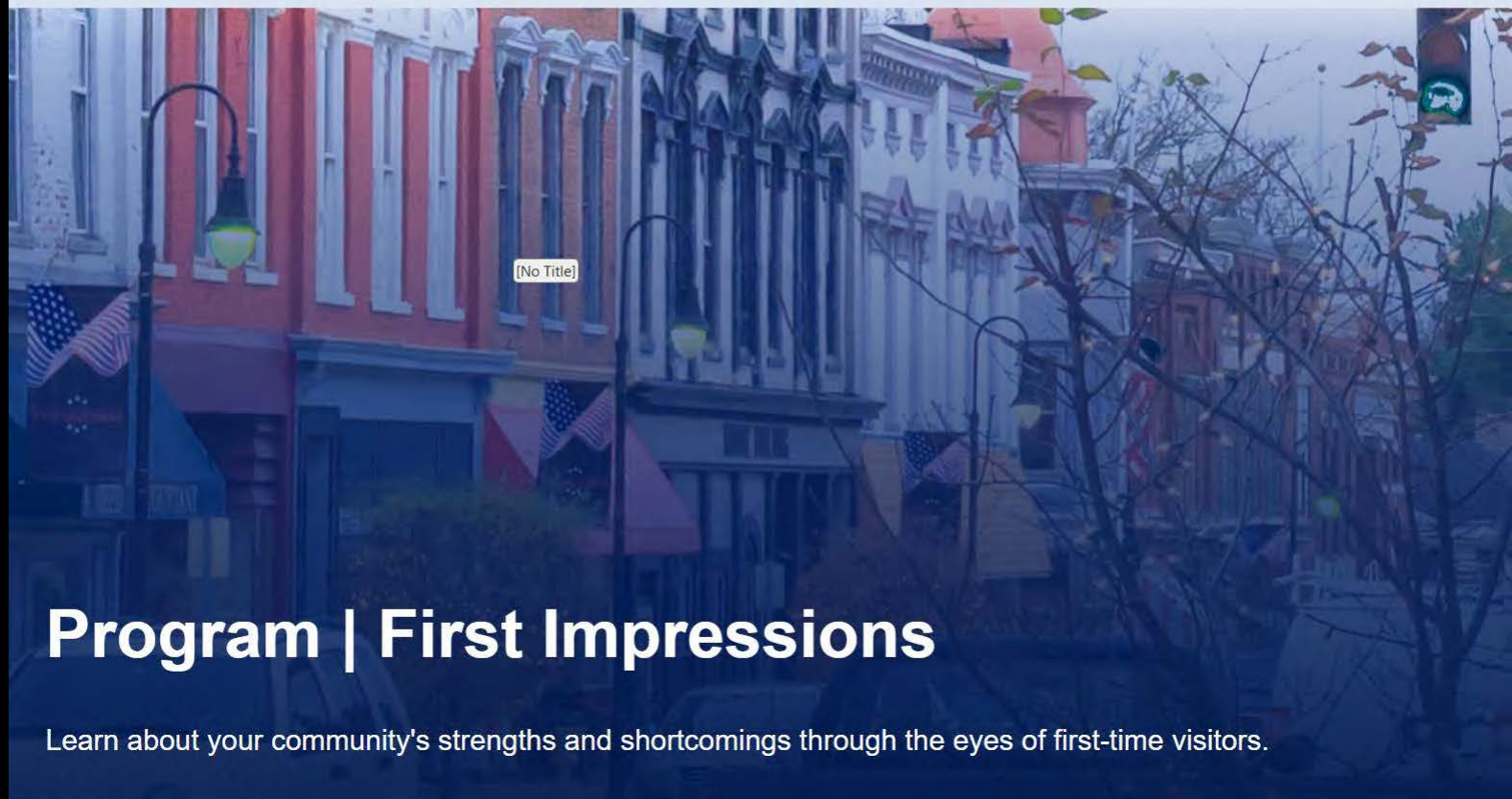
Program | First Impressions

Learn about your community's strengths and shortcomings through the eyes of first-time visitors.

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Rural America Placemaking Toolkit

Creative Community Conversations

Community & Cultural Assessments

Public Spaces & Gathering Places   Cross-Sector Partnerships

Get Started Guide

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, visito 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 facilitie

The First Impression program offers an effective and fun way to determine how visitors perceive communities and provides a structured opportunity to learn abou 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

National SCENIC BYWAY Foundation

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 designed 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 current 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

1) 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.

2) Arrange for an exchange with similar byways (rural/urban, length, features, etc.).

3) 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.

6) 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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The National Scenic Byway Foundation

Providence of Alberta Canada First Impressions Community Exchange

FICE

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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Providence of Alberta Canada First Impressions Community Exchange

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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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FICE
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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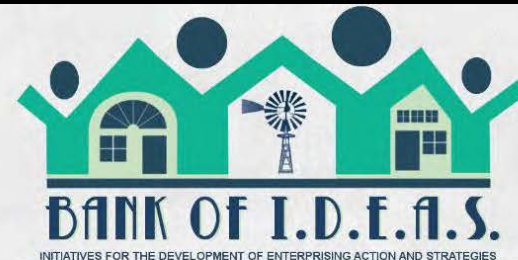The National Scenic Byway Foundation

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Those little orange boxes at Halloween

October 31, 2014 COUNTRY CROSSROADS

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

Published: November 13, 2014
Country Crossroads

Reading Time: 3 minutes

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Others (non-profit & for-profit) Australia

BC RURAL CENTRE
Vibrant & Sustainable Communities

About Us ⌄   Knowledge Centre ⌄   Conferences & Events ⌄   Media ⌄   🔍

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)

FIRST IMPRESSIONS
How Others See New Denver & Silverton

Presented by the BC Rural Centre, with the cooperation of the Kaslo & Area, and Slocan District Chambers of Commerce

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Others (non-profit & for-profit) Australia

Impacts

Scholarship

PREVIOUS ARTICLE | ISSUE CONTENTS | NEXT ARTICLE | PRINTABLE PDF

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

Kelly Nix
Assistant Professor
Kelly.Nix@mail.wvu.edu

Daniel Eades
Assistant Professor
Daniel.Eades@mail.wvu.edu

Robin Frost
Research Assistant
Robin.Frost@mail.wvu.edu

West Virginia University

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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
56

Issue
1

DOI
10.34068/joe.56.01.20

SHARE

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-led community assessment program has been implemented in over 500 communities

Adaptations

- 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

Observations

- 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.

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Lasting Impressions

UW
Website

Guide &
Report Example

Thank you, James Schneider & Andy Lewis.

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.

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UW-Extension Adaptation

**Original
Business Walk**
(3 questions)

\+

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

\+

**Local
Knowledge**
(7 questions)

\=

**UW-Extension
Business Walk**
(10 questions)

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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

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Process

- Step 1: Who's In Charge?

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- Step 1: Who's In Charge?

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- Step 1: Who's In Charge?

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- Step 4: Plan the Walk

  - Walkers

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Process

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  - Walkers

  - Schedule

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Process

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  - Schedule

  - Press

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Process

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- Step 4: Plan the Walk

  - Walkers

  - Schedule

  - Press

  - Gifts
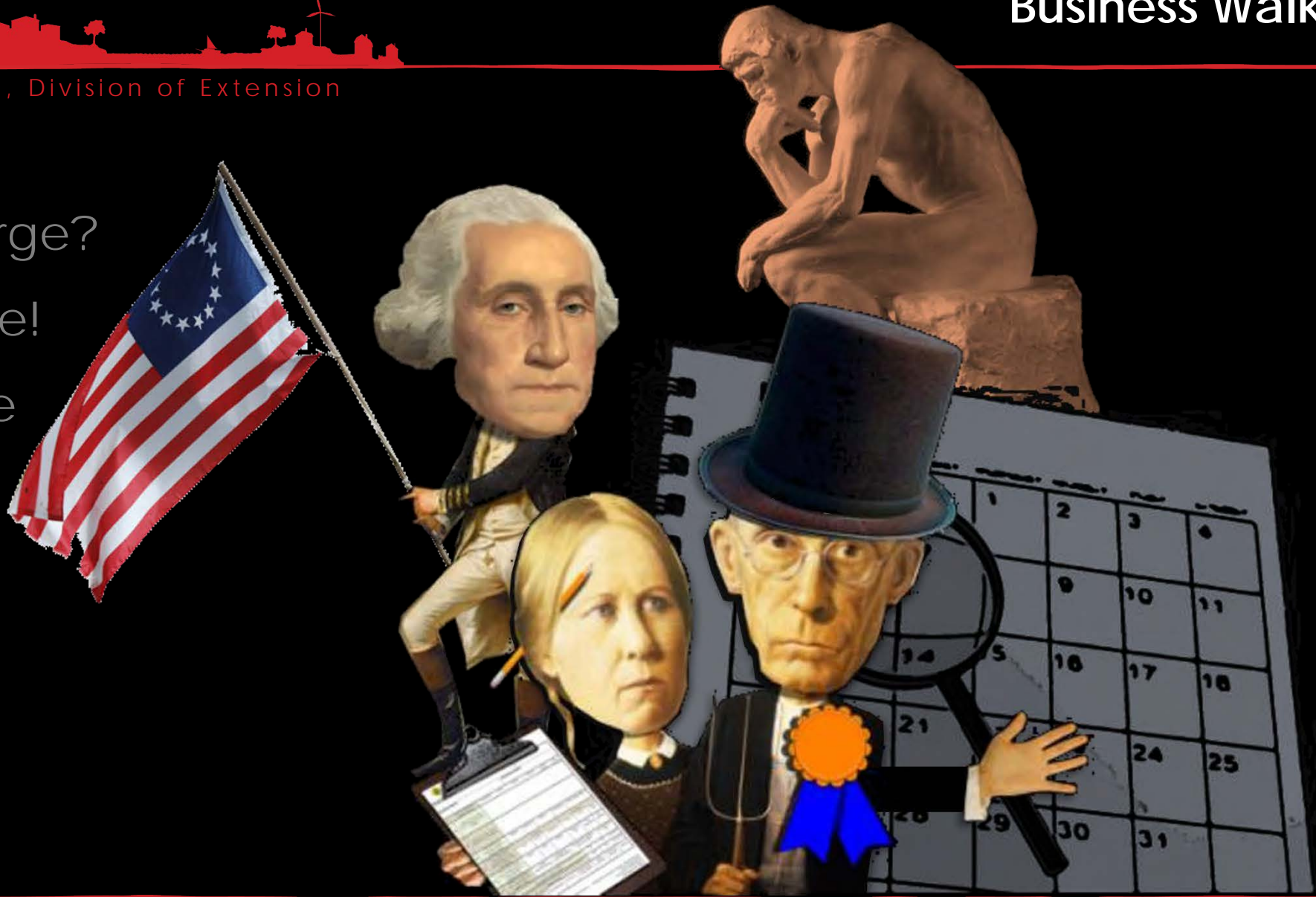
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Process

- 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.

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- 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?"

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Process

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- Step 5: Talk the Walk
- **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?"
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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- **Step 8: Tell Your Story**

2013 Fennimore
Business Walk Report

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

Compiled by

Extension
Grant County

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

September 13, 2013

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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

- ■ Retail
- ■ Service
- ■ Office
- ■ Ind./Manf.
- ■ Other

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Case Study: Participation

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

Pie chart legend:
- less than 3 years — 6.8%
- 3 to 9 years — 28.8%
- 10 to 19 years — 16.4%
- 20 to 29 years — 26.0%
- 30 years and longer — 21.9%
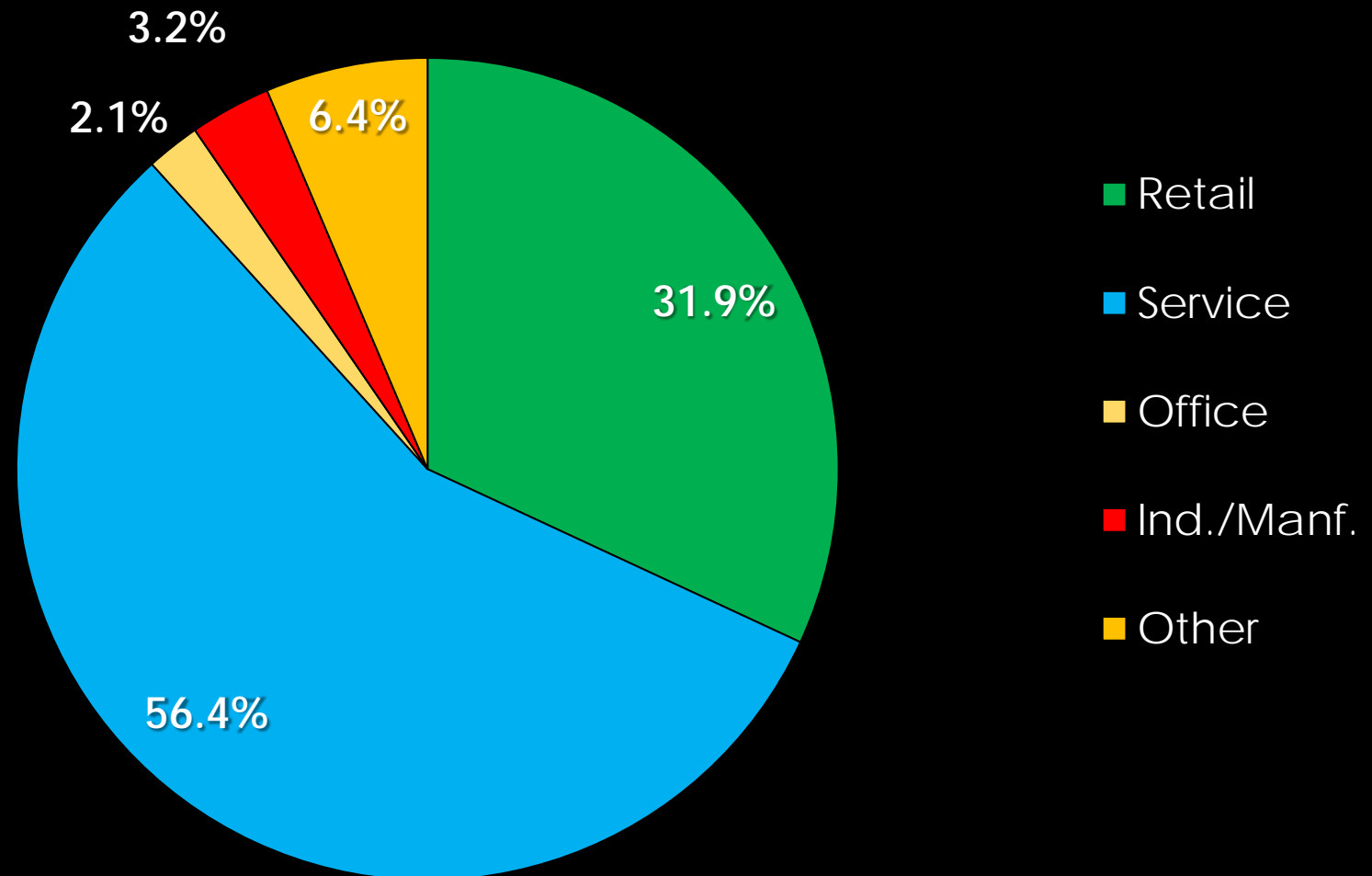
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How's Business? (by size)

Where is Most of Your Competition?

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

Values shown: 5.4%, 29.7%, 64.9%

How Much Does Your Business Rely On the Internet?

- None
- Little
- Some
- Quite a Bit
- It is Essential

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Guide & Report Example

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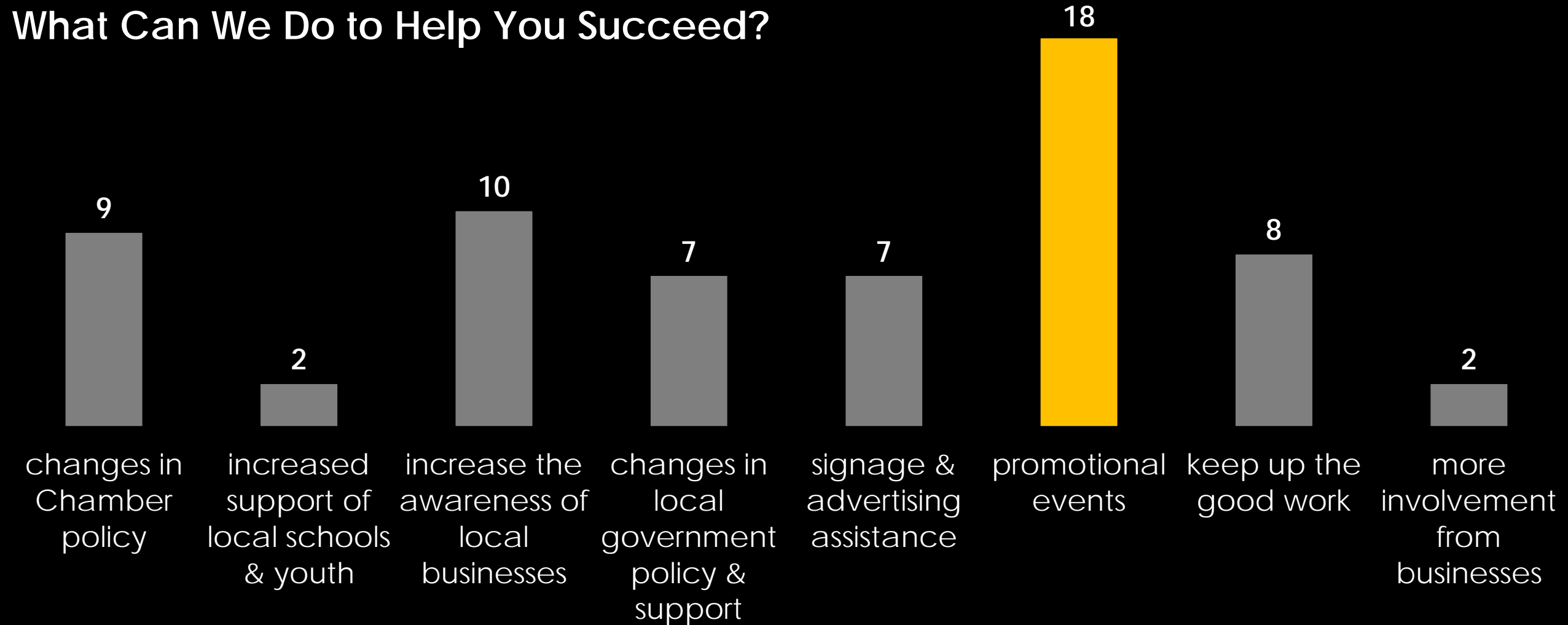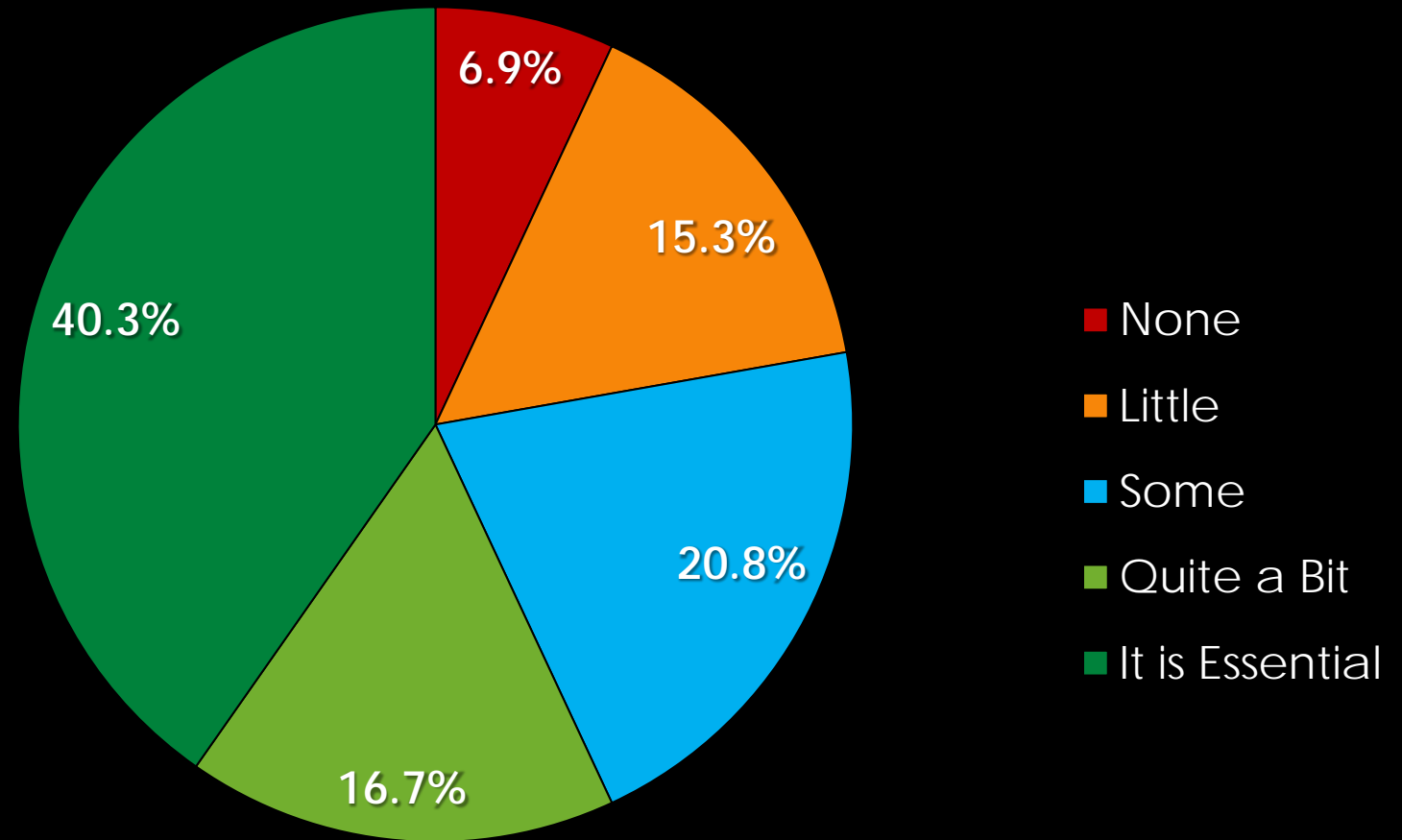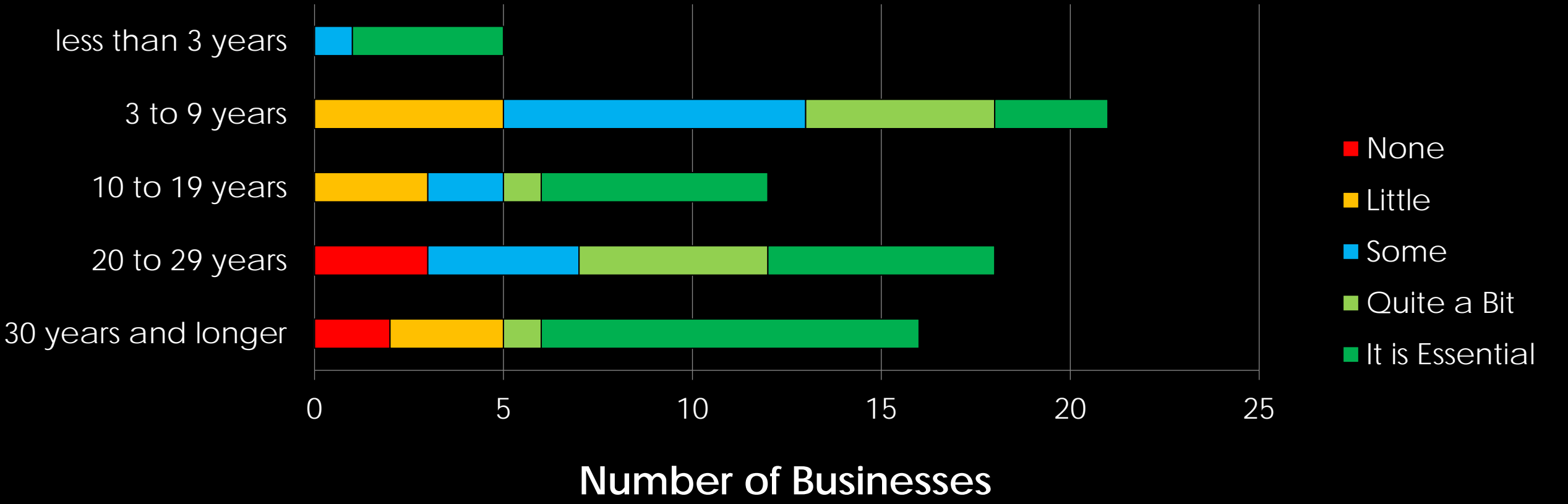
When you think of a community, what images pop into your head?

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What makes commuties memorable?

positive

negative

Kevin Lynch & Imageability
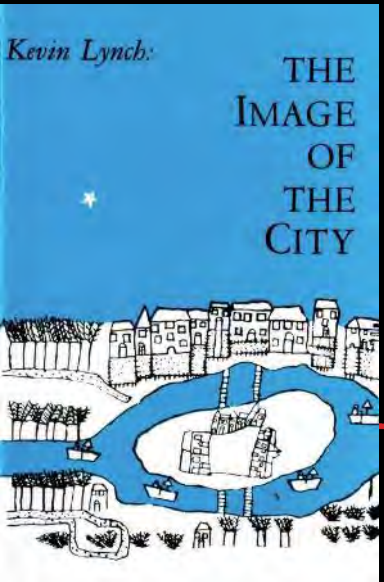
Imageability

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

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Imageability Mapping

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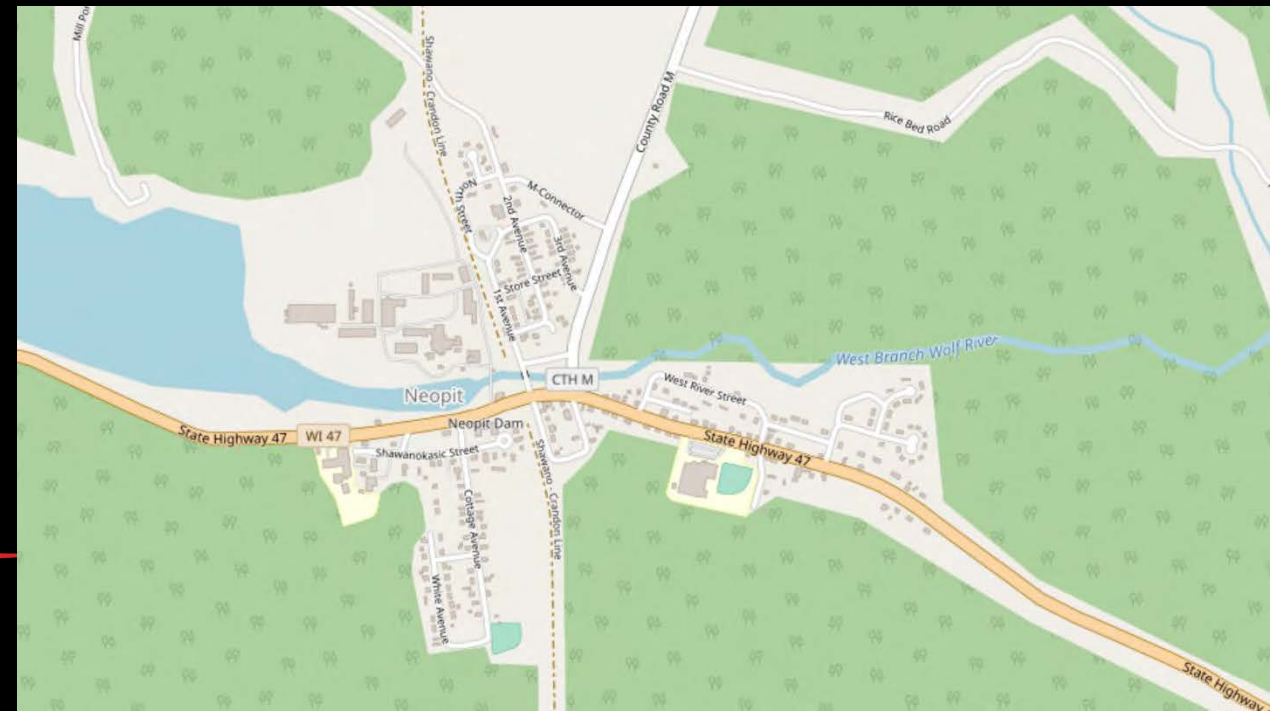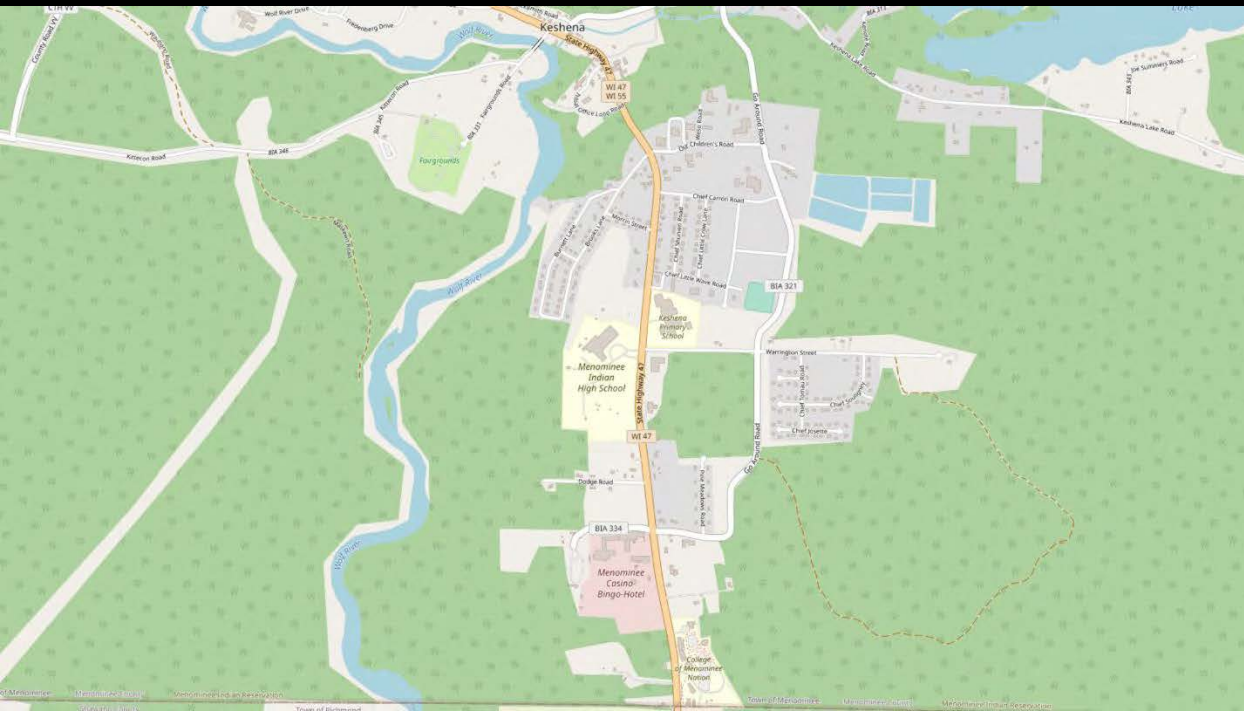
Imageability Mapping
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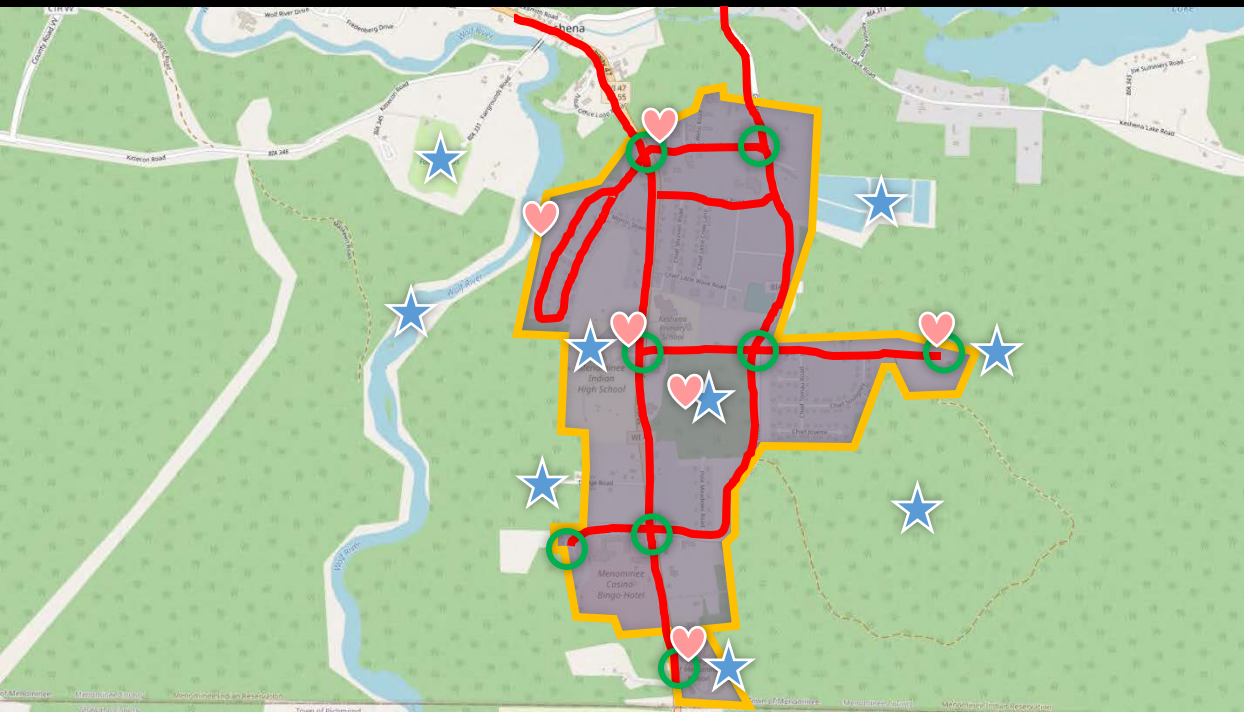
Imageability Mapping

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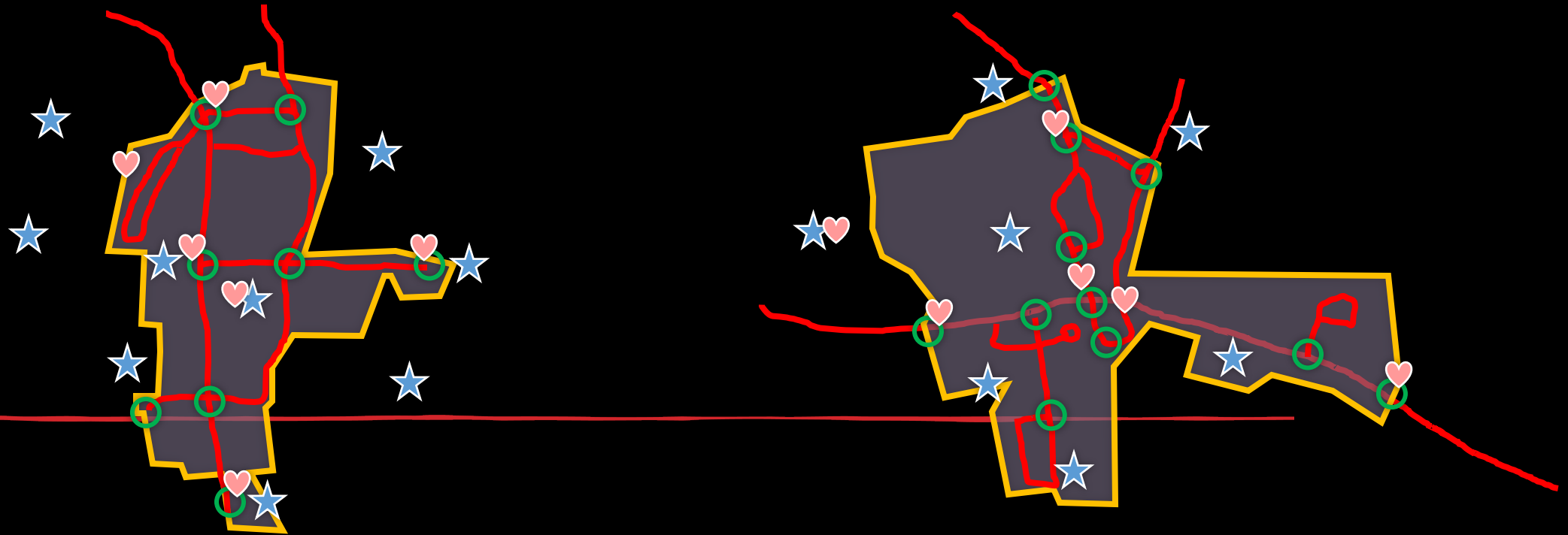
Mapping Elements
Edges

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Mapping Elements
Edges Paths

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Mapping Elements

Edges Paths Landmarks

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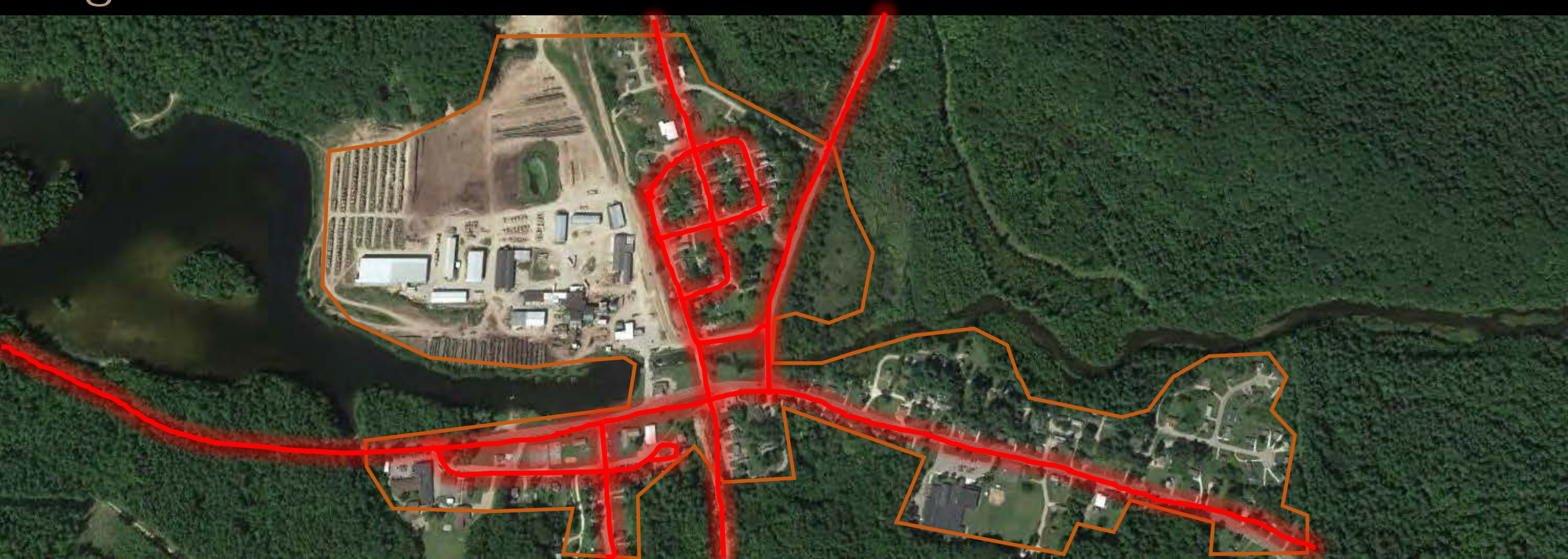
Mapping Elements

Edges Paths Landmarks Nodes

Mapping Elements

Edges Paths Landmarks Nodes Neighborhoods

Mapping Elements

Edges Paths Landmarks Nodes Neighborhoods Hopes
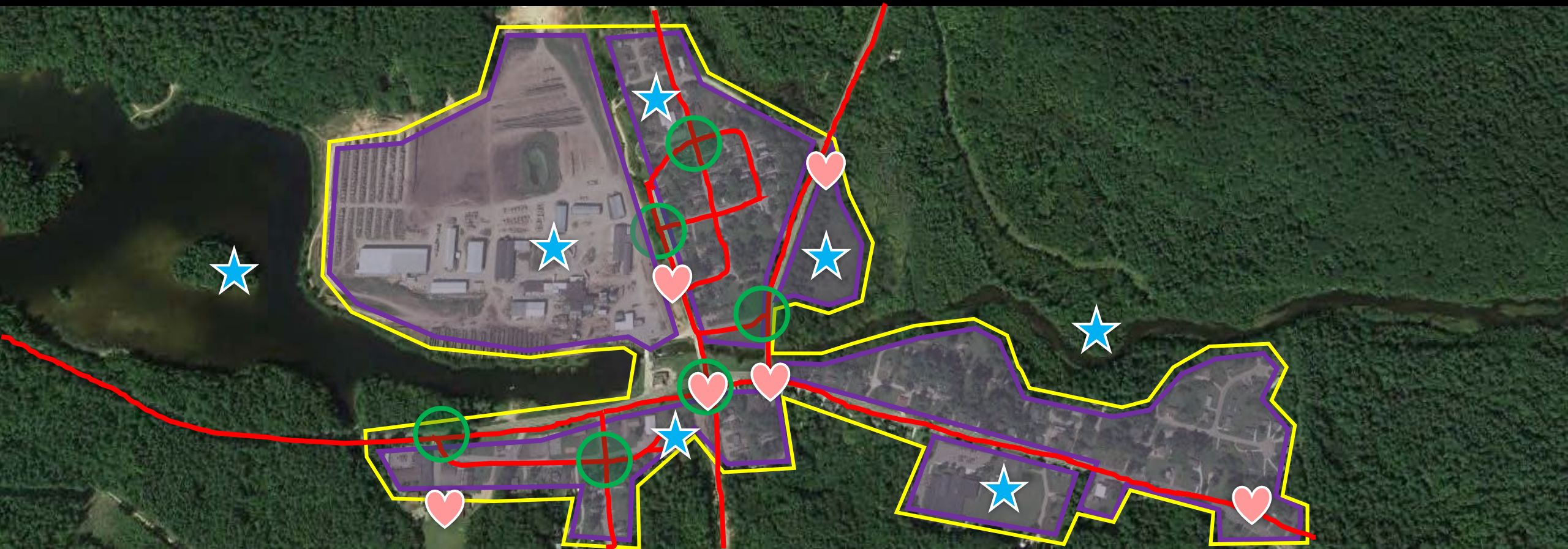
Preparation: Leadership Team

- 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).

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Preparation: Public Participation

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

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.
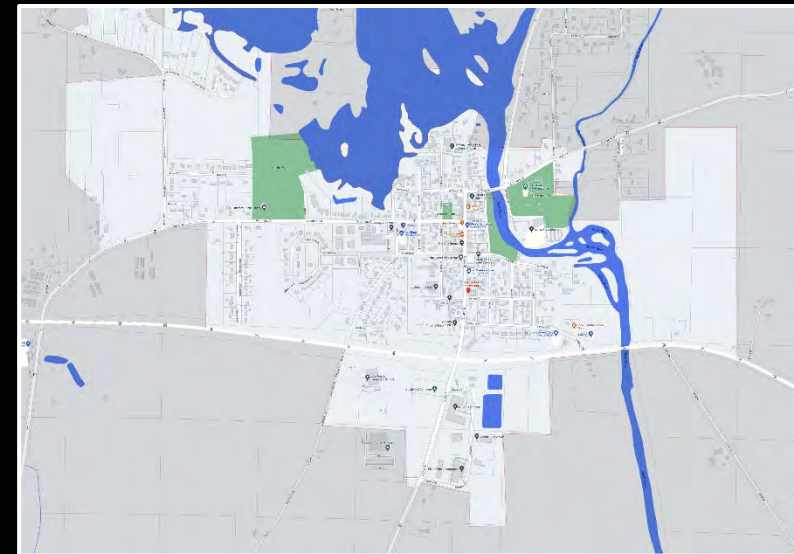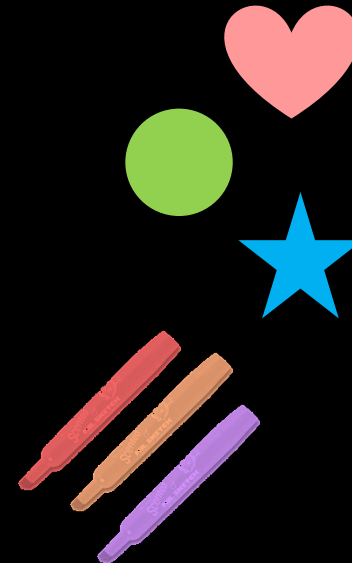
Preparation: Workshop Process

- 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".

Preparation: **Synthesis & Reporting**

- Photo each map.

- Identify commonalities for each element.

- Develop a composite map and share with the community.

Edges

The mental boundaries of your community.

Edges Composite

The mental boundaries of your community.

Paths

The primary routes in which people move through the community.

Paths Composite
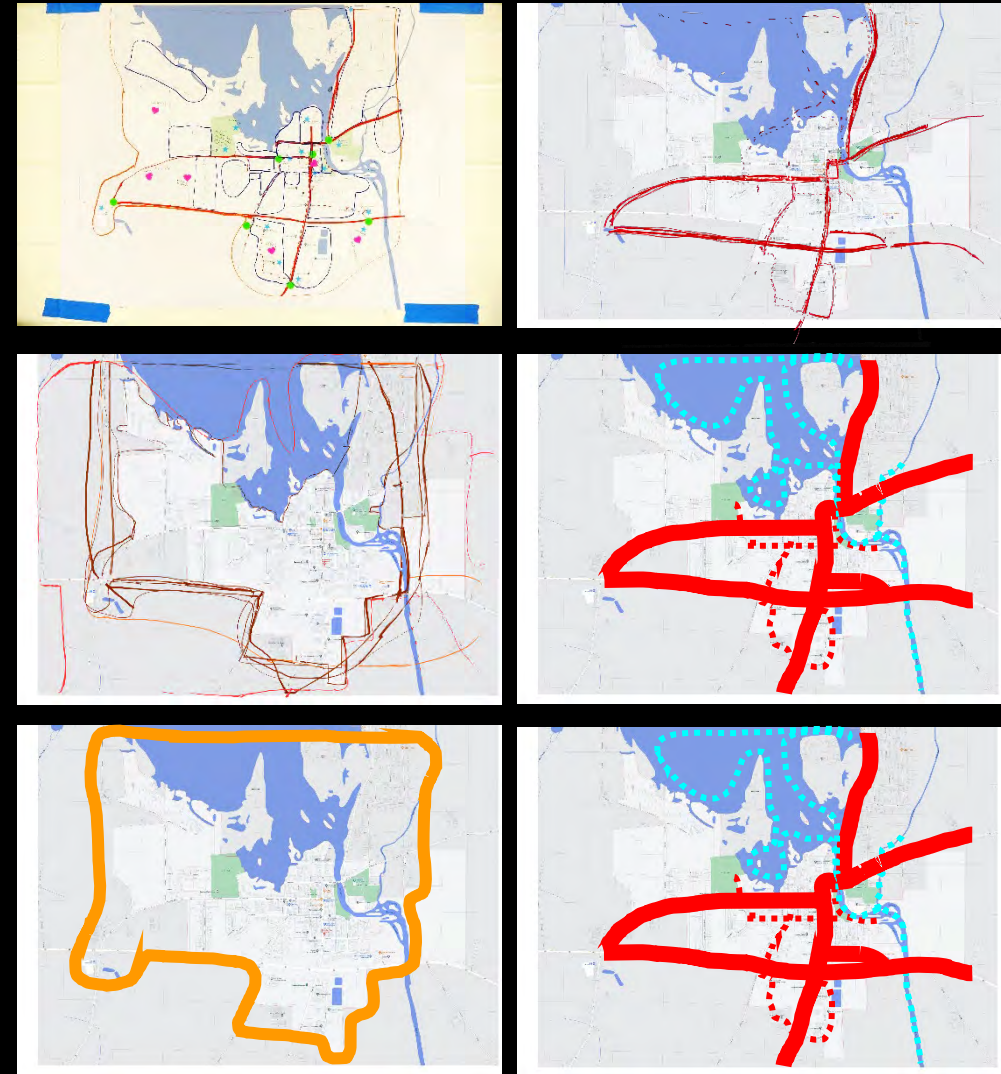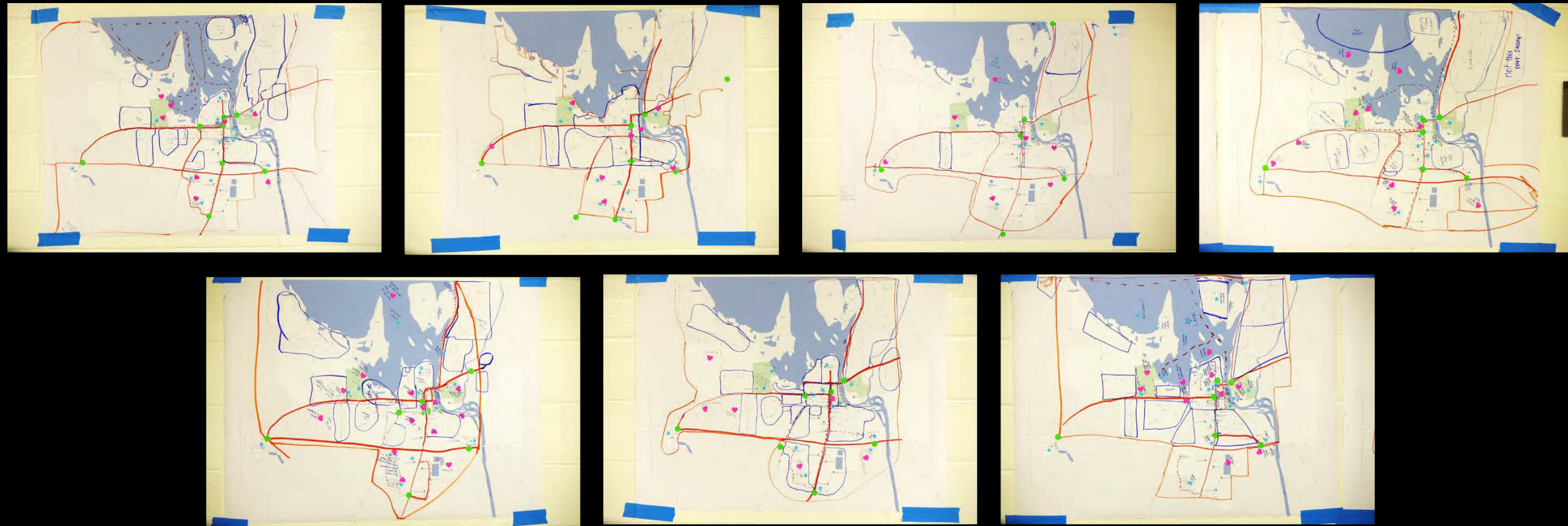
The primary routes in which people move through the community.
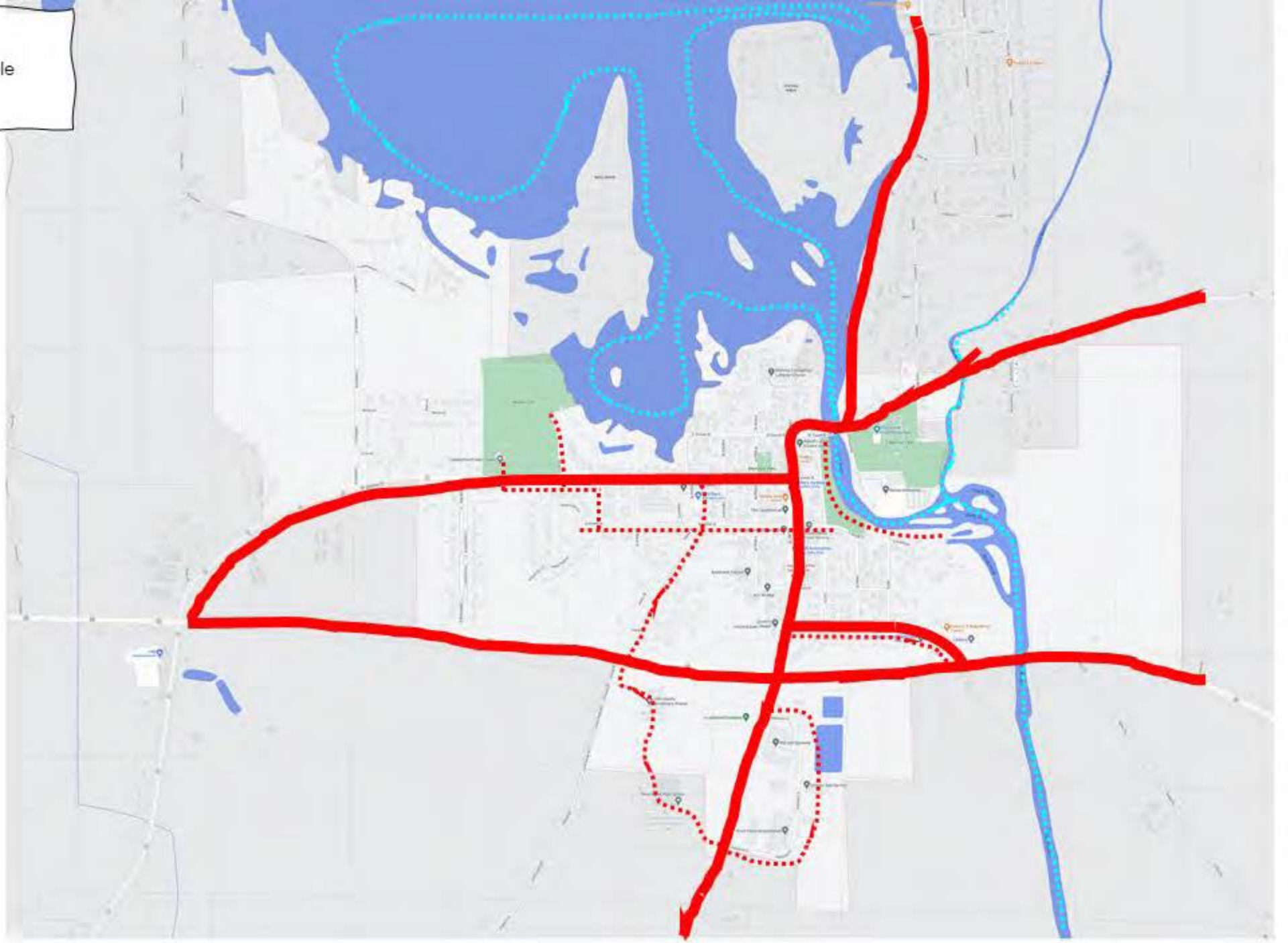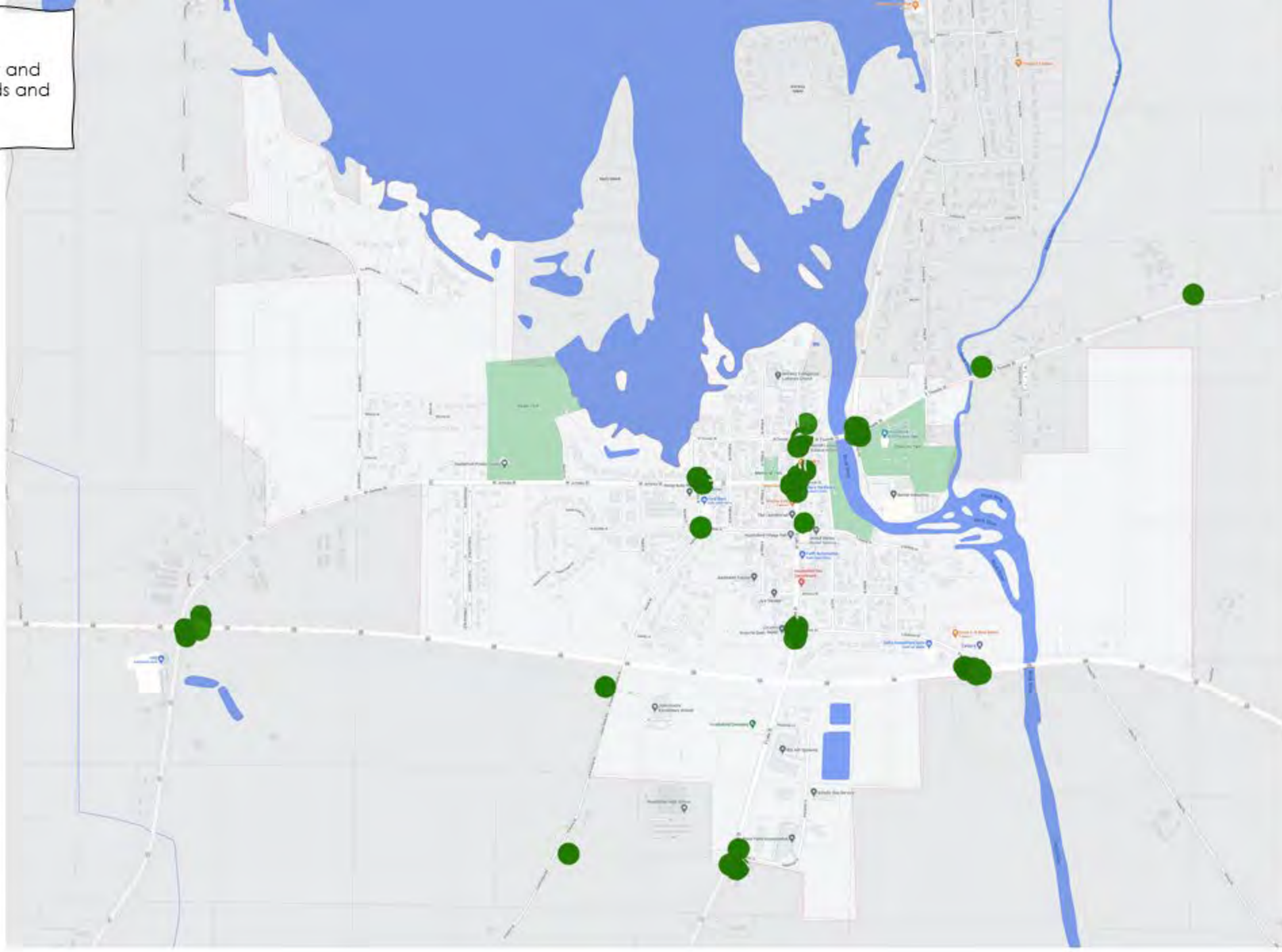
Hustisford
Design Wisconsin (2022)

Imageability Mapping

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PATH
HUSTISFORD

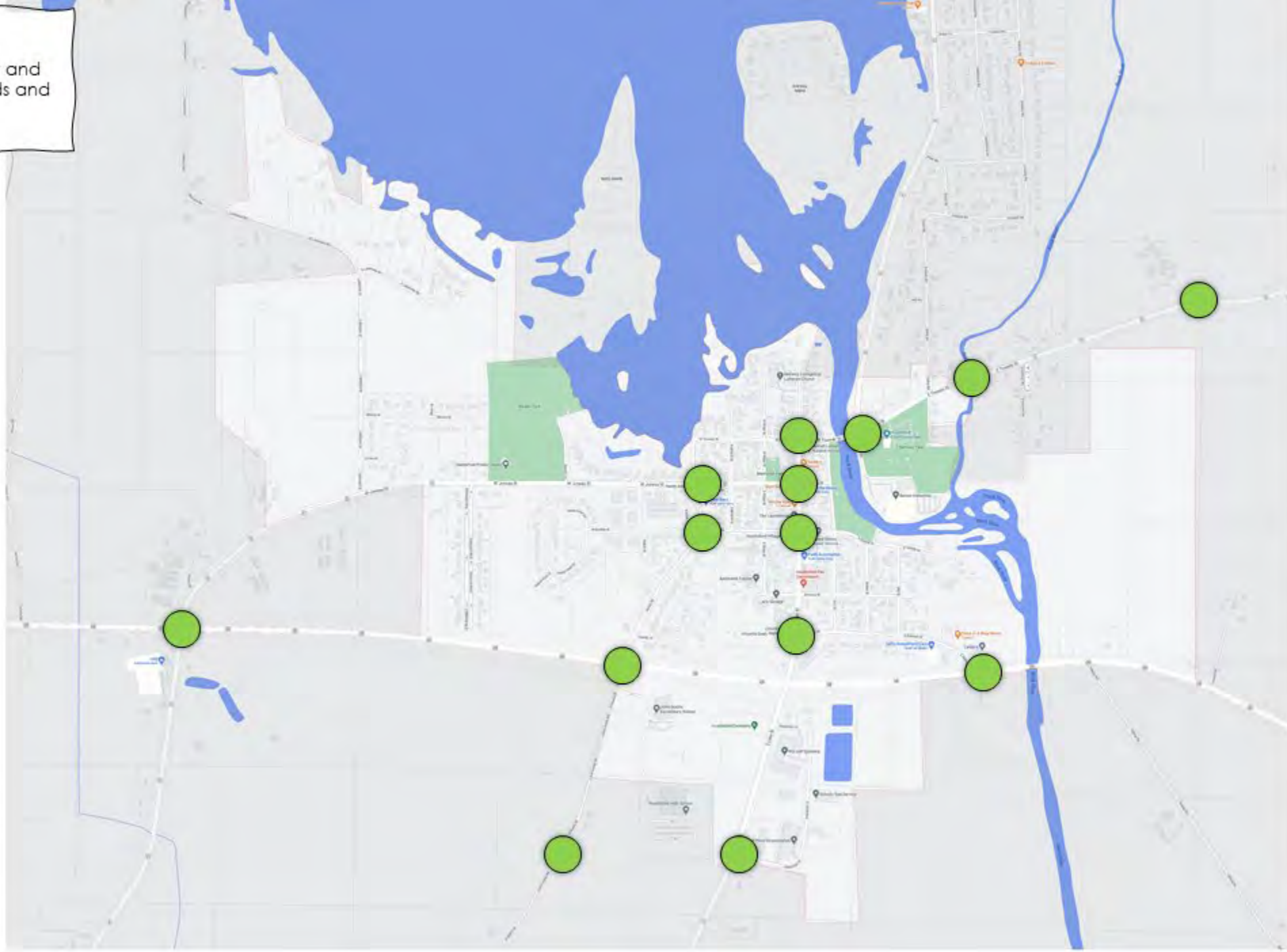# Nodes

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

Nodes Composite

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

Neighborhoods

The district or "rooms" of the community.
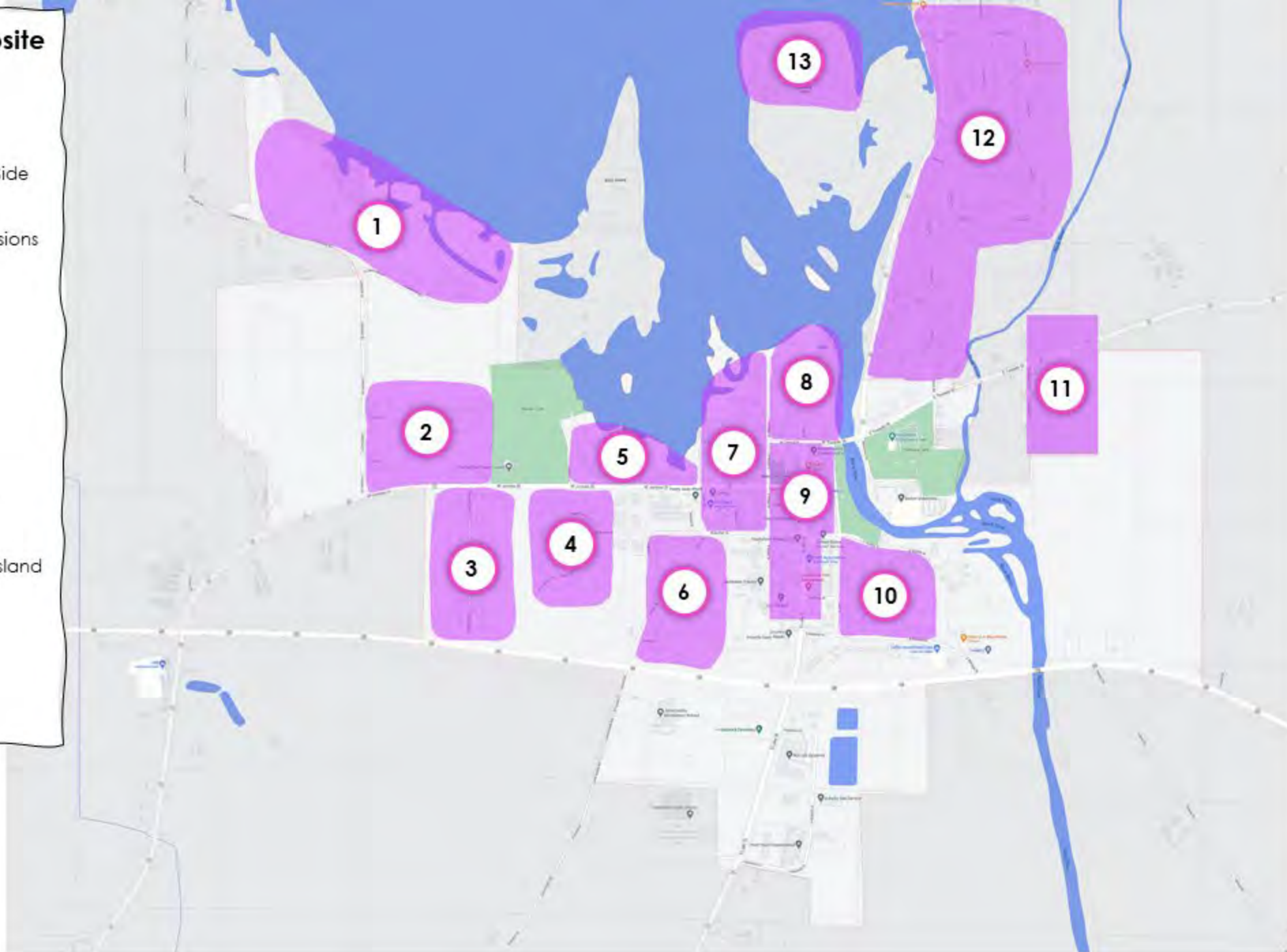
Imageability Mapping

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PATH
HUSTISFORD

Neighborhoods Composite

The district or "rooms" of the community.

1. The Condos/Brittney Bay
2. Spruce St./ Lake View/ West Side
3. The Boulevard
4. Island View/ The New Subdivisions
5. Pelican Bay
6. Sandy Lane/ Level Valley
7. North
8. Over by Bethany/ North
9. Downtown Husty
10. Lower East Side
11. German Road
12. North Side/ The Subdivisions/ Held's Subdivisions
13. Anthony Island/ The Islands/ Island Houses

Imageability Mapping

Hustisford
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Imageability Map
(with Neighborhoods)

1. The Condos/Brittney Bay
2. Spruce St./ Lake View/ West Side
3. The Boulevard
4. Island View/ The New Subdivisions
5. Pelican Bay
6. Sandy Lane/ Level Valley
7. North
8. Over by Bethany/ North
9. Downtown Husty
10. Lower East Side
11. German Road
12. North Side/ The Subdivisions/ Held's Subdivisions
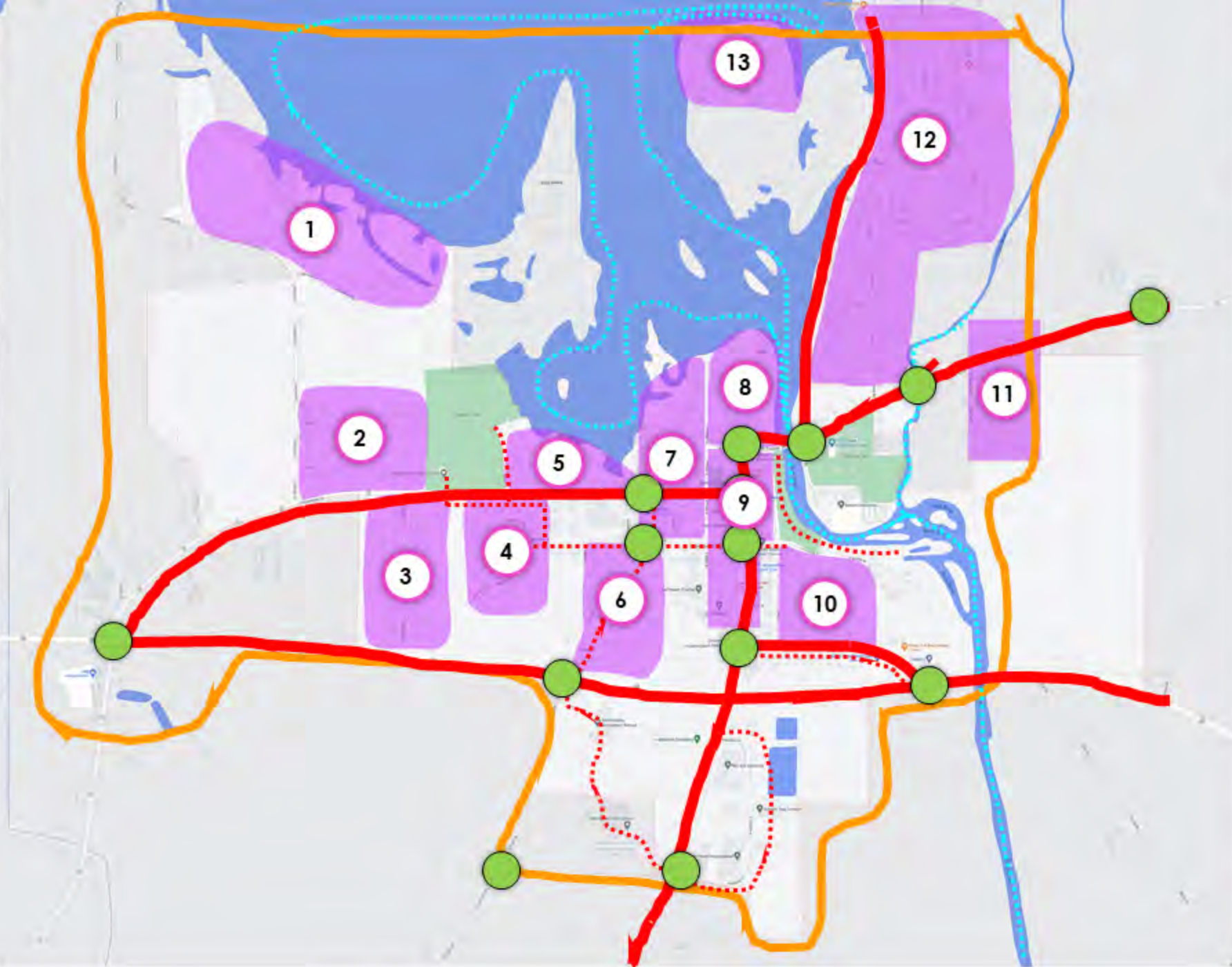13. Anthony Island/ The Islands/ Island Houses

Hustisford
Design Wisconsin (2022)

Imageability Mapping

Imageability Map

(with Landmarks)

1. LKQ Auto Parts Store
2. Library and Neider Park
3. Boat Landing
4. Pelicans!
5. Well pump truck
6. Lake Sinissippi
7. Anthony Island
8. Pub
9. St. Michael's Church
10. Robin's Greenhouse
11. Sinissippi Ski Club
12. Bethany Evangelical Lutheran Church
13. John Hustis House
14. Bridge
15. Memorial Park
16. Lake St. Inn
17. Mocha Vino
18. Hustisford Village Hall
19. Post Office
20. Lions Park
21. Rock River Dam
22. Fire Department
23. BP
24. Community Hall & Fireman's Park
25. Baseball Field
26. Mocha Vino Bistro
27. Gas Station
28. Dollar General
29. Soccer Field
30. Old Barn
31. Hustisford Cemetery
32. John Hustis Elementary School
33. Hustisford High School
34. ROLAIR Systems
35. Pivot Point Incorporated
36. Husty Lawns & Services
37. Flag
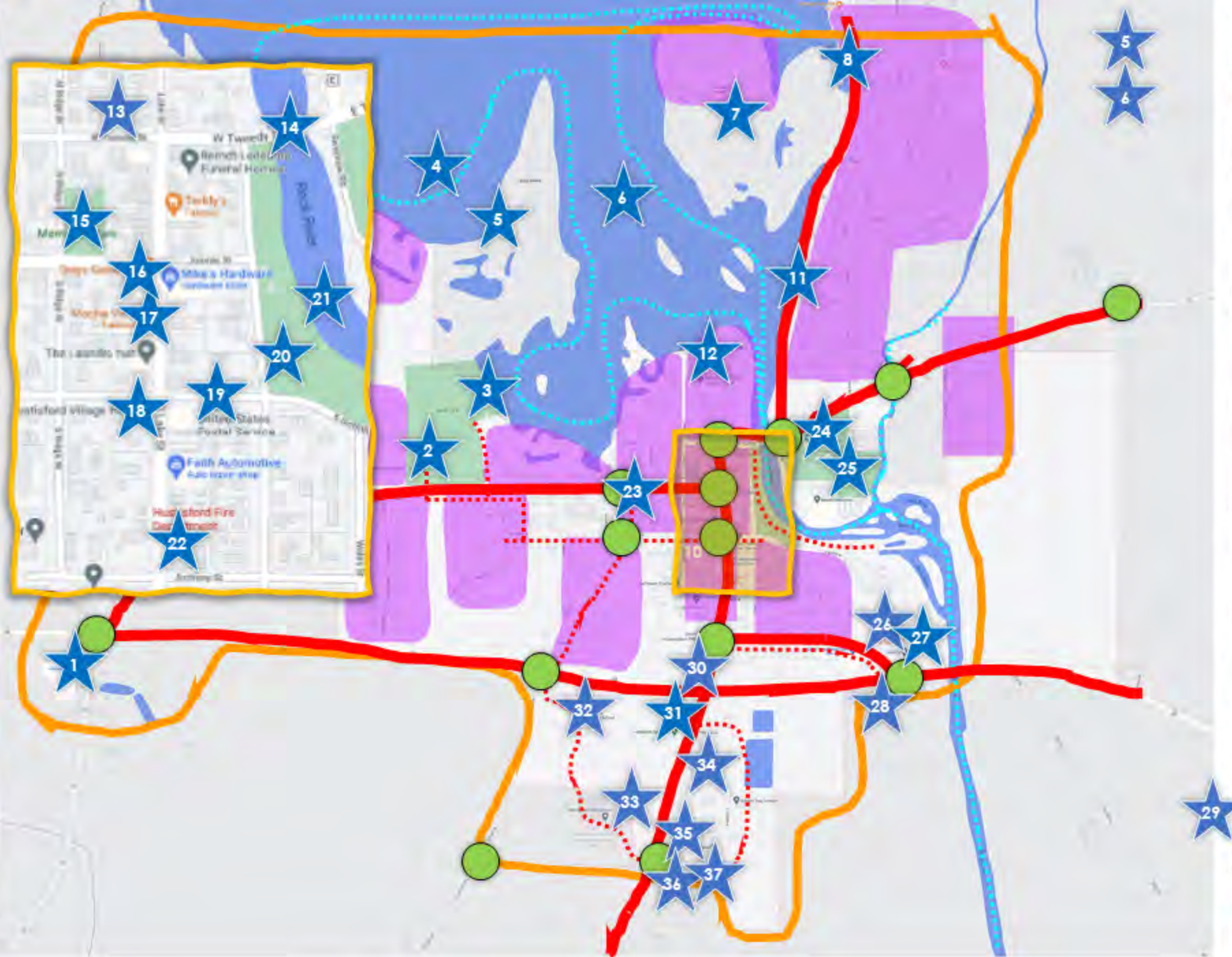
Imageability Map

(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
6. Promote library and park, save the library, better use of land, more park development, family friendly, playground equipment, dog park
7. New Hiking trails
8. New sandy beach, boat launch, and swimming
9. Dredge lake
10. Promote lake and attractions, take care of our lake and promote lake life and lake activity, water quality
11. New bike trails throughout
12. Update historic rundown buildings, apartments on Main St., more businesses, updating and painting buildings, downtown revitalization, Main St. USA
13. Community activities and music in Memorial Park
14. Industrial area in neighborhood
15. Improve fishing and community center place
16. New playground, great baseball field and volleyball courts, Community Hall is dated
17. Neighborhood needs cleanup
18. Park improvements, kayak landing
19. Both school buildings need improvements/ need community support, needs updating, school update, updating or addition, schools need help
20. Smelly
21. 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
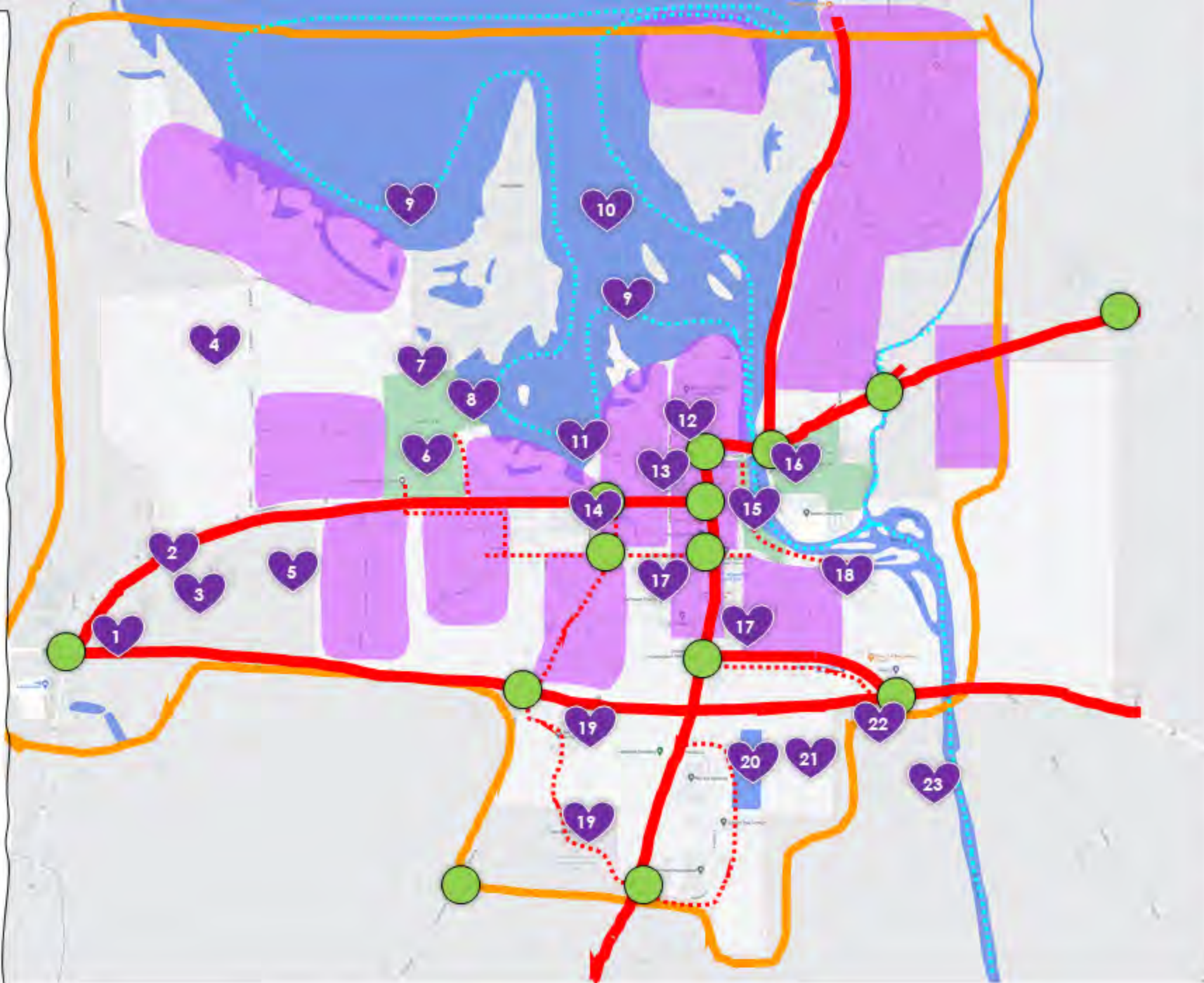
Hustisford

Imageability Mapping

Design Wisconsin (2022)

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PATH
HUSTISFORD
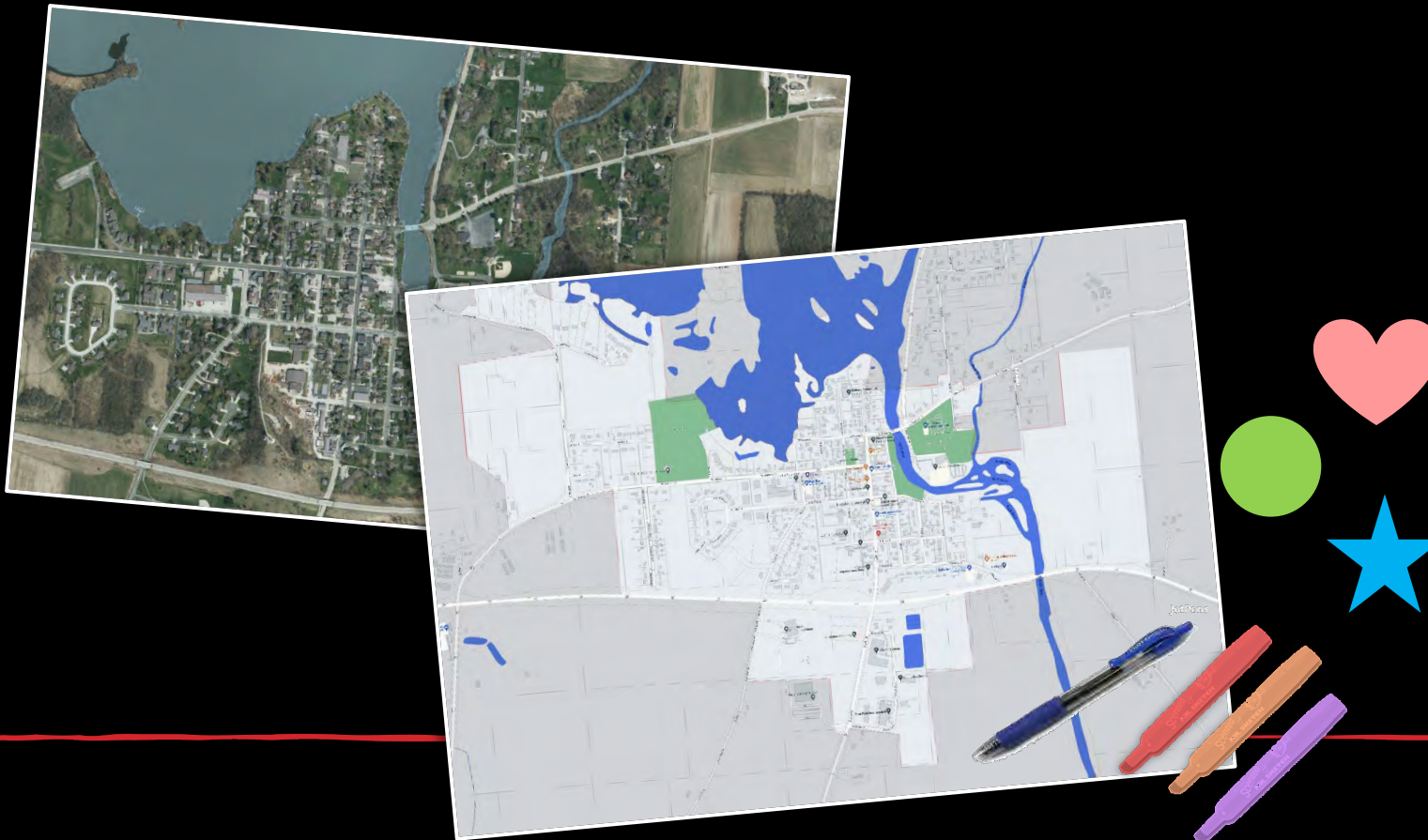
Ground Rules

- Fun

- Friendly

- Positive

NEIGHBORHOOD TROLLEY

Getting Started

1. Find a table

2. Materials:

- Aerial Photo

- Base map

- Colored Markers

- Stickers

- Pen (for notes)

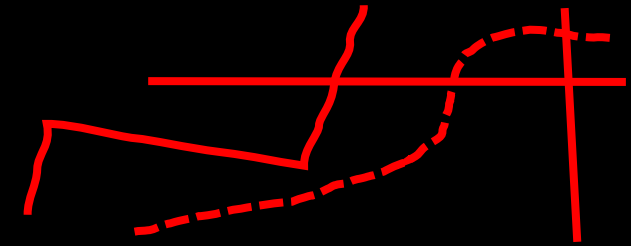The University of Wisconsin-Madison, Division of Extension

Edges: The mental boundaries of your community.

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

The University of Wisconsin-Madison, Division of Extension

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.

The University of Wisconsin-Madison, Division of Extension

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)
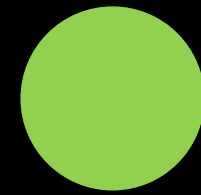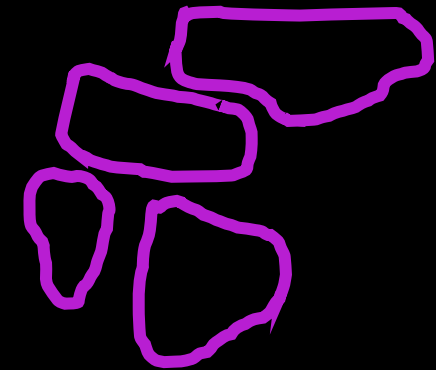

Place green circles on the map where the community's nodes are located.

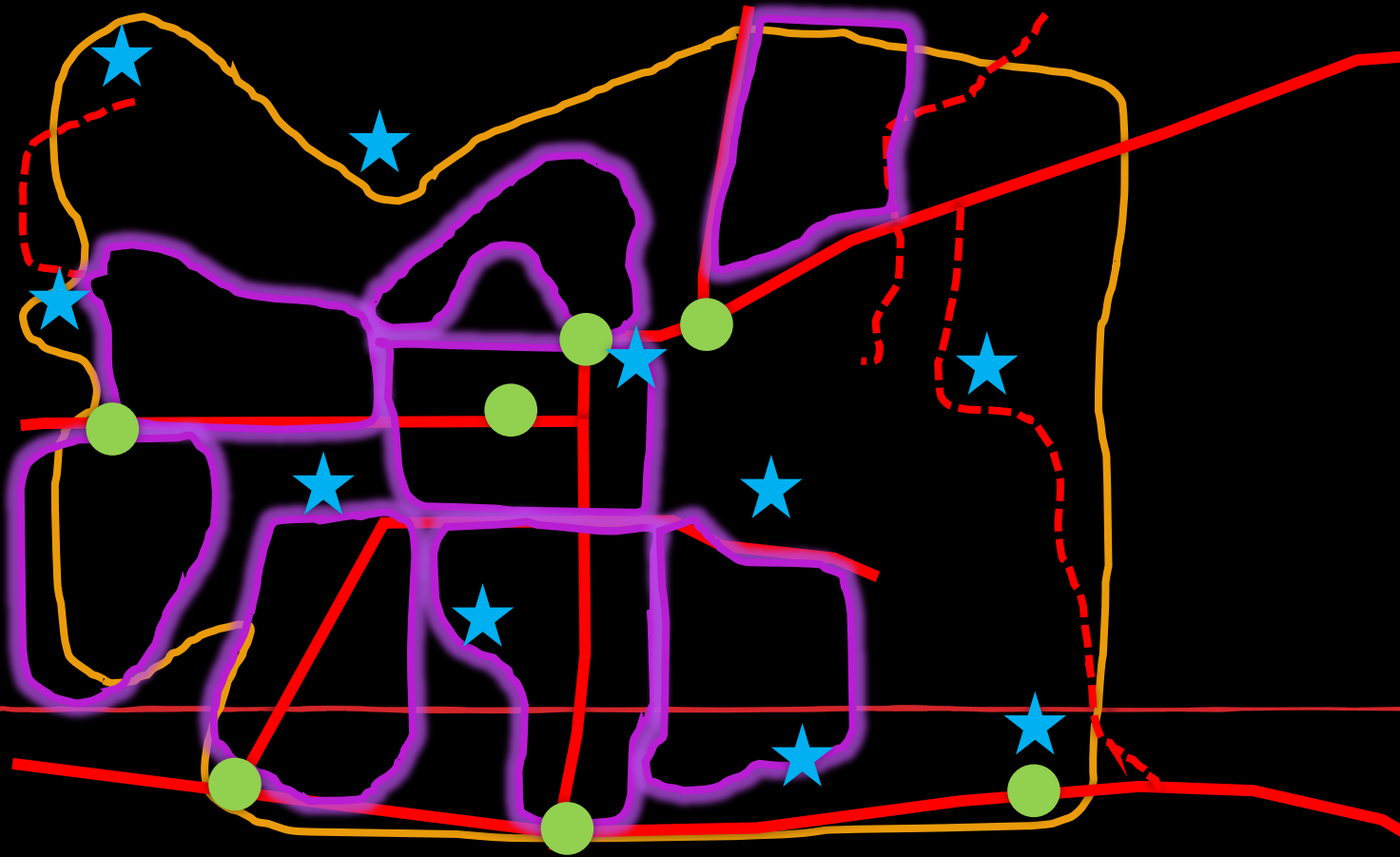Make notes on the map when appropriate.

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.
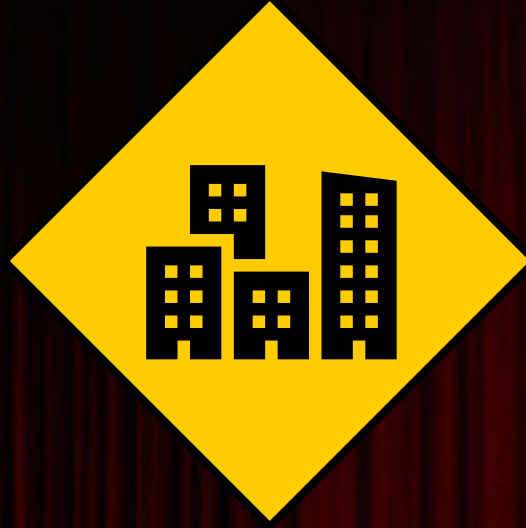

Place heart stickers on the map where you think there are opportunities for positive change.

The University of Wisconsin-Madison, Division of Extension

What are your big ideas?

What were your major takeaways?

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.*

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Informed Development

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

Market Informed Development

Capital Asset Informed Development

Vision Informed Development

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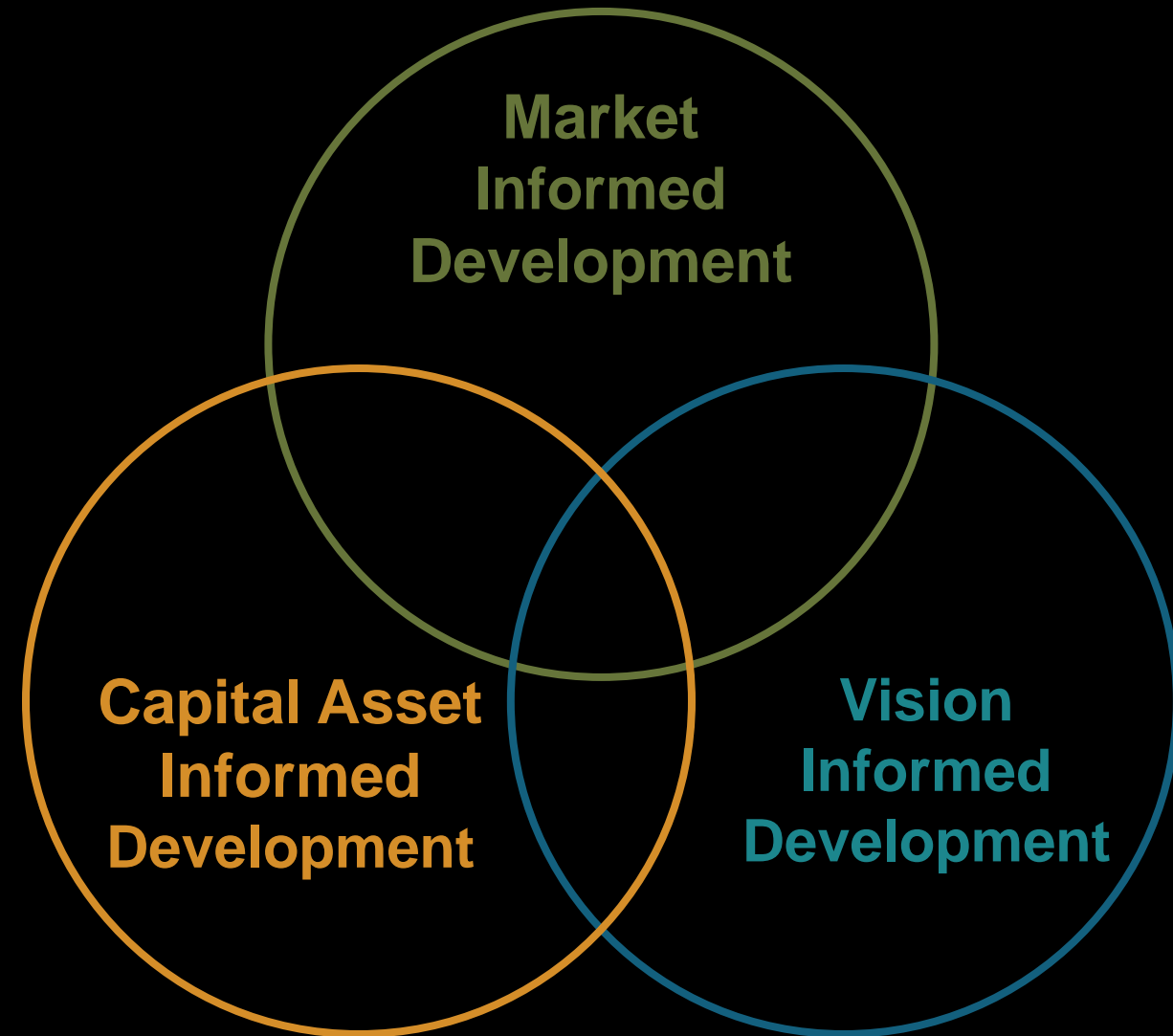
Asset-Based Community Development (ABCD)

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).
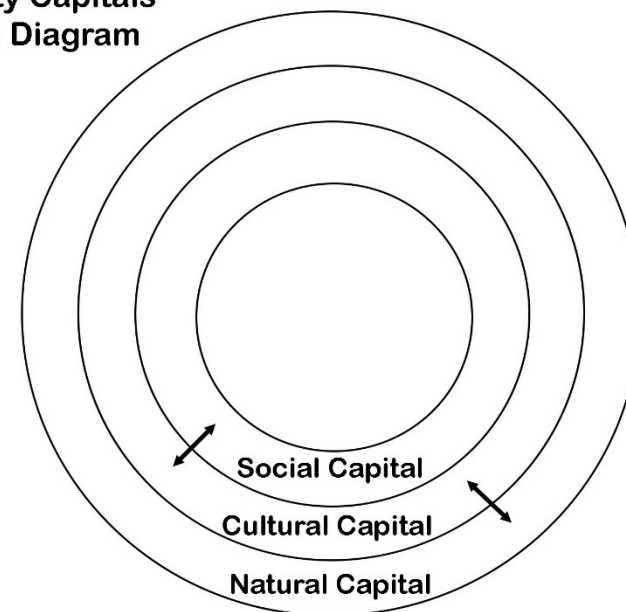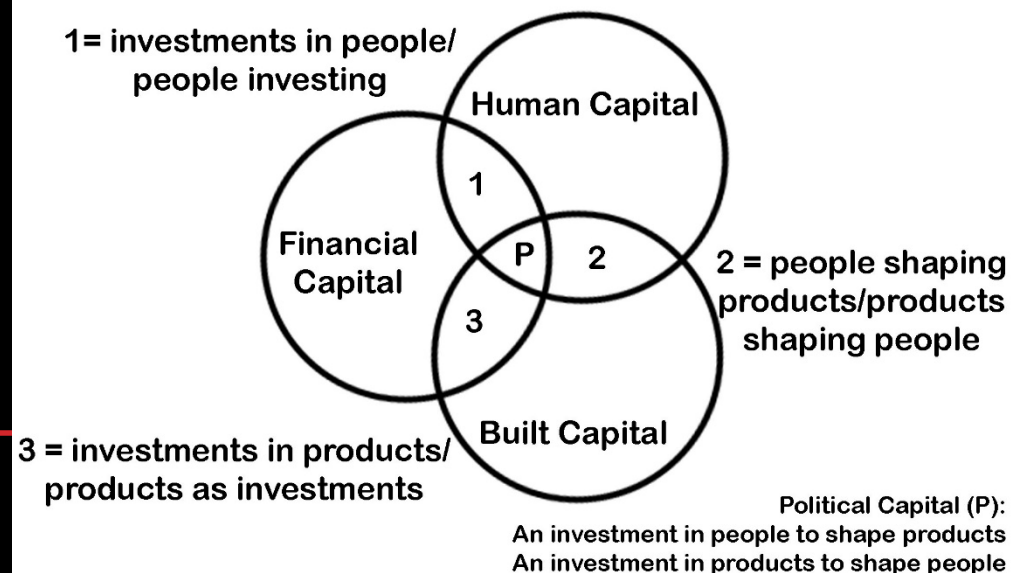
Community Capitals

Cornelia Butler Flora & Jan L. Flora

- Natural capital:
- Cultural capital:
- Social capital:

- Human capital:
- Built capital:
- Financial capital:

- Political capital:

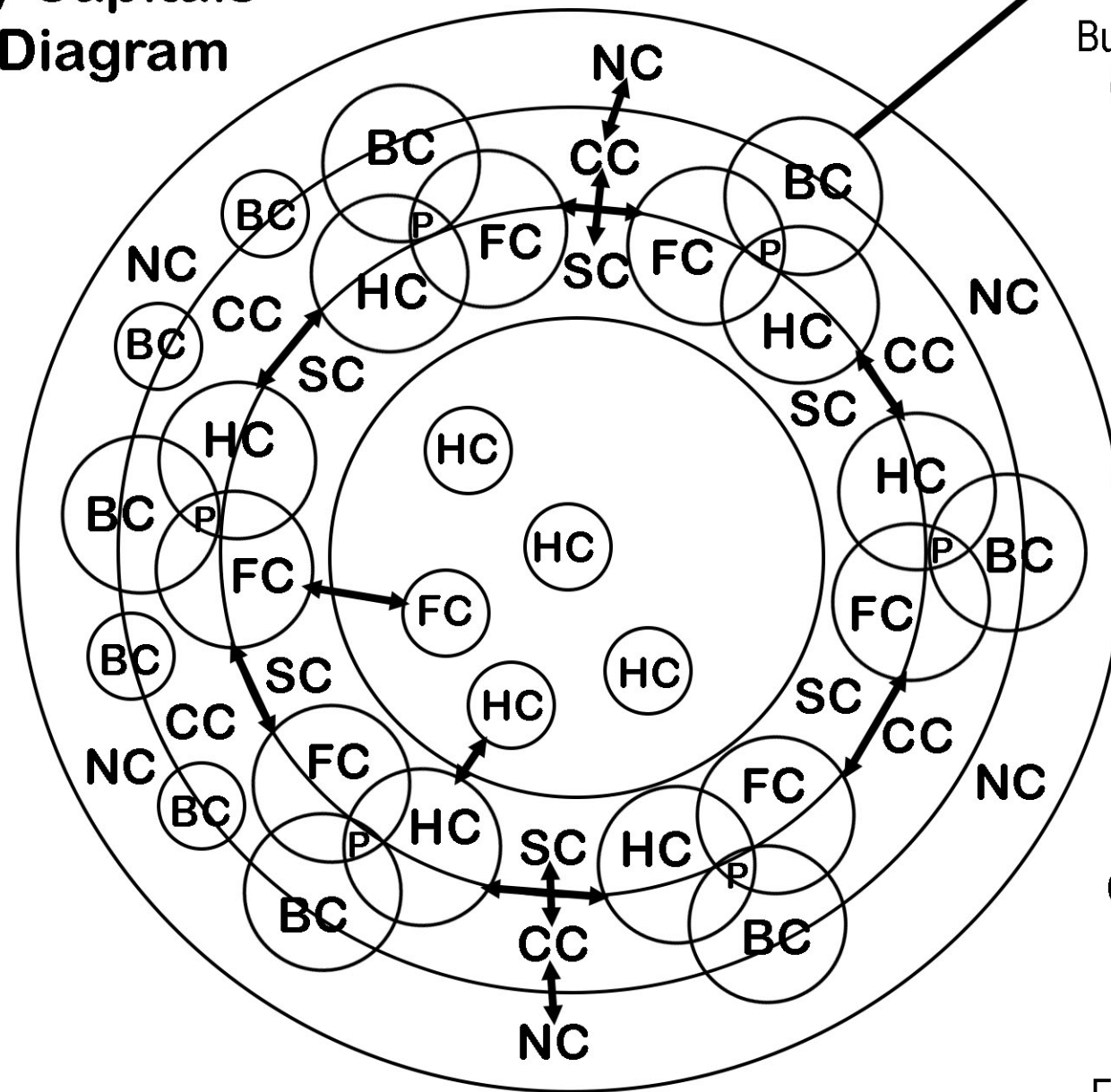**Community Capitals Flow/Ven Diagram**

Social Capital
Cultural Capital
Natural Capital

Community Capitals Flow/Ven Diagram

1= investments in people/ people investing

Human Capital

Financial Capital

1

P 2

3

2 = people shaping products/products shaping people

Built Capital

3 = investments in products/ products as investments

Political Capital (P):
An investment in people to shape products
An investment in products to shape people

Community Capitals Flow/Ven Diagram

Scalar relationship:
Individual or
Business/group or
Community or
Region or
Nation

Key
Natural Capital (NC)
Cultural Capital (CC)
Social Capital (SC)
Built Capital (BC)
Human Capital (HC)
Financial Capital (FC)
Political Capital (P)

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

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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

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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

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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.

Asset Inventory Sheet – Natural Assets/Capital

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 trees, monumental tree		
☐ Forest, timber		
☐ Water (quality & quantity), hydrology		
☐ Rivers, lakes, etc.		
☐ Waterfront		
☐ Geology, minerals		
☐ Soil, land		
☐ Farms, ranches		
☐ Topography, landforms (hills, mountains, valleys)		
☐ Climate		
☐ Air quality		
☐ Scenic landscapes, views/vistas		
☐ Biodiversity, ecology		
☐ Wildlife (species, populations, endangered/threatened)		
☐ Natural places that hold meaning, significance		
☐ Outdoor recreation opportunities (hunting, fishing, biking, hiking, canoeing, camping…)		
☐ Trails		
☐ Outfitters		
☐ Campgrounds		
☐ Public land		

How do your Natural Assets/Capital interact with your Cultural and Built Assets/Capital? Do your Natural 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.

Examples: ✓, 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		
☐ Traditional dress		
☐ Work ethic		
☐ Cultural history/stories		
☐ Historic preservation/interpretation		
☐ History museums & associations		
☐ Culturally significant places		
☐ Arts and culture groups, organizations and institutions		
☐ Artists, musicians, singers, dancers, writers, poets, actors, comedians, carvers, quilt makers, furniture makers, instrument makers, chefs, etc.		
☐ Arts and culture events & festivals		
☐ Entertainment (other)		
☐ Public art		
☐ Art museums, galleries		
☐ Music/comedy venues		
☐ Performing Arts Centers, theaters		
☐ Culinary kitchens, restaurants		
☐ Studios, workshops, art schools		
☐ Libraries		

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.

Examples: ✓, rank or grade	Social Strengths	Ways to Leverage
☐ Rich social networks		
☐ Strong network structure, cohesion		
☐ Relationships, 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		
☐ Youth groups, senior groups, etc.		
☐ Trade/business associations		
☐ Entrepreneurial ecosystem		
☐ Mentorship programs		
☐ Connectors (the 'glue' people)		
☐ Community attachment, sense of belonging		
☐ Engaged public (individuals, businesses and/or groups supporting community development efforts)		
☐ Shared vision/goals		
☐ Brand		
☐ Other names or titles for your community (i.e., the big apple)		
☐ Gathering places		
☐ Place programming		
☐ 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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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. [illegible]

Examples: ✓, rank or grade   **Built Strengths**   **Ways to Leverage**

- ☐ Built history (buildings and spaces)
- ☐ Public/community buildings and public spaces
- ☐ Housing (quality & quantity)
  - ☐ Housing options
- ☐ Healthcare facilities, system
- ☐ Industrial/business parks
  - ☐ Spec buildings
- ☐ Major employers
- ☐ Hotels, overnight lodging

- ☐ Available built space ready for occupancy
- ☐ Developers

- ☐ Infrastructure
  - ☐ Transportation system (all modes)
    - ☐ Rail
    - ☐ Airport
  - ☐ 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
  - ☐ Business niches/clusters
- ☐ Complementary circulation system
  - ☐ Traffic including foot traffic
- ☐ Healthy 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
- ☐ Confident (risk taking) people
- ☐ Skilled people

- ☐ Teachers, education programs/systems (formal & informal)
  - ☐ Educational attainment
- ☐ Trainers, training programs/systems
  - ☐ Workforce training, on the job training
  - ☐ Apprenticeship programs
  - ☐ Incubators, accelerators
- ☐ Engaged/attached workforce
  - ☐ Work ethic
- ☐ Low unemployment, crime

- ☐ Leaders, leadership development programs/systems
- ☐ 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
- ☐ Engaged/attached public (donors of money)

- ☐ Available/accessible sources of financing/funding
  - ☐ Capital institutions and their programs (community banks, CDFIs)
    - ☐ Micro and revolving loan funds
    - ☐ CRA Small Business Loan Originations
  - ☐ Local angel investors, crowdlending
  - ☐ Community foundations, private foundations, crowdfunding, charitable giving
    - ☐ Grants
- ☐ Local financial incentive programs
- ☐ Regulatory exemptions

- ☐ Percentage of businesses that are locally owned and operated

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)

Definition & Purpose

- Development informed by a mental 'picture' of what residents want their community to look like, feel like, and be like.

- Development informed by a clear and compelling 'picture' of the community's future that first any resident and eventually any developer can quickly grasp and appreciate.

  - Inspiring/stimulating desirable public and private development

  - Helping investors see themselves making money as part of a fully functioning future marketplace (investor confidence).

  - *Commercial districts will not thrive thinking about one space at a time, one business at a time, or one event at a time*

Methods

- Vision captured in various forms, including narratives or stories, renderings or illustrations, and maps.

  - Design Wisconsin

  - Market position and brand

  - Development Action Plan

  - Niche/cluster development, dream occupancy patterns

The face of Water Street, Gardiner, Maine has been restored with busy awning covered sidewalks, freshly pointed bricks, clean windows and carefully preserved original architectural features.

Look behind the scenes, and a different kind of originality presents itself. Innovative exterior elevator towers and walkways are blended into the back facades of the historic buildings. Tree lined parking areas lend a botanic air to the business of thousands of cars coming and going each day. The upper floors are linked floor-to-floor, building-to-building, completely modern inside and nearly 100% occupied.

Gardiner draws office workers, creative and high-tech professionals, stimulated by their spectacular surroundings, where original ideas just keep coming. It's a neighborhood with a healthy cross-section of residents, including several upscale units, all providing a customer base for the downtown restaurants, stores, banks, niche shops, galleries and personal, health and legal services on lower floors.

A talent of creative artisans soften and add texture to this smart downtown. Galleries, antique shops, award-winning jewelry studios, and hand crafted original works of art and furniture are interspersed with creative cafes and diners, where the owners take pride, not only in their cuisine, but also in promoting a sense of hospitality.

After work, on weekends, or visiting on vacation, the Gardiner Waterfront and the Cobbossee Stream spill over with healthy activities, while jazz and blues clubs, shops, studios and eateries provide original entertainment and refreshment during the warm summer evenings and the crisp nights of winter.

Gardiner - keeping the historic ambience as original as possible, while applying innovative and original strategies to make our downtown the smart place in Maine to work, shop, visit and live.

Downtown Gardiner
Where originality matters

Our Vision

www.gardinermainstreet.org

Be part of it...
Linda Matychowiak
Downtown Manager
P.O.Box 194 • Gardiner, Maine 04345
207.582.3100 • FAX 207.582.3104
gardinermainst@aol.com

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Vision Questions answers can include elements of the present you also want in Y (year)

1. For what do you want X (insert place) to be known in Y, what will make it unique?

    X is now known for…   X is now unique for its…

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1. For what do you want X (insert place) to be known in Y, what will make it unique?

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2. What sights, sounds, smells, tastes, and textures, do you want to be common in Y, what do you hope to experience?

   It is now common to…   You are now able to experience…

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3. How do you want X to make you feel in Y?

   A visit to X now leaves people feeling…   When people think about X, they now feel…

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4. What activities do you most hope to enjoy X in Y, what products/services?

    When visiting X people can now…   X now offers…

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4. What activities do you most hope to enjoy X in Y, what products/services?

   When visiting X people can now…   X now offers…

5. In Y, how do you want X be different (or change) from day to day, week to week, season to season, from person to person?

   While one Z (insert time period) X is…, the next it is…   While for person A X is…, for person B it is…

Vision Exercise/Workshop answering, wordsmithing, consensus building

1. Provide or ask vision questions in advance (e.g., community vision survey).

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6. Combine tables focusing on same community capital and ask them to reach a combined consensus.

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6. Combine tables focusing on same community capital and ask them to reach a combined consensus.

7. Have each community capital group present their top answer for each question to the room.

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Vision Exercise/Workshop answering, wordsmithing, consensus building

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7. Have each community capital group present their top answer for each question to the room.

8. Discuss how answers differ and relate.

Vision Exercise/Workshop wrap up, future action

1. Recruit volunteer wordsmiths or editors.

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2. Ask them to draft a separate vision narrative for each community capital (can use AI).

   - Use the consensus vision question answers for inspiration.

   - Consider the strongest capital assets (from Capital Asset Inventory).

   - Factor in results of community vision survey, if applicable, or create a unique vision narrative from survey for comparison.

   - Write in the present tense (positive, set the bar for greatness, standard of excellence/achievement).

   - Consider combining four capital driven narratives into an additional comprehensive vision narrative.

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   • Action: Begin formulating market questions.

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5. Discuss the potential to recruit a local artist to render the vision narrative.

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.
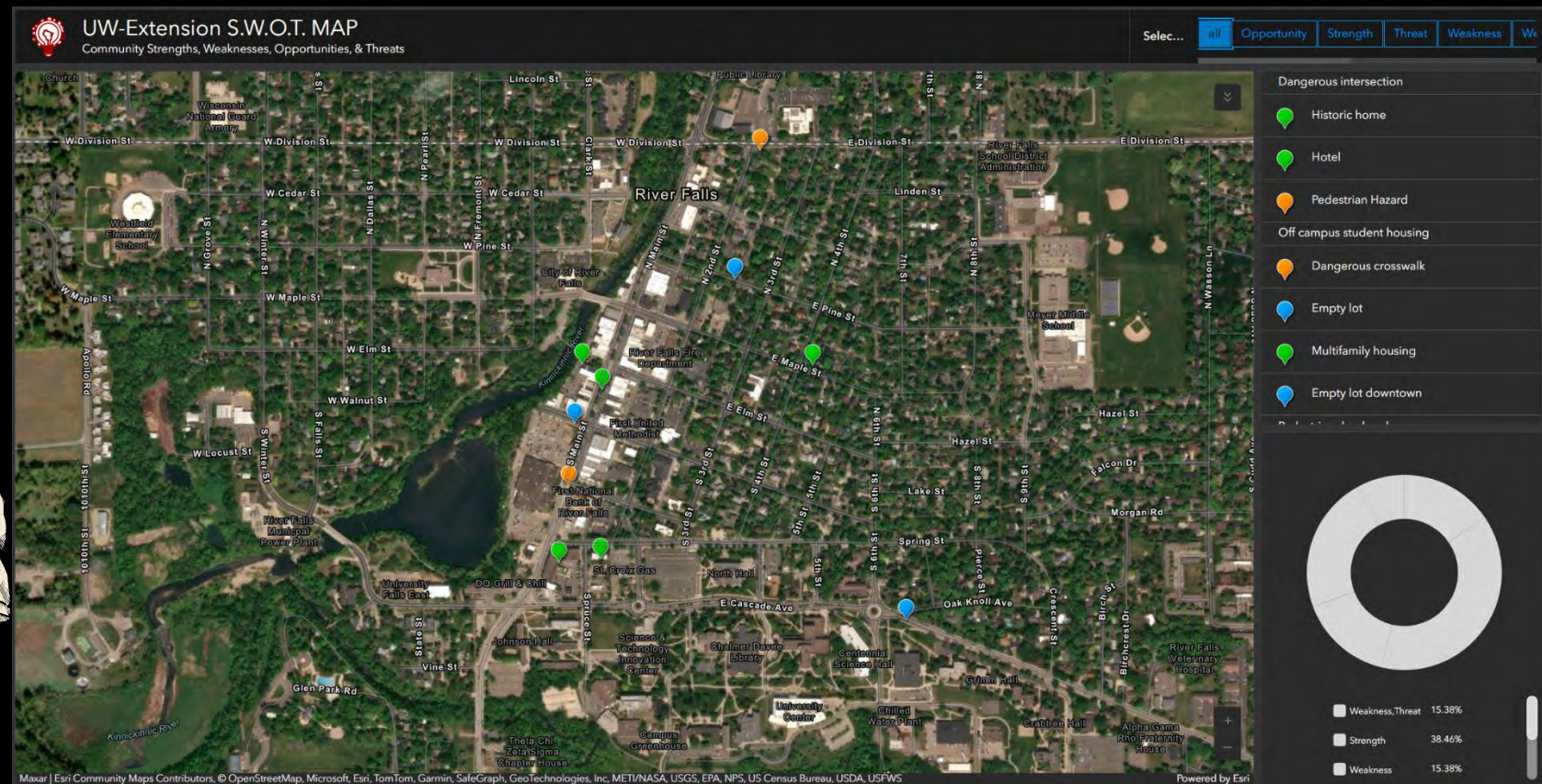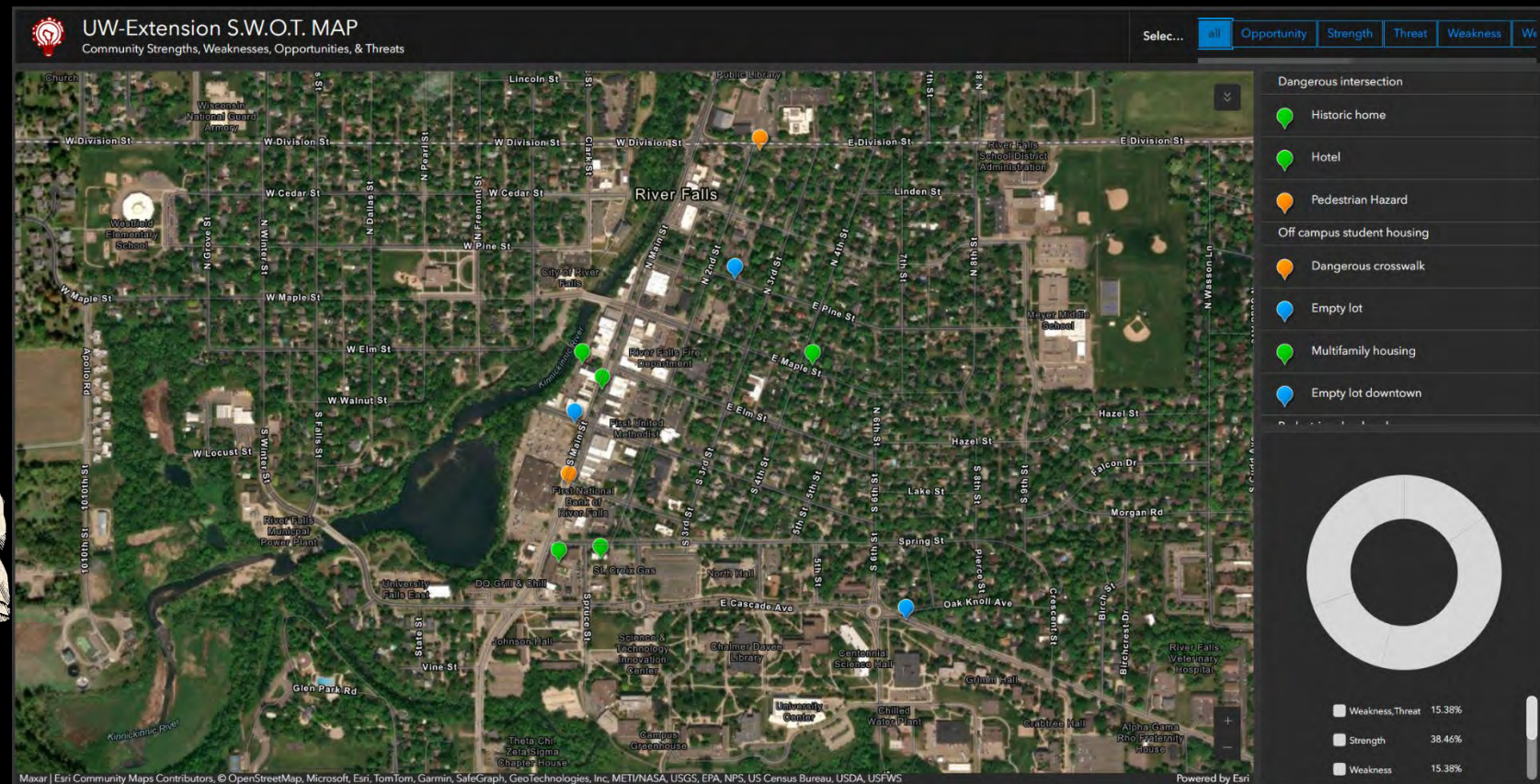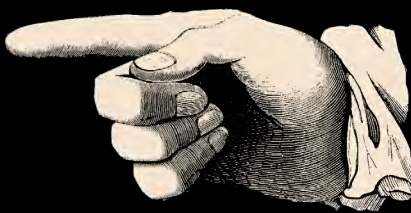
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Output Map

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

Output Map

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

River Falls, WI

The University of Wisconsin-Madison, Division of Extension

Change Default Location

latitude   longitude

44.51596490230734, -88.0143135263972

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:
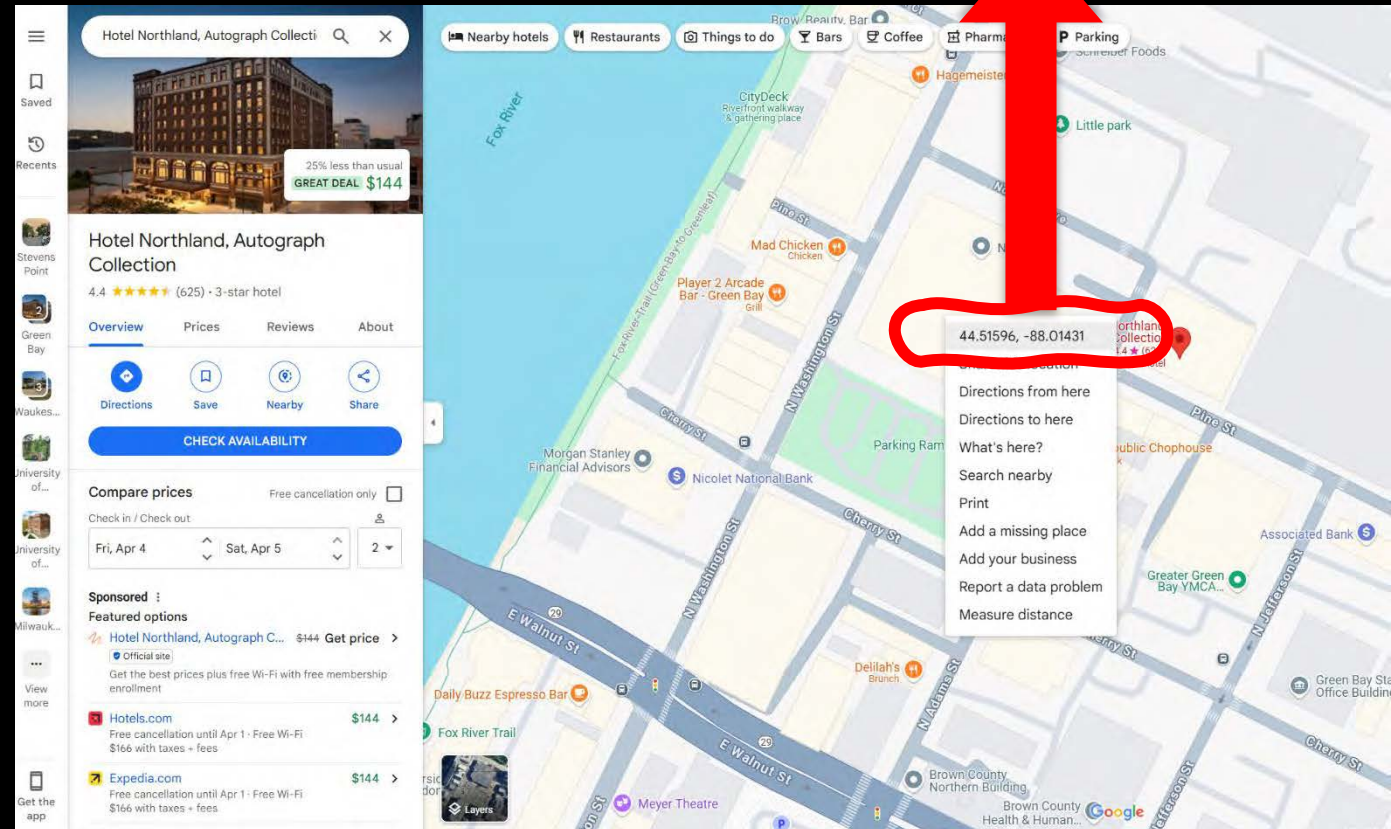
#zoomto=<longitude>,<latitude>

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
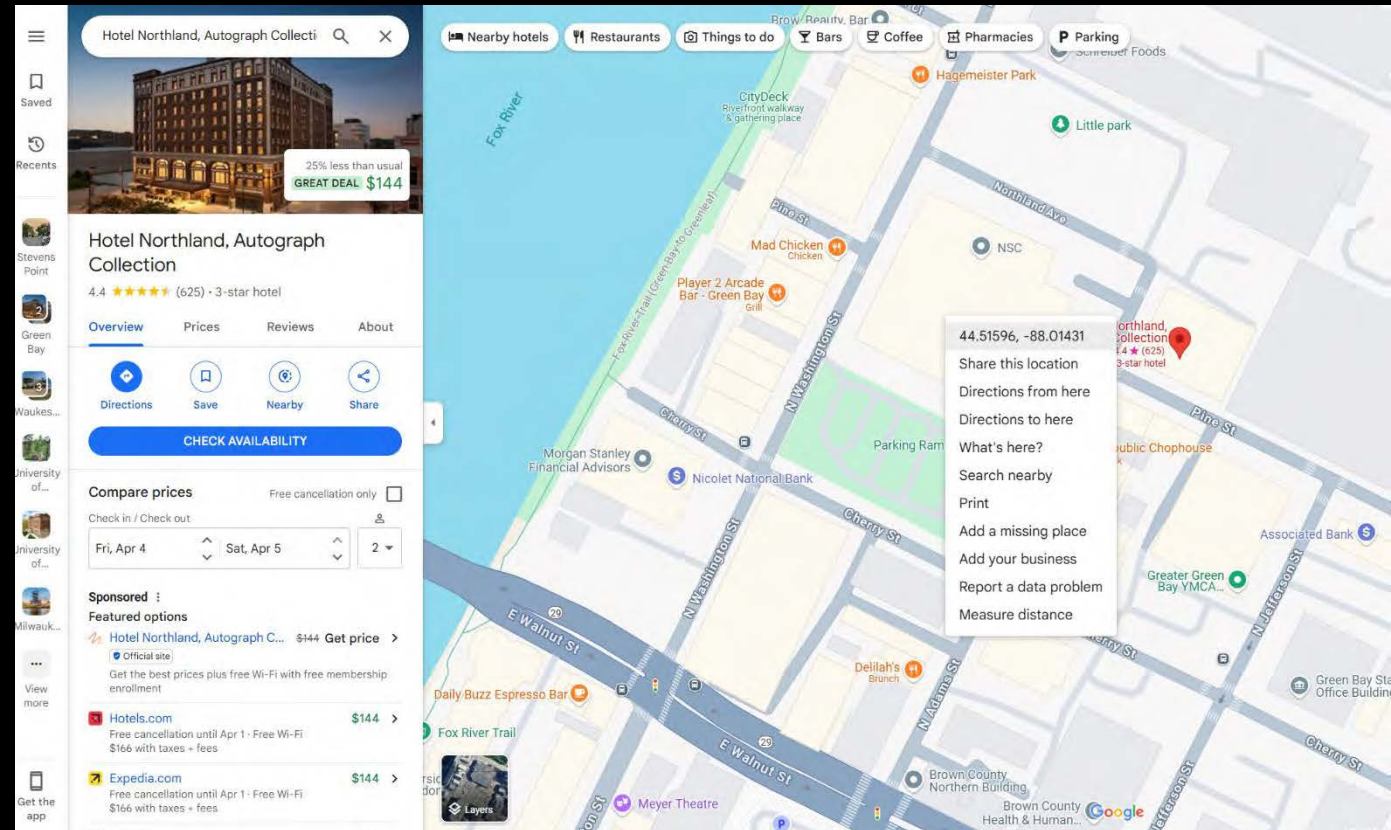
✳ **Fun Fact:** For whatever reason, ESRI uses longitude, latitude format instead of the standard latitude, longitude format.

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Output Map

Google Maps: 44.51596490230734,-88.01431355263972

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

Green Bay, WI
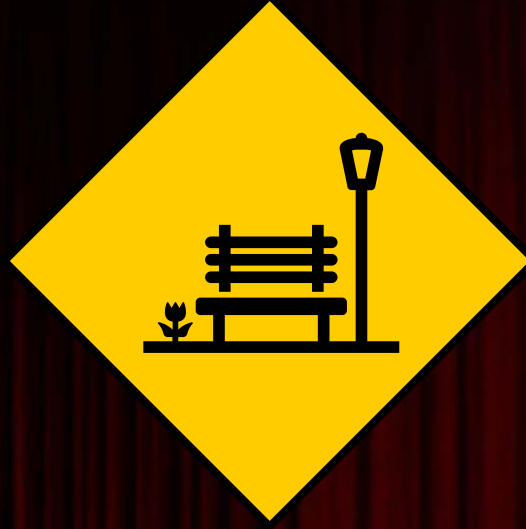
Placemaking Assessment Mapping

Discovering our best places.

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

Effective & Functional Physical Configuration

User-Friendly & Efficient Circulation

Natural & Cultural Environment

Identity & Sense of Place

Attributes to Instinctively Draw Us to Place

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Principles of Placemaking

1. 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

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Input Survey

- Turn phone location on.

- Take a picture of QR code.

- Have fun!

https://survey123.arcgis.com/share/81df4fdb58b04b199816fb0d1cbe1a62

UW-Extension: Community Placemaking Assessment

Locate examples of community placemaking. Upload a photo of the place, give it a title, identify the principle, rate it, then add some notes about it.

Your Name*

Photo of Place*

Upload a photo of a place in your community that illustrates one of the 19 principles of placemaking.

Drop image here or select image

Title of Place*

Give a title of your place (i.e. city park, grocery store, main street, etc.).

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Input Survey

https://survey123.arcgis.com/share/81df4fdb58b04b199816fb0d1cbe1a62

Give a title of your place (i.e. city park, grocery store, main street, etc.).

Location of Place*

Place the marker where you took the photo.

Find address or place

Tip: This question will try to use your location. Press to continue.

Earthstar Geographics | Esri, FAO, NOAA, USGS

Powered by Esri

The University of Wisconsin-Madison, Division of Extension

Todd W. Johnson
twjohnson6@wisc.edu

Todd J. Barman
todd.barman@wisc.edu