First Impressions: The Next Generation

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University of Wisconsin Extension

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First Impressions
Photo Album
The Good....The
Bad....and the Ugly
Why First Impressions?
Why First Impressions?
Are we what we say we are?
Factors to Consider For An Exchange
First Impressions

of

Fennimore, WI

by Bellevue, IA
Visit conducted 4/15/91

A program for community improvement

Developed by:
Andy Lewis
Grant County UW-Extension Resource Agent
James L. Schneider
Exec. Dir., Grant County Economic Development Corp.

Revised: 1/22/91
Did the Program Meet Your Expectation (1992, n=36)?

"Based on your expectations for the program, how would you evaluate the 'First Impressions' program on a (low) 1-10 (high) scale?"

(1992, n=36)
Q4. If you participated in the first Impressions Program, how would you evaluate its effectiveness in the following areas? Please rate on a 0-10 scale with 10 signifying that the program was very effective and 0 signifying that the program was a failure.

- Physical Appearance: 8
- Infrastructure: 7.7
- Preparedness: 7.8
- Learned from Other Community: 8.8
- Improved Attitudes: 7
West Virginia Extension Program Evaluation
(n=34, 2000)

• 100% felt that the manual was an objective tool for doing a community assessment

• 100% found the manual to be a well-developed community assessment tool

• 100% would recommend the program to friends/coworkers to become involved.

• 100% felt it was an effective tool for identifying community development projects

• 100% felt that the program provided the community with viable recommendations
Revised Users Guide.....

See: http://www.uwex.edu/li/andy/descrip.html
Before you hit the road....
- Assemble the team
- Orient the team
- Set a date
Requesting Information
Let’s take a walk through the Users Guide
Approaching the Community
The Five Minute Impression
Sign Maintenance
Community Entrances
Road Maintenance
Other Modes of Travel
Trains, Planes and Automobiles

Look to the Skies ...
Points to consider
Downtown Business Area
Main Street
Main Street
Main Street
Nonprofit “Magnets”
Main Street Amenities
Pay Phones
Pay Phones….With Book!
Other Retail Areas
Big Box Retailers
Customer Service

- No Shoes....No Shirt.....NO SERVICE
- No Rollerblades
- No Bicycles
- Under 18 No Tobacco
- We Card

We will gladly give you change for your purchase....Sorry, NO EXTRA CHANGE for phone, parking, panhandlers, etc.
Customer Service
Customer Service and the “Little Guy”
Customer Service

New Hours for 2002

Mon-Fri 8-8
Saturday 8-5
Sunday 11-5
Customer Service

The Shoe Box

Hours
Monday - Friday
8:00 am - 8:00 pm
Saturday
8:00 am - 5:00 pm
Sunday
11:00 am - 5:00 pm

Your Complete Family Shoe Store

Food, Drink, Pets Allowed!
Servicing What You Sell?
Industrial Parks
Industrial Parks?
Vacant Land

VACANT LAND AVAILABLE COMMERCIAL ZONED

Call Bruce C. Hayhoe, Jr

715-723-7828
Industrial Real Estate
Health Care Facilities
Good Bye Earl?
Housing
Schools
Schools
Schools
Faith Based Institutions
People/residents
Public Infrastructure
Public Infrastructure
Need shot that captures good or bad land use planning
City/Village/Town Hall
Public Parking
Public Parking
Street Signs

24 3/8 ST / TEN MILE CREEK RD
Libraries
Libraries
Public Safety
Public Recreation
Asking for Trouble?
Public Recreation – Alternative Solutions
Public Recreation

Middleton Hills
Neighborhood Park - South
City of Middleton
Seniors
Youth
Landscaping, Lighting, etc.
Landscaping, Lighting, etc.
Community Themes
Cheese Country

**SINCE 1931 - BAUMGARTNER CHEESE STORE**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick</td>
<td>2.00</td>
</tr>
<tr>
<td>Swiss</td>
<td>2.00</td>
</tr>
<tr>
<td>Cheddar</td>
<td>2.00</td>
</tr>
<tr>
<td>Limburger</td>
<td>2.50</td>
</tr>
<tr>
<td>Salami</td>
<td>2.75</td>
</tr>
<tr>
<td>Braunschweiger</td>
<td>2.75</td>
</tr>
<tr>
<td>Hard Salami</td>
<td>2.75</td>
</tr>
<tr>
<td>Combination</td>
<td>3.75</td>
</tr>
<tr>
<td>Sm. Cheese Plate</td>
<td>5.95</td>
</tr>
<tr>
<td>Lg. Cheese Plate</td>
<td>9.95</td>
</tr>
<tr>
<td>Old Fashioned Soup</td>
<td>1.95</td>
</tr>
<tr>
<td>2nd Best Chili</td>
<td>2.50</td>
</tr>
<tr>
<td>Add Cheese</td>
<td>.50</td>
</tr>
<tr>
<td>Shaved Turkey</td>
<td>3.95</td>
</tr>
<tr>
<td>Smoked Ham</td>
<td>3.95</td>
</tr>
<tr>
<td>Fasstrami</td>
<td>3.95</td>
</tr>
<tr>
<td>Corned Beef</td>
<td>3.95</td>
</tr>
<tr>
<td>Roast Beef</td>
<td>3.95</td>
</tr>
<tr>
<td>Italian Beef</td>
<td>4.95</td>
</tr>
<tr>
<td>All Beef Hot Dog</td>
<td>2.75</td>
</tr>
<tr>
<td>Chili Dog</td>
<td>3.25</td>
</tr>
<tr>
<td>Sloppy Chili Dog</td>
<td>3.50</td>
</tr>
<tr>
<td>Smoked Brat</td>
<td>3.00</td>
</tr>
<tr>
<td>Western Beef BBQ</td>
<td>3.50</td>
</tr>
</tbody>
</table>

**After 15 PM - Serving Only Cheese Sandwiches & Chili**

CHECKOUT OUR CHEESECAKE & PIZZA...
Information Centers
Kiosks
Could You Find the Center?
Quality of Information
Overnight Accommodations
Any indication of major festivals/events?
What were they thinking?
Any Outstanding Natural Features?
Any Outstanding Natural Features?
Man-Made Attractions
The Unusual
Historical Sites
Just a Warning for the Kids In the Car

CAUTION MUSEUMS AHEAD
Historical Sites
Historical Sites
Wrapping up…using your senses
Taste?
Taste/Smell
Smell
Sounds
Sounds
5 most positive things you observed?
5 Biggest Obstacles/Challenges Facing This Community?
What Will You Remember the Most?
What's the ONE idea that you will borrow for use in your own business/community?
For More Information:
The Center For Community Economic Development
610 Langdon Street
Madison, Wisconsin 53703

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