



First Impressions Tour

A First Impressions Tour is an assessment tool that can provide a community with an unbiased view of its strengths and weaknesses. The information gathered can be used to provide general direction for future community development efforts by identifying broad categories of community assets and/or areas for growth. This First Impressions Tour will focus on the city's online presence and its physical, social and economic infrastructure.

Please fill out your information below:

- Name: _____
- Gender: _____
- Age: _____
- Contact Information: _____
- Community you are from: _____
- Community you will visit: _____
- Date of your visit: _____
- Time spent in the community (hours): _____
- Weather conditions on the date of your visit: _____



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First Impression

Enter the community and take a drive through town without stopping. What was your first impression? Find a place to safely pull over to the side of the road and write down what you felt about the community. Record your comments here:



Physical Infrastructure

General Infrastructure

Rate the following availability and appearance of different types of signage:

	Yes	No
Airport		
Access to Major Roadway		
Access to Waterway		
Rail		

How do these amenities effect the community?

Signage

Rate the following availability and appearance of different types of signage:

	Very good	Average	Needs Improvement	N/A
Welcome Signs				
Directional Signs				
Business Signs				
Consistency of Branded Signage				

Comments:



Highways/City Streets/Sidewalks

Rate the following concerning highways, city streets, and sidewalks:

	Very good	Average	Needs Improvement	N/A
City Streets				
Bike Lanes on Streets				
Street Signage				
Street Lighting				
Street Crossings				
Traffic Controls				
Traffic				
Sidewalks				

Comments:

Rate and comment on the availability and the quality of the following amenities:

	Very good	Average	Needs Improvement	N/A
Benches				
Shaded Areas				
Drinking Fountains				
Public Art				
Landscaping/Streetscaping				
Public Restrooms				
Public Trash Containers				

Comments:



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If bike and pedestrian facilities exist, are people using them? If so, comment on the level of use.

Comment on your sense of security/safety as a pedestrian or bicyclist in the community.

Are community facilities and infrastructure accessible for people with disabilities, the elderly, pushing strollers, etc.?

Did you experience traffic congestion anywhere? If yes, where?



Social Infrastructure

Health Care Facilities and Emergency Services

Rate and comment on the visibility and availability of the following healthcare facilities:

	Very good	Average	Needs Improvement	N/A
Hospital				
Physicians				
Dentists				
Optometrists				
Clinics				
Urgent Care				
Long-Term Care/Assisted Living				
Other (chiropractic, mental health, yoga, massage, etc.)				
Veterinary				
Public Fitness Centers				
Private Fitness Centers				

Comments:



Rate and comment on the visibility and availability of emergency services:

	Very good	Average	Needs Improvement	N/A
Police				
Fire				
Ambulance				

Comments:

Are there any city wide health and wellness programs available at the city level, through the school system, or through a civic organization?

School System and Colleges/Universities

Rate the visibility, availability, and quality of schools for a community of this size:

	Very good	Average	Needs Improvement	N/A
Pre-Schools/Headstart				
Primary/Elementary/Middle Schools				
High Schools				
Colleges/Universities				

Comments:



How do local residents feel about schools?

Are there colleges/universities near this community? Which ones and how far away are they?

Parks, Recreation, Art and Culture

Rate and comment on the availability, appearance, and suitability of each of the following:

	Very good	Average	Needs Improvement	N/A
Parks				
Bike or Walking Paths				
Senior Citizen Center				
Community Center				
Water Park				
Public Library				
Performing Arts Center/Theatre				
Public Recreation Facilities				
Private Recreation Facilities				

Comments:



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What do citizens (families, young people, and senior citizens) in this community appear to do for recreation/fun?

Does the community have historic buildings or places? Are they well maintained?

Does the community hold annual events or cultural festivals?

Are there any public art displays within the city?

Comment on the visibility and availability of civic organizations and clubs for a community of this size.



Housing

Rate and comment on the residential housing mix in the community:

	Very good	Average	Needs Improvement	N/A
Apartments				
Townhouses/Duplexes				
Rental Properties (single-family)				
Single-Family				
Multi-Family				
Low Income				
New Builds				
Assisted Living/Group Homes				
Vacant Lots for New Homes				

Comments:

Comment on the overall quality, affordability, and availability of housing.



Economic Infrastructure

Local Small Businesses

Rate and comment on the mix of the following small businesses:

	Very good	Average	Needs Improvement	N/A
Specialty Shops/Boutiques				
Strip Malls				
Big Box Stores				
Pharmacies				
Thrift Shops				
Convenience Stores/Gas Stations				
Grocery Stores				
Fast Food				
Restaurants				

Comments:

What retail goods do local residents appear to need to travel outside of the community to find?

What stores or services that you would expect to find were missing?



Comment on the overall condition of the retail sector.

Industry

Is there a well-maintained industrial park or improved land where industries could locate or expand?

Comment on the appearance of industrial facilities.

Does there appear to be a primary industry in the community (agriculture, tourism, mining, advanced manufacturing, food processing, etc.)?



Downtown Development

Rate and comment on the following:

	Very good	Average	Needs Improvement	N/A
Buildings				
Displays				
Signage				
Landscaping/Streetscaping				
Sidewalks/Walkability				
Parking				
Lighting				

Comments:

Comment on the variety of shopping/business options.

If you entered a store, comment on the customer service you received during your visit.

Comment on the accessibility of downtown merchants during evening and weekend hours.



Tourism

Does the community have an identifiable slogan or brand?

Does the community appear to have a strong tourism sector? Why or why not?

What have you seen that could be developed into a tourist attraction (natural or man-made)?

Comment on the quality and appearance of existing tourist attractions.

Comment on the availability and selection of overnight accommodations (hotels, motels, B&Bs).

Comment on the availability and adequacy of facilities to accommodate a conference, wedding, or large number of visitors.



Online Tour

Rate the following community websites, community social media presence, and tourism/business information:

	Very good	Average	Needs Improvement	N/A
City				
Chamber of Commerce				
Economic Development				
Parks and Recreation				
Community Center				
Police Department				
Fire Department				
School District				
University/Community College				
Facebook				
Twitter				
Instagram				
YouTube				
Google Business Listings				
Availability of tourism information on Trip Advisory, Yelp!, Arkansas.com, or other sites				

Comments:



What information is available on Arkansas Site Selection Center for this community?

How easy is it to find accessible, useful online information related to the following areas?

	Very good	Average	Needs Improvement	N/A
Commercial Availability				
Residential Availability				
Health Care				
Churches/Civic Groups				
Newspapers				

Comments:



Reflection

What local restaurant, specialty shop, or attraction would bring you back to this community in the future?

Would you consider locating a retail, professional, or nonprofit business here? Why or why not?

Would you consider living here? Why or why not?

List three positive things you observed about this community.

- 1.
- 2.
- 3.

What are three potential opportunities available to this community?

- 1.
- 2.
- 3.

What are the three biggest obstacles or challenges facing this community?

- 1.
- 2.
- 3.



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What will you remember most about this community six months from now (negative or positive)?

What have you learned that has changed your impression of your own community?

Has this experience given you any new ideas about what is needed in your own community?

Describe one idea that you will borrow for use in your own community and describe how you will implement it.

Other comments:

Remember to consider taking photos throughout your experience!