

Contact Us

: K D W L V W K H) L U V W
, P S U H V V L R Q V
3 U R J U D P "

Ever wonder what impressions a visitor has when they first visit your community? We all know what is special about where we live, but do shoppers, tourists, or business travelers share our feelings?

The First Impressions program provides an opportunity for you to discover a first

visit from another community, your community and reports their impression based on a number of criteria. Included are cleanliness, access to and availability of services, and safety. The program is defined as:

The purpose of the program is to help community leaders assess the impact of their efforts to be an attractive community to shoppers, tourists, business travelers and potential employers.

Currently there are three surveys: general community survey, a downtown survey and a corridor (byways) survey.

, I N R X U F R R P R X O C H Q V O E W M H O G H V S O R U L O
S R V V L E D D L L W W , P S J U H R V D Z L R V Q K 2 K
6 W D W H 8 (Q W Y H O U S V L R V D V H F R V Q H W D D P F
F R R U G U R D W R U W K H U L Q I R U F
O \ W O R V V F R B / H D G H U
2 6 8 ([W H Q V L R Q & R I P P I Q Q S W H Q W
(P D L O P R V V # R V X H G X
K W W S V W L P S U H V V L R Q V R

7 H D B H P E H U V
0 \ U D R V B U R I H V V F W H Q V G R E D W R U
P R V V # R V X H G X
& L Q G R Q G * X H U Q V H \ & R X Q W \
E R Q G # R V X H G X
* Z \ Q Q 6 W H Z D U W 1 R E O H & R X Q W \
V W H Z D U W # R V X H G X

2 W K F R P P X S I O V Q Q L W J H V
K W W S V X V W D L Q D E O H G H Y H O R S
<http://sustentrep.osu.edu>

 **THE OHIO STATE UNIVERSITY**
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

6 S H F L D O D U U D Q J H P H Q W V I R U W K H G L V D E O H G H Y H O R S
Y D Q F H , I \ R X U H T X L U H D V V L V W D Q F H S O H D V H F D O O 7
2 K L R R O \ O W



Ohio State University Extension

) , 5 6 7
, 0 3 5 (6 6 , 2 1



Promoting Community Self Awareness

ü l s N x _ s x 6 ü l ð / ä É x ¶ È Æ Z s Æ x s E _ t ²
X _ t ` ð s ° s X Æ Z ð ü ð Q x X ä P X
r n s X ä P ä X É s ä P O X _ s ä ä Æ l ð s È s °
µ È X Æ x X ü _ t ð ä x X ä r P O X x ¶ Æ O

HOW CAN THE FIRST IMPRESSIONS PROGRAM Be USED?

The First Impressions Program is used to gather insight to assist on-going community planning and goal setting efforts. It can also be used to initiate the planning process. Information gained through the First Impressions process will help to:

- ◆ Evaluate the success of your development initiatives
- ◆ Identify how to strengthen community services
- ◆ Create an enhanced image to the outside world
- ◆ Focus your development efforts



HOW DOES THE FIRST IMPRESSIONS PROGRAM WORK?

Extension community development professionals help match your community with one of similar character.

Visitation Teams are formed and trained in each community. They visit each other anonymously and record their first impressions of the community on survey forms developed by Extension.

Each community then shares these reports and the results of their visit with the other community. The results can then be used by local leadership to improve the image they present to the outside world.



STEPS IN THE FIRST IMPRESSIONS PROCESS

Extension's First Impressions Program has five steps:

- 1. Identify a sponsoring group for the program***
- 2. Community is paired with another similar community***
- 3. Visitation teams are created and trained***
- 4. Visits are conducted***
- 5. Results are shared***

