

DOWNTOWN ASSESSMENT VISIT

Day One

Tours of the
downtown
and community

Visit local
businesses

Interviews with
downtown leaders

Day Two

Interviews with
residents and
groups

Day Three

Public presentation
and media conference

Cost: \$2,500
Length of Visit: 2½ Days

POTENTIAL AREAS OF ASSESSMENT

BUSINESS MIX &
DEVELOPMENT

PHYSICAL
APPEARANCE

ORGANIZATIONAL
CAPACITY

DOWNTOWN
PROMOTION

VOLUNTEER
DEVELOPMENT

DOWNTOWN IMAGE

Each downtown is unique in its strengths, challenges and opportunities. The Iowa Economic Development Authority's **Iowa Downtown Resource Center** offers the **Downtown Assessment Visit** to assist communities in their efforts to revitalize.

The Iowa Downtown Resource Center's staff of experienced professionals will perform an intense, on-site study of your downtown, including a public presentation and written report that will assist you in your future planning efforts.

The two-person assessment team will provide recommendations that are focused, specific to the community's downtown and realistically implemented within two years.

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For More Information:

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