The First impressions program provides a community with an objective assessment of its downtown’s true first impression on newcomers or visitors. The knowledge gained from the assessment can be used as a catalyst for positive and effective community involvement, action, and change—leading to improvement in the fresh appearance, offering of services, and infrastructure of a community.

Program Structure
Volunteer teams from two “partnered” communities are trained to conduct a one-day assessment of each other’s downtown areas, followed by an RDI facilitated evening of findings and action-planning with community leaders, businesses, and community members. RDI works with the local project teams to provide coaching through three months of community-led Priority Project Implementation. First Impressions can be customized to a community’s needs and budget.

Is Your Community Ready for First Impressions?
If your community would like to host a First Impressions Program, you will need to pull together a local project team with a solid commitment to downtown revitalization to support economic vitality.

Teams look different in each community. We recommend a mix of city or county leaders, Chamber, tourism, economic development, business leaders, or downtown champions.

The Team Works with RDI Staff to:

→ Prepare for the assessment visit
→ Recruit 4–5 volunteers to conduct an on-site assessment in a “partner” community
→ Assist with the community Action Planning meeting
→ Work with local leaders and community members to implement 1–3 priority projects that result from the action planning session

Interested? Contact Us!
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Fast Facts
Hundreds of communities across the U.S. and Canada have found value in a program like First Impressions.

First Impressions is a fun program that is a great way to get the community working together for a short-term project, lasting 5–6 months, with long-lasting benefits.

Learn More
For more information about First Impressions, visit our website at www.rdiinc.org