



# HERITAGE OHIO

Vital Places. Vibrant Communities.

## DOWNTOWN ASSESSMENT

### THE DOWNTOWN ASSESSMENT RESOURCE TEAM VISIT

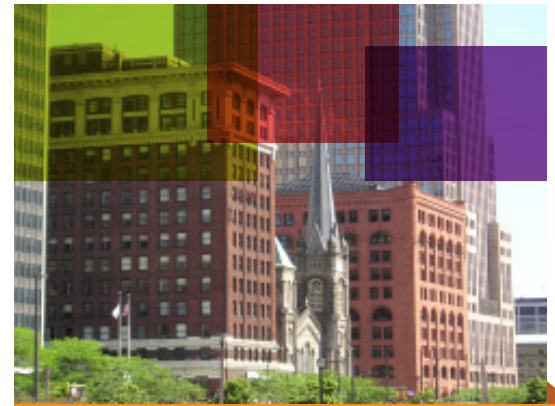
A Downtown Assessment Resource Team, (D.A.R.T). Visit is for any community in Ohio, which would like assistance in developing or enhancing a downtown revitalization program. The community may be in the beginning stages of a downtown revitalization program or it may have a program that has been in existence for some time. For the beginning program, it is designed to set priorities and provide the consensus necessary for taking significant steps to provide solid business management to the downtown. It will also serve to introduce the community to the basic building blocks of a comprehensive long-term program: operations, marketing, design, and business enhancement.

For the community, which already has an existing downtown revitalization program up and running, the assessment visit will serve to bring in experienced people from around the state to assess the programs' strengths and weaknesses or to focus specifically on designing solutions for problems or projects within the downtown.

The type of assistance needed is determined during the preliminary stages of planning the assessment. Interested communities are sent a "Community Assessment Checklist," which asks some basic questions in the areas of Operations, Marketing, Design and Business Climate. Once completed and returned, Heritage Ohio is able to assemble a Downtown Assessment Resource Team composed of members whose expertise closely matches the needs of the responding community. The checklist is used as a starting point from which data is assembled and presentations designed to most accurately address the needs of the revitalization program.

The D.A.R.T. Visit will involve setting a full day aside for consideration of all factors relevant to the condition of the community's downtown. D.A.R.T. members will arrive the evening before to tour the community and its district, meet with the local contact person, and review the agenda for the training session.

The D.A.R.T. team will consist of Heritage Ohio staff and may include an Ohio Main Street Manager as well as various Ohio consultants and experts depending on the communities needs. Heritage Ohio will make a presentation and act as facilitators. During the D.A.R.T Visit, the local contact person or another volunteer is responsible for recording the results of group discussion, addressing any last minute changes or revisions, and maintaining any necessary follow-up contact with Heritage Ohio.



### EXPECTATIONS

- » In order for a DART visit to be successful, district stakeholders must be engaged. The greater the community participation, the more value the community will realize from the process.
- » The community hosting is asked to cover the costs of the team's visit, including overnight accommodations.
- » The fee for a DART visit is \$2500

### BENEFITS

- » The team will consist of downtown revitalization experts from around the state who will tour the downtown and meet with community stakeholders to answer questions.
- » Downtown issues will be identified and addressed throughout the course of the visit.
- » Community members will gain a greater understanding of the basic tenets of downtown revitalization.
- » A plan will be created and delivered to the community with specific recommendations to address all the concerns and lay out a clear path for downtown revitalization success.

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