

First Impressions

JOHN C. STENNIS INSTITUTE



SEE YOUR COMMUNITY *Through a New Lens*

First Impressions lets you see your community through the eyes of a first time visitor. A team from similar communities conducts an unannounced visit, providing an objective perspective and practical observations.

Together, we focus on the areas that matter most to your community and identify opportunities to strengthen your visitor experience and support future success.



CUSTOMIZED FOCUS AREAS



Downtown and Historic District



Gateways and Entrances



Community Appearance



Wayfinding and Signage



Parks and Public Spaces



Visitor Experience



Business District



Housing and Neighborhoods



Community Assets



Infrastructure and Accessibility

Communities may choose one or multiple focus areas depending on the selected program option. Additional assessments are available.



WHAT YOU RECEIVE



Team observations and general impressions



Summary debrief with local action team



PDF of the community presentation



Project mapping summary with next steps



Digital photo library from the visit

Deliverables may vary based on selected program option.

WHY IT MATTERS



Provides an outside perspective



Provides a starting point for future success



Strengthens local collaboration



Creates actionable next steps for your community



A FRESH PERSPECTIVE. STRONGER COMMUNITIES. LASTING IMPACT.



HOW THE PROCESS WORKS



PROGRAM OPTIONS



Options allow flexibility based on community needs and capacity.

WHAT WE ASK FROM COMMUNITIES



* Depending on program option selected



Interested in Bringing
FIRST IMPRESSIONS
to Your Community?

JOHN C. STENNIS INSTITUTE

Mississippi State University

sig.msstate.edu/first-impressions

lauren@sig.msstate.edu

662 325 0215

Costs for participation vary based on program option.



First IMPRESSIONS

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COMMUNITY APPLICATION

Help us get to know your community.

1. COMMUNITY INFORMATION

Community Name _____ County _____

Population _____ Community Website _____

Mailing Address _____

City _____ State _____ ZIP Code _____

2. PRIMARY CONTACT

Name _____ Title / Organization _____

Email _____ Phone _____

3. TELL US ABOUT YOUR COMMUNITY

Why do you think your community would benefit from participating in First Impressions?

Which community strengths should visitors experience?

Where would an outside perspective be most helpful?

A FRESH PERSPECTIVE. STRONGER COMMUNITIES. LASTING IMPACT.