

# DOWNTOWN TEAM SERIES #2

## A Closer Look at Your Downtown Team: Downtown Team Member Self-Inventory

What we do?		What we have?	Commitments	
Why?	How?	Contribution?	Short Term	Long Term
Mission	Workshops Publications Demonstrations Media efforts	Time Money Equipment Facilities Knowledge Connections	<p>Actions that inform others</p> <p>Marketing: leading a promotional or educational campaign</p> <p>Hosting/contributing to public forum to uncover diverse ideas</p> <p>Workshop to develop skill that relates to the effort</p> <p>Increasing awareness among community on issues related to the effort</p> <p>Other tangible ways to amplify the effort</p>	<p>An informed population taking action</p> <p>Actions that create change in: behavior, practices, policies, and procedures</p>
<b>Who we reach?</b>				
Residents Customers Participants Members Businesses Visitors				