



## INSTRUCTIONS TO READINESS ASSESSMENT TEAM FOR SITE VISITS

1. The NMMS Organization Specialist can share the original application once again if needed. Please take some time to review it.
2. Prepare 4-5 questions in your respective content area that you want to explore while on site.
3. There is a draft agenda attached. Locals are preparing the final list of participants.
4. We'll have to split up the work/assignments for the on-site visit. The NMMS Co-Directors "float" to whichever focus groups they wish to attend, but we'll need everyone to take turns facilitating/leading focus groups.
5. Suggestions for leading the focus groups:
  - a) Introduce yourself. Give a brief description of MainStreet, the application process, and the Readiness Assessment. Provide a BRIEF overview of the 'applicant' and why we/they are convening the focus groups (what we hope to explore, discuss, discover).
  - b) Go around the room and ask others to introduce themselves, who they represent, their connection to the applicant or the district revitalization effort.
  - c) Ask for clarifying questions... "Does everyone understand what we're trying to accomplish today, and in this focus group?"
  - d) Proceed to focus group discussion. Initiate the conversation by asking some key questions around topics that are relevant to the group. Some examples for starter questions might be:
    - Design: What do you know about the current/existing revitalization or redevelopment plans? What are the most important elements you want to see as part of a revitalization or redevelopment effort? How does the community 'perceive' the physical assets in the community? How does the community feel about preserving historical/cultural assets?
    - Economic Vitality: What are the most important 'inputs' to economic vitality in this community? What is missing from the "mix" of businesses in the community? What would you like to see by way of business development in the district? What role does/should the local municipal government play in community economic development?
    - Promotions: What is the 'image' of the district, as seen by local community members (business, residents, youth)? As seen by visitors? What are the key promotions events/activities that occur in the district? How are they attended by locals and/or tourists alike? What opportunities exist for tourism in the district? What kind of tourism is desired?
    - Organization: Who are the leaders/partners working to develop/create a healthy, revitalized community? How do they engage/interact with residents, business owners, youth? What resources do they bring (or are willing to bring) to the efforts? Who should "pay" for the revitalization efforts? What other opportunities exist in the district to collaborate or partner (human or financial

resources)? Who are the partners committed to revitalization efforts, and what do they bring?

- General: What "expectations" or desires do stakeholders have of the State in support of revitalization? What are your hopes and dreams for the community? How do stakeholders see, accept or support revitalization efforts?
- e) End the discussion with a "thank you" for their input, and outline next steps: NMMS final review/scoring and/or recommendations by Readiness Team, selection , announcement in November; make sure to mention that if the community is not selected, they can reapply in future rounds.