

# *Putting Your Best Foot Forward*



## **PUTTING YOUR BEST FOOT FORWARD**

In addition to revitalizing and redeveloping your community, it's important to remember to "put your best foot forward" by telling and showing others your organization's efforts and successes.

### **KEEP A PHOTO ALBUM**

A picture is worth a thousand words. Let the images of your community's redevelopment efforts do the talking for you. Hire a professional photographer to take digital pictures of redevelopment projects. It's best to tell the story from beginning to end with pictures before the redevelopment began (e.g., blighted property), during the construction and after the project has been completed.

Include the photos of your best success stories in materials such as:

- media kit
- web site
- annual report
- community presentation

### **TELL YOUR STORY**

No project is completed without a story to tell. Highlight the benefits your redevelopment efforts have brought to the formerly blighted property or structure.

Include *all* of your success stories on a page of your organization's web site, and pick your best two or three stories to highlight in the media kit, annual report and/or community presentations.

### **REPORT THE STATS**

Play the numbers game and back up your stories with statistics and/or data. People want to see the figures that prove the redevelopment efforts are working to better the economy and community. They want to know what your organization's efforts are doing for their job, their family and their community. Monitor changes in the statistics, including:

- job creation numbers
- local tax revenues generated
- housing units created/rehabilitated
- and, so on...

### **RECEIVE RECOGNITION**

Nothing's better than receiving an award and/or recognition for a job well done. More than a plaque to hang on the office wall or a trophy to place on the bookshelf, an award brings your organization respect among its peers and community members.

There are a number of associations and organizations who offer recognition to those in the redevelopment sector. Below are just a few to consider.

### **Roy F. Kenzie Awards**

Florida Redevelopment Association (FRA)

The *Roy F. Kenzie Awards Program* honors the best projects and programs in Florida redevelopment in 11 different categories, including: outstanding rehabilitation, renovation or reuse project; cultural enhancement; outstanding affordable housing project; and more.

For more information, visit [www.redevelopment.net](http://www.redevelopment.net).

### **Project Awards Program**

Florida Chapter, American Planning Association (FAPA)

*Awards of Excellence and Merit* are given annually by the Florida Chapter of the American Planning Association in order to recognize those who have accomplished outstanding planning projects.

For more information, visit [www.floridaplanning.org](http://www.floridaplanning.org).

### **Awards for Excellence**

Urban Land Institute (ULI)

The Urban Land Institute's *Awards for Excellence* are designed to recognize those development projects that have illustrated excellence in land use practices. Emphasis is placed on projects modeling the benefits of superior planning, design and development.

For more information, visit [www.uli.org](http://www.uli.org).

### **Charter Awards**

Charter of the New Urbanism (CNU)

*Charter Awards* are presented to "accomplished urbanists" who have achieved great success in relation to the three scales of the Charter of the New Urbanism, placing importance upon regional planning for open space, appropriate architecture and planning, and the balanced development of jobs and housing.

For more information, visit [www.cnu.org](http://www.cnu.org).

## **CAPE CORAL MODEL**

In addition to hiring a professional photographer to capture images of the community of the redevelopment area, the Cape Coral CRA is tapping into the market of new technologies. With plans to launch a new web site, the organization has hired the Schneider Corporation, a 3D multimedia servicing company, to create digital renderings of their redevelopment projects. The ultimate goal is to create a 3D virtual tour of the CRA for the web site. Worth more than a thousand words, the 3D tour of Downtown Cape Coral will allow the local residents and business owners of Cape Coral to get a sense of what their community will soon become.



**Coronado Terrace**, a mixed-use project set to contain 28,000 square feet of office and retail space, as well as 80 condominium units.

For more information about the Schneider Corporation, visit [www.media.schneidercorp.com](http://www.media.schneidercorp.com).