



# ABC FINAL REPORT SUBMISSION GUIDELINES

February 2017



## FINAL REPORT

As an ABC Finalist, you are required to submit a final report on March 29, 2017. Judges will evaluate your final report in order to select the Grand Prize Winners of America's Best Communities. The judges will use the following criteria:

- *Achievement of short-term tactics:* Successful completion of the projects and programs in the Community Revitalization Plan implemented during the previous 11 months
- *Community engagement:* Ongoing engagement of community members and groups in the implementation of Community Revitalization Plan activities
- *Sustainable community revitalization:* Identification of specific and tangible community and regional benefits that have resulted from the projects and programs identified in the Community Revitalization Plan

Factors the judges will consider when evaluating the beneficial impact on the community and the region include, but are not limited to, the following:

- Ability to attract new businesses or increase investment in the community
- Adjustment to and overcoming of national and regional economic trends
- Short- and long-term job creation
- Improvements to small-scale local infrastructure (e.g., Wi-Fi availability, lighting improvements, event venues, signage)
- Improvements to educational/technical training opportunities for the community and the region
- Impact on availability and affordability of housing
- Improvements to the overall legal and regulatory environment to promote sustainable revitalization for both small and large businesses (e.g., zoning, business licenses, land banking)
- Successful leveraging of federal and regional resources
- Creative responses to challenging economic and geographic hurdles
- Successful leveraging of public/private partnerships

This document outlines six (6) steps in submitting the final report and describes the information we need you to provide for each.



## STEP 1: ABOUT YOUR COMMUNITY REVITALIZATION PROJECTS

Please list all Community Revitalization Projects you implemented during the past 11 months as ABC Finalists and provide the requested information for each. The panel of judges will use the information you provide in this section to score your performance in relation to the first criterion: *achievement of short-term tactics*.

**PROJECT NAME** [10 words]

What was your project called?

**CHALLENGE & GOAL/S** [100 words]

Describe the challenge you were trying to overcome and the goal/s of the project.

**TACTICS** [100 words]

Detail the tactics you used and the reasons why you believe these were the most effective in achieving the goal/s of the project.

**KEY METRICS** [150 words]

List key metrics in measuring progress and achieving success in completing the project. Provide statistics whenever possible.

**PROGRESS & IMPACT** [200 words]

Describe the project and its impact in the community. Was the project completed or is it still in progress? Did you accomplish your initial goal/s or did you change course? If you pivoted your approach, please describe. Did you have the right partnerships and/or tap into the right resources? How will you continue to make an impact through this project?

## **STEP 2: ABOUT THE COMMUNITY AND YOUR ABC TEAM**

The community is central to your revitalization plan, and your ABC team is key to achieving success. Share the ongoing collaborative process you have undertaken to engage them by answering the discussion questions below.

The panel of judges is evaluating your performance in relation to the second criterion: *community engagement*.

### **THE COMMUNITY**

Who were the key stakeholders in your community revitalization plan? How did you ensure you engaged diverse elements of your community? [250 words]

Share one story of inspiration: Describe how your community revitalization plan has brought your community together. How did it affect the lives of your community members? Why is it important for you to continue to revitalize your community beyond ABC? [250 words]

Share one story of a challenge: Describe a challenge your community experienced. Whom did you engage to overcome the challenge? Who exactly benefited from the success of your project? [250 words]

Provide a snapshot of the future: What will your community look like in one year? Whom do you need to engage and how will you engage them to achieve this future? [250 words]

### **THE ABC TEAM**

What were the roles on your team? How did these roles work together to sustain revitalization efforts? How did they represent a balanced community representation? [250 words]

What were your tactics for engaging members of your team over the course of the 11-months? [250 words]

How will you continue to engage team members beyond the ABC competition? [250 words]

### STEP 3: ABOUT YOUR IMPACT AND THE ROAD AHEAD

The panel of judges is evaluating your performance in relation to the third criterion: *sustainable community revitalization*.

#### ABOUT YOUR IMPACT

In as much detail as space allows, describe the impact of your projects on the community and the region. Please relate your projects to the economic challenges you identified in the beginning of the ABC competition, and discuss how they helped attain any and/or all of the benefits listed below [500 words].

Please check all benefits that resulted from your efforts in revitalizing your community.

- Ability to attract new businesses or increase investment in the community
- Adjusting to and overcoming national and regional economic trends
- Short- and long-term job creation
- Improvements to small-scale local infrastructure (e.g., Wi-Fi availability, lighting improvements, event venues, signage)
- Improvements to educational/technical training opportunities for the community and the region
- Impact on availability and affordability of housing
- Improvements to the overall legal and regulatory environment to promote sustainable revitalization for both small and large businesses (e.g., zoning, business licenses, land banking)
- Successful leveraging of federal and regional resources
- Creative responses to challenging economic and geographic hurdles
- Successful leveraging of public/private partnerships

#### THE ROAD AHEAD

Reflecting on your experience as an ABC Finalist and as a team implementing the projects within your Community Revitalization Plan, share at least three (3) important learnings and how your team will apply these to future efforts in building relationships with stakeholders and making an impact on your community and the region beyond the ABC competition. [500 words]



## **STEP 4: FINAL METRICS REPORT AND BUDGET**

Provide a final version of the metrics report and budget that shows how you utilized funding throughout the 11-month implementation period. Once you complete your final budget, save the document and upload it below. Download a copy of the budget report template here [LINK].

The budget worksheet should be familiar as it is the same used at the end of the Quarter-Finalist round.

1. Open the "ABC Finalist Metrics Report and Budget" Spreadsheet.
2. Navigate to the green tabs, each of which is part of your budget.
3. Fill in the fields on each of the tabs in order to complete your full budget.

## **STEP 5: VIDEOS**

Share three raw, unedited video clips of at least fifteen (15) seconds in length as part of your final report. As a reminder, these video clips will not be part of the final round of judging. The videos will be used by ABC, Frontier and other sponsors for promotional and storytelling purposes. Please provide links directly to videos or to folders containing video files, which should be hosted on Dropbox, G Drive, Vimeo or YouTube.

## **STEP 6: FINAL COMMUNITY REVITALIZATION PLAN**

The last component that you should provide is an updated and final version of your Community Revitalization Plan that includes a description of the road ahead for your community. Once you've completed it, upload your Community Revitalization Plan below.

Although we are not requiring judges to read the final version of your Community Revitalization Plan, we will share it with them as additional material should they seek more information about your individual projects.

SPONSORED BY



PREPARED BY

CONTEXT PARTNERS<sup>cp</sup>