

BillyParrish Consulting

Cityness Qualities Worksheet

City: _____

Instructions: Rate Your City on a Scale of 1 to 5, 1 being the lowest and 5 the highest, and then note your greatest asset and greatest need or opportunity in each category, and which of the 4 Points assist in creating, enhancing or sustaining each quality.

Quality	Rating	Greatest Asset(s)	Greatest Need(s) or Opportunity!	MS 4 Point (O,P,D,EV)
1. A Vibrant Downtown (or Neighborhood Commercial Area)				
2. A Strong Sense of Place				
3. A Local Food Culture				
4. Arts & Culture				
5. Diversity of Housing Options				
6. Diversity of Business Activity				
7. Visible, High Quality & Well Maintained Public Sector Investment				

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Quality	Rating	Greatest Asset(s)	Greatest Need(s) or Opportunity!	MS 4 Point (O,P,D,EV)
8. Technology Infrastructure				
9. Density and Proximity				
10. Walkability				
11. Improving In Town Educational Opportunities				
12. Clean, Safe and ...Beautiful				

Revelations & Epiphanies:

Q. What are your top 3 strongest Cityness Qualities?

Q. What are your top 3 weakest Cityness Qualities?

Q. Which of your top 3 weakest Cityness Qualities can you have the greatest impact on in the next 12 months? Which of the 4 Points will you employ to achieve this goal?