



Brookings



Aberdeen

First Impressions Program

How do we measure up?

Considerations



**Downtown and other
Commercial Areas**



**Recreation and
Tourism**



Public Infrastructure



Project Timeline



Research and Planning

Learn about program. Decide on sister community and begin outreach with counterparts.



Plan Development

Orientation call between Brookings and Aberdeen. Present to city leadership, identify volunteers.



Volunteer Development

Orientation call with volunteers from each community.



Community Visits

Volunteers visit community and complete assessment and return information to SDSU Extension.



Final Presentation and Report

Information presented to Brookings.

Fall 2024

Jan 2025

Spring 2025

Summer 2025

Fall 2025



Partners



SOUTH DAKOTA STATE
UNIVERSITY EXTENSION





Questions?