



DO YOU KNOW YOUR TOWN?
7 QUESTIONS TO
CREATE A BASELINE
FOR TOWN GROWTH





MOTLEY

ASSET MAPPING

Is your town feeling stagnant? Do you want to see your town expand, grow, and attract newcomers and residents alike? This document may be the exact thing you need to kickstart the process of revamping your town.

Asset mapping is a process that helps you realize your positive attributes that add value, in this case, to your town. Assets include but are not limited to: Physical assets, economics assets, histories + stories, local residents, local institutions, and local associations.

The next few pages will help you think broadly and document what makes your town unique!



1. WHAT IS YOUR TOWN BRAND?

WHAT IS YOUR TOWN UNIQUELY KNOWN FOR? IS IT IDENTIFIED AND CLAIMED BY THE COMMUNITY?







YOUR DOWNTOWN

2. WHAT IS YOUR DOWNTOWN BUILDING VACANCY RATE?



The vacancy rate is the number of vacant buildings divided by the total number of buildings multiplied by 100 to get a percentage. By knowing this, you can recruit developers, businesses, etc. to continue to grow your downtown.

3. WHAT ARE YOUR PRIMARY DOWNTOWN BUSINESSES?

e.g. restaurants, law firms, non-profits, etc.



<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>



TARGET MARKET

A TARGET MARKET IS A SPECIFIC GROUP OF INDIVIDUALS THAT YOU HOPE TO ATTRACT WITH YOUR SERVICE OR PRODUCT. EXAMPLES INCLUDE AND ARE NOT LIMITED TO: AGE GROUPS, FAMILIES, STUDENTS, PROFESSIONALS, ETC.

4. WHAT TARGET MARKET ARE YOU CURRENTLY BRINGING IN?

5. WHAT TARGET MARKET DO YOU WANT TO ATTRACT?



<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
-------------------------	-------------------------



<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
-------------------------	-------------------------



ACCESSIBILITY

6. ARE YOU _____ FRIENDLY?



ADA



WALKING



BIKE





7. WHAT ARE YOUR GOALS FOR THE NEXT 3, 5 + 10 YEARS?











Bonus
Tip:

GET INSPIRATION

Sometimes envisioning and planning for the future or something different can be quite hard. One easy step to help this process is to identify the towns and cities that get you excited and list what aspects draw you to them. What amenities, trails, populations do they have that you'd like to also have? Conversely, what are the towns that you dislike and list why?

REACH OUT!

We would love to help you identify all the assets your town has as well as provide next steps for you to achieve both your long + short term goals.

EMAIL ADDRESS

hello@motleync.com

WEBSITE

motleync.com

INSTAGRAM

[@motley.studio](https://www.instagram.com/motley.studio)