

**TITLE:** \_\_\_\_\_

Tell the one-page story of your project.....

**DESCRIPTION: WHAT'S YOUR BIG IDEA?**

**NEED: WHY IS IT NEEDED? HOW WILL IT IMPROVE DOWNTOWN?**

**GOALS: WHAT MEASURABLE IMPACTS WILL YOU ACHIEVE?**

**AUDIENCE: WHO WILL IT SERVE?**

**TEAM: WHO IS HELPING ACCOMPLISH THIS AND WHAT ARE THEIR ROLES?**

**PARTNERS: WHAT OTHER ORGANIZATIONS MAY HELP?**

**RESOURCES: WHAT DO YOU NEED AND HOW MUCH WILL IT COST?**

**COMMUNICATION: HOW WILL YOUR TEAM MEET? COMMUNICATE? AND MARKET TO YOUR AUDIENCE?**

**RISKS: IMAGINE IT FAILS. WHAT WENT WRONG? HOW CAN YOU PLAN TO PREVENT IT?**

**TIMELINE : WILL IT BE AN EARLY WIN OR LONG-HAUL SUCCESS? WHEN DO YOU EXPECT TO...**

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**BRAINSTORM - PLAN - GATHER RESOURCES - BUILD - LAUNCH - LEARN & IMPROVE**