



## Community Profile Outline -

Local Contact -



It is the intention of the PRT Team to gather positive information from each PRT Community with the goal of producing a 90-second "community profile" video to be used by each local unit of government for self-promotion. Our vision is that each video will act as a calling card to promote specific community, business, and tourism assets of the individual community and appeal to potential residents, businesses, and visitors.

Please complete the following outline noting specific assets the PRT community would like to highlight in a video. We have broken up each video into 3 specific segments: Intro/Why Visit, Assets, and Opportunities. Feel free to get creative if you have an idea that may be outside of this framework. PRT teams should work with the community to find a balance of material that works best for them.

- 1) Introduction/Why Visit Here? (What makes your community special? Think visually.)
  - a.
  - b.
  - c.
  - d.
  
- 2) Community/Business ASSETS (What currently exists that would attract residents/businesses to this community? (Schools, higher-ed, hospital, county seat, entertainment, cultural attractions, parks, trails, water amenities, recycling programs, available jobs or job training, unique industry?))
  - a.
  - b.
  - c.
  - d.
  
- 3) Community/Business/Tourism OPPORTUNITIES (Are there up and coming projects? Available land/properties? Is there a downtown renaissance in the works?... What do you want to leave the viewer with.. think HOPE.)
  - a.
  - b.
  - c.
  - d.