

**Alabama Communities of Excellence**  
*General Community Assessment*

•     Fairhope     • \_\_\_\_\_ • \_\_\_\_\_  
**Name of Community    Date    Name**

**LEADERSHIP**

**Community Leadership**

		YES	NO	UNSURE	N/A
1.	Does the community have energetic leaders with a thorough understanding of economic and community development?				
2.	Are these leaders fully committed to work together as a team to improve economic growth and development?				
3.	Does the local government contribute to the local economic development organization's annual budget?				
4.	Does the local government collaborate with county government, neighboring municipalities and other organizations to encourage economic development in the region?				
5.	Do the public and private sectors work well together?				
6.	Are the public and private sectors currently working together on specific economic and community development initiatives?				

**Comments:**


## Leadership Development

		YES	NO	UNSURE	N/A
1.	Does the community currently have an active project based leadership development program?				
2.	If yes on the previous question, does local government support this program by actively participating?				
3.	Does the local business community support this program through financial or in-kind contributions?				
4.	Do local employers encourage their employees to participate?				
5.	Are new members recruited from underrepresented groups?				
6.	Is enrollment for the program expanding?				
7.	Does the program adequately cover economic and community development?				
8.	Would public/private leaders in the community commit to establishing the program through financial and/or in – kind contributions?				
9.	Would they encourage and support broad participation?				

### *Comments:*




# PLANNING

## Vision

		YES	NO	UNSURE	N/A
1.	Does your community have a widely shared vision for the future?				
2.	Have key leaders/stakeholders participated in the visioning process?				
3.	Does the vision represent the diversity of opinions and demographics of the community?				
4.	Does the vision address quality of life issues and needs?				

## Comments:


**Strategic Plan**

		<b>YES</b>	<b>NO</b>	<b>UNSURE</b>	<b>N/A</b>
1.	Does your community have a current strategic plan?				
2.	Is this plan used as a guide to focus government, business and/or citizens on vision, goals and priorities?				
3.	Does the community regularly review and update this plan? If yes, list below how often is the strategic plan updated.				
4.	Are a cross section of major topics addressed in the strategic plan? If yes, list topics below.				

**Comments:**


**Comprehensive Plan**

		YES	NO	UNSURE	N/A
1.	Does the community have a citywide master plan/ comprehensive plan?				
2.	Would you consider the citywide master plan/ comprehensive plan to be “current,” less than 5-8 years old? If no, list approximate age below?				
3.	Does the plan include a “future land use” element that identifies areas where expanded residential, commercial or industrial development would be appropriate?				
4.	Does it identify areas for open space conservation such as for environmental, agricultural or recreational use?				
5.	Does the plan contain specific recommendations for plan implementation?				
6.	If yes on the previous question, and are they consistent with the community’s strategic plan?				
7.	If the community does not have a citywide master plan/comprehensive plan, is your community willing to commit financial resources to prepare one?				

**Comments:**


**Plan Implementation**

		<b>YES</b>	<b>NO</b>	<b>UNSURE</b>	<b>N/A</b>
1.	Does the city adequately enforce the zoning ordinance?				
2.	Would you consider the zoning ordinance to be "current"? If no, list reasons by below.				
3.	Are zoning decisions consistent with the citywide master plan/comprehensive plan, if applicable?				
4.	Does the city adequately enforce the subdivision regulations?				
5.	Are subdivision decisions consistent with the citywide master plan/comprehensive plan, if applicable?				
6.	Would you consider the subdivision regulations to be "current,"? If no, list reasons by below.				
7.	Does your community use additional regulations, incentives or other tools to manage growth and development in accordance with its vision and adopted plans? If yes, please describe below.				

***Comments:***


## INFRASTRUCTURE

### Transportation

		YES	NO	UNSURE	N/A
1.	Are city streets well maintained including paving and markings?				
2.	Are all city entrances well marked with transportation routes and attractive “welcome” signage?				
3.	Are city entrances considered attractive?				
4.	Does the city maintain existing rights-of-way?				
5.	Are traffic controls and street lighting adequate?				
6.	Does the city offer public transportation?				
7.	Does your community have any bicycle lanes or bicycle facilities?				
8.	Does your community have a network of sidewalks that interconnect neighborhoods with commercial/retail areas, schools, parks, etc.?				

### ***Comments:***




**Public Buildings/Facilities**

		YES	NO	UNSURE	N/A
1.	Are all municipal buildings (city hall, library, fire/police departments, etc.) well maintained and considered adequate to meet the needs of the community?				
2.	Are civic buildings (chamber, welcome center, civic center) well maintained?				
3.	Is there a local or regional airport that serves this community?				
4.	Are all municipal services (water treatment, waste water treatment, etc.) adequate to meet the needs of the community?				

**Comments:**




## ECONOMIC DEVELOPMENT

### Planning and Marketing

		YES	NO	UNSURE	N/A
1.	Does the community have a current economic development plan that includes the community’s shared vision and is fully endorsed by community leaders involved with economic development?				
2.	If yes, does this plan include a complete evaluation of economic activity in the community, including strengths and potential opportunities?				
3.	Does the community have a “Main Street” or similar program promoting downtown/central business district development, market, events, etc.?				
4.	Is the Chamber of Commerce active in economic development, business/industrial recruiting, or marketing the community?				
5.	Does the community maintain a current website with accurate and up-to-date information about the community?				
6.	If yes on the previous question, is the site an appropriate marketing tool and outlet for business/industrial development?				
7.	If there is not an economic development plan, is your community willing to commit financial resources to prepare one?				

**Comments:**


**Potential for Growth**

		YES	NO	UNSURE	N/A
1.	Does the community have the capacity to grow?				
2.	Is there a strong public support for economic growth?				
3.	Is the labor force sufficient to support significant economic growth?				
4.	Can the schools absorb additional students without new buildings or overcrowding?				
5.	Has the community submitted proposals for state and/or federal funding for development programs within the past five years?				

***Comments:***


# QUALITY OF LIFE

## Arts and Culture

		YES	NO	UNSURE	N/A
1.	Is there a non-profit organization or a department in the city or county whose mission is to support and encourage the community's artistic resources?				
2.	Is there an annual community festival that celebrates something unique or special about the community that everyone can participate in?				
3.	Are there performance venues that are available for community use, outside and/or inside and are they being programmed on a regular basis?				
4.	Are there art education activities available and accessible to all age groups?				
5.	Are community leaders aware that their artistic resources enhance the quality of life, encourage economic vitality and are the cornerstones of a community's creative economy?				

### Comments:


**Education**

		<b>YES</b>	<b>NO</b>	<b>UNSURE</b>	<b>N/A</b>
1.	Can the schools absorb additional students without new buildings or overcrowding?				
2.	Do you consider local K-12 schools to be high quality/successful ?				
3.	Is it well supported by residents and the private sector?				
4.	Are the schools well maintained?				
5.	Is there a two-year college or four year university in the area?				
6.	Do community and school (including college/university) leaders work together to address workforce needs and issues?				

***Comments:***


**Community Health**

		YES	NO	UNSURE	N/A
1.	Is there a hospital in the community?				
2.	Is long term care available in the community?				
3.	Are dental services available for all age levels?				
4.	Are mental health services available for all age levels?				
5.	Is there a central place for people to find out about available health and social services in the community?				
6.	Are the health care services in community adequate?				

**Comments:**


**Historic Preservation**

		YES	NO	UNSURE	N/A
1.	Does the community have any properties listed on the Alabama Register of Landmarks and Heritage or National Register of Historic Places?				
2.	Does the community have a local historical society, local preservation commission or other volunteer group dedicated to local history programs?				
3.	Does the community have a Main Street program, local historic preservation authority or other city created board dedicated to improving downtown historic district?				
4.	Has the downtown streetscape been upgraded in the past ten years?				
5.	Have downtown property owners invested in improvements to their storefronts?				
6.	Does the downtown offer areas for public events and gatherings?				
7.	Does the community have any major development projects on the horizon that may affect sensitive archaeological features such as industrial park, riverfront development or roadways?				

***Comments:***




**Housing/Neighborhoods**

		YES	NO	UNSURE	N/A
1.	Are residential areas of the community well maintained and attractive?				
2.	Are there locations of sub stand or distressed housing in the community?				
3.	Are there any residential historic districts?				
4.	Can the community infrastructure support residential growth of the community?				
5.	Does the community have public housing or other subsidized housing options?				

**Comments:**


## Tourism

		YES	NO	UNSURE	N/A
1.	Does your community have a website currently promoting Tourism in your community? If yes, please provide web address in comment section.				
2.	Does your community have a Tourism Director / Tourism Leadership Team?				
3.	Are there printed materials to help visitors navigate your community?				
4.	Does your community have a location that provides information about your city every day of the week?				
5.	Does your community have lodging?				
6.	Does your community have at least one eating facility that operates 7 days a week?				
7.	Does your Community have a form of public transportation available to visitors?				
8.	Does your community have a location for visitors to purchase Souvenirs?				

### *Comments:*


# RESULTS

		YES	NO	UNSURE	N/A
1.	Does the community have the leadership, the strategy, all the necessary services, and a sound marketing plan necessary to be successful?				
2.	Is the community ready for economic and community growth?				

**Comments:**
