

Build Community Capacity

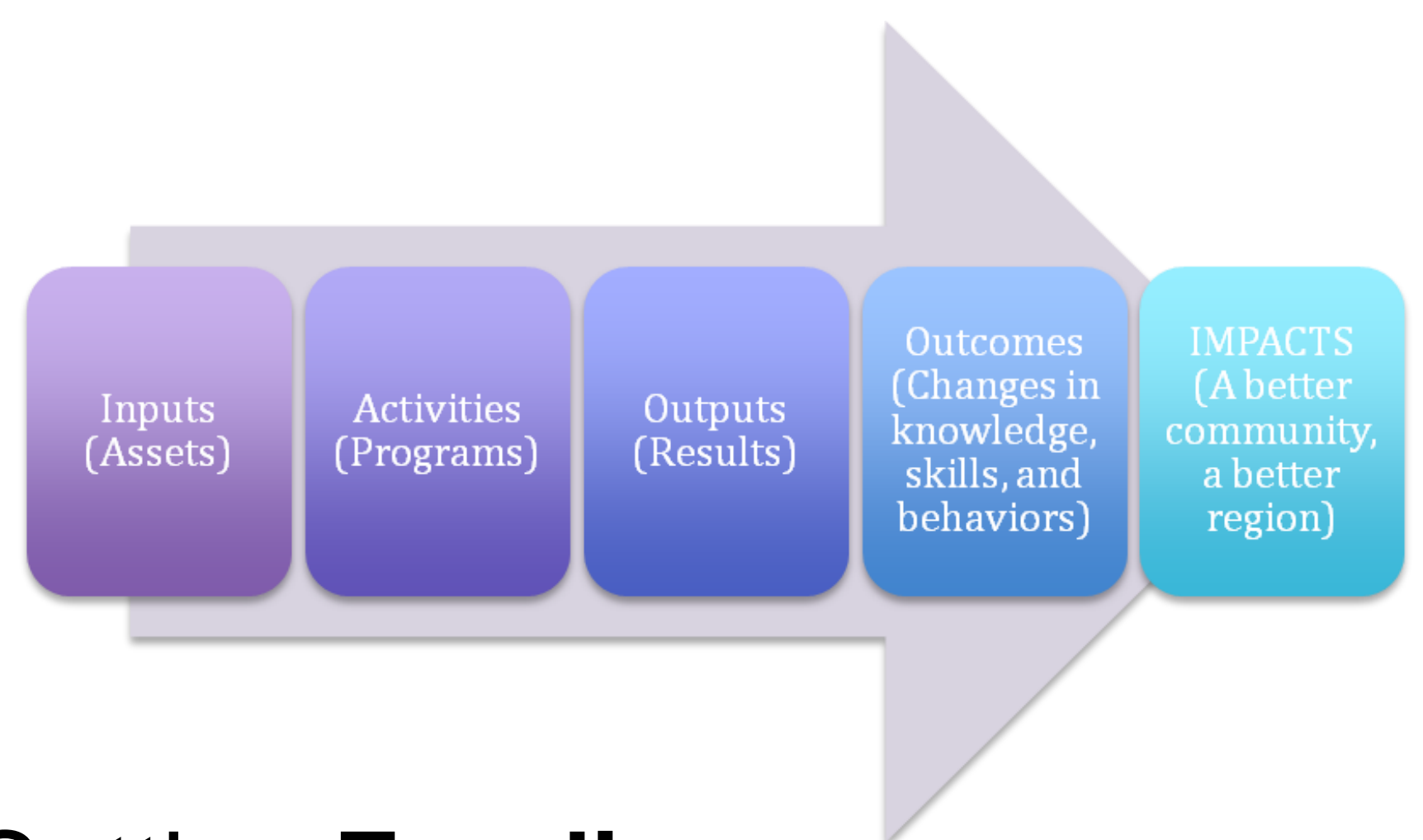
1 Use the **Needs Assessment** to create and prioritize goals.

Strengths	Weaknesses
Churches	No Local Schools
Airport	Sidewalks In Poor Conditions
Potential for growth	Few Businesses
Friendly	Segregation
Strong Mayor	Lack Of Funds And Revenue Streams
Revenue From Alcohol Sales	Alcohol And Narcotics Abuse
Very Little Crime	Dilapidated Houses And Buildings
No Property Taxes	Building Ownership Issues
Opportunities	Challenges
Encourage Alcohol in Restaurants, Not Just Bars	Polarized Attitude Toward Alcohol Sales
Historic Preservation And Tourism	Regulations Of Art And Buildings
No Property Taxes Could Bring In Business	No Property Taxes Means No Revenue
Turn Festivals Into Fundraisers And Tourist Attractions	Resistance To Change Should Be Balanced With Desire For Growth
Improve Airport To Be More Welcoming To Rest of Community	Chain Stores Could Unravel Community Fabric



Merchandizing, community pride, organization and making money all go hand and hand – Mr. Bowers knew all about that with his Climax Cotton Culler.

3 Use **Logic Modeling** to create a framework for community development and evaluation.



2 Create an **Asset Map**:



- Identify community strengths at multiple scales.
- Leverage power and money to make things happen.
- Develop strategies to meet goals.
- Initiative comes from within the community and participation empowers individuals.
- External assistance provided collaboratively and can expand and strengthen partnerships and networks.

4 Getting **Funding**:

- Align goals and outcomes with potential supporters' priorities.
- Use your public officials: congress and delegation, state elected officials and rural development service centers
- Be sustainable. Seek diversity through government grants, private foundations, business sponsorships, individuals, and in-kind support.

5 Create a **Nonprofit Entity**.

- Foundations often can't fund public and private agencies
- ...But they can if you go through a nonprofit!
- The ballpark probably can't go through the Bowers House
- SOLUTION: Create a nonprofit "arm" of the city such as "Friends of the Ballpark"

Ball Fields Generate Community Pride



Previous Ballfield Plan

- The ballfields are to be built on about 6 ½ acres of land.
- Bordering the site is the railroad and residential housing.
- In this plan there are 2 fields, one for adults and the other for Little League, as well as restrooms, concessions, and a parking lot.
- However, this plan **does not include** seating areas, walking paths, shade trees or a connection to other parts of the community.

Revised Ballfield Plan

- The parking lot is reduced to half its original size to create **more green space**.
- The two baseball fields are condensed into one field size that can accommodate adult and Little League play.
- Infield grass is not used on this field so that **softball** can be played here also.
- Audience seating is also included on the side of the baseball/softball field.
- An additional **multi-purpose field** that can be used for other sports such as football, Frisbee, lacrosse...etc has been added.
- Shade trees and brick paved connecting paths are laid across open green spaces to link all the part components.
- A walking path borders the entire park for additional exercise activities.
- This revised plan is linked to the Park House with lighting.
- Lighting is also added along the parking lot and fields for **safety**.



“Canonize” Downtown Through Revitalization



◀ Hwy 17 & Depot Street

- Most traffic through Canon goes right by Depot Street, down Hwy 17, without noticing the downtown area.
- Visual improvements at this intersection will draw attention to downtown, slow down traffic and promote retail activity.
- The small changes can make a big impact.

Downtown Streetscape ▶

- Don't tear down any more history!
- Encourage businesses to use existing buildings by creating incentives to make it easy to “do the right thing.”
- Small parks on vacant land (temporary or permanent) and public art (like murals) are a great way to liven up downtown until a permanent use or business can be established.



◀ The Bowers House

- This is one of your most significant buildings in Canon.
- Make it an icon to set an example by either cleaning understory plants and giving it a more open appearance.
- A low seating wall can address the change in grade between the street and house by providing an attractive place to sit for festivals and events.

Bond Av.

Church St.

Broad St.



◀ Depot Street Plan A

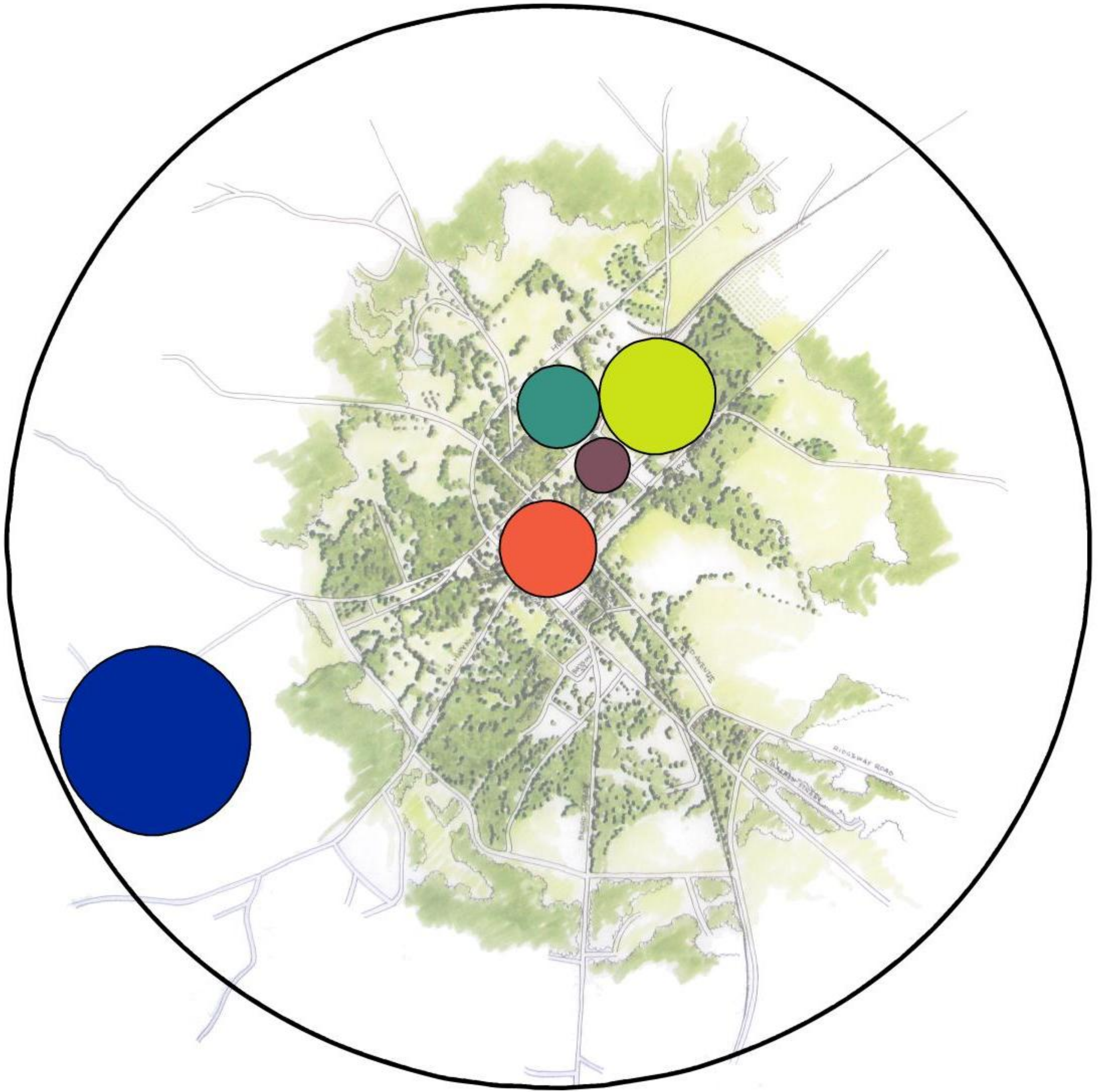
- This is the simplest plan to add shade trees because of its limited construction needs.
- The islands may make it difficult for festivals and events.

Depot Street Plan B ▶

- This plan adds trees to the sidewalks and would make costs increase.
- The street remains open and the sidewalk gets more character through “bump-outs” at the corners



Bring Unity Through Linkages



-  Downtown District
-  Ball Fields
-  Airport
-  Cemetery
-  Parke Park

Each of these parts of Canon has its own individual style that separates it from other areas. This will give the city of Canon a balance of **variety** and **unity**. This can be achieved in a variety of ways - the easiest and most effective way would be to decide on a particular characteristic or object and repeat it throughout the city. (i.e. Same species of trees, same street lamps, etc.)

Harness Your Economic Potential



1 Create an Association of Religious Institutions

- Each church must “compete” for hearts, souls and minds of residents.
- On an individual basis consider what would happen by unifying their good work.



2 Conduct a public forum and study for evaluating the impact of alcohol sales. Diversify the venues where alcohol is sold.

- A study would show tax revenues and the advantages of creating a downtown development authority (DDA).
- Restaurant beer sales can regulate the type and amount of beer sold, affecting image and public perception.



Keep track of who owns land and implement policies to be sure its development stays in character with Canon.

3 Create a new source for affordable local groceries.

Local industries keep money within the city and have more interest in the surrounding town through sponsorships



4 Sunny Hill Nurseries and Greenhouses is a model industry.



5 Subsidize young professionals to return to Canon

Local artists have brought life to dark places in downtown, and the Bowers House can bring in not just writers, but also business customers and future residents.



6 Maximize on your creative class (attract artists not day laborers).



Many remember what Canon once was, and with everyone's help, many more will remember what Canon is...**home**.