OPERATION BUSINESS TOUCH UPS
A Project of the Tuskegee Area Chamber of Commerce

Establishing Clear Project Goals
Using the Cleanup and Beautification Checklist as a guide, make a list of projects. It may be necessary to take a tour to identify areas of concern. Take photos to document and to assist in the prioritization process. Before and after photos are helpful when reporting to those who donated resources or services to the cleanup effort. Use the First Impressions checklist to identify areas of concern. Contact other groups and public officials currently involved in beautification. Make a list of their projects and find collaborative opportunities.

Once the projects and checklist have been reviewed, focus on the projects that are immediately doable. Be sure to include public input. The larger the public voice, usually the larger the support in conducting the project. When ranking projects, consider health concerns, visual impact, safety, resources available, and the likelihood for successful completion of the project.

As the planning committee determines projects to address, it is important to identify specific touch-up goals. Keep the project scope within achievable, measurable parameters. For example, if the project states it is going to include interior renovations, exterior fix-up, painting and/or demolition, people may be disappointed if resources do not allow for completion. However, if the committee sets attainable goals and creates a waiting list for other projects, success can be measured and shared in real time on social media platforms. Setting specific, achievable goals will help the planning group to focus resources and show clear results.

Developing a Plan
Develop a thorough plan that includes details of who will do what by when. If costs are involved, draw up a budget and possible methods of financing or raising money. It may be helpful to use a project planning digital platform.

Rationale for Project
In 2020, the Chamber should take a stronger leadership role with visible consequences, for the benefit of the community and for the organization’s survival.

Projects such as OPERATION Business Touch Ups are great for recruiting new members. If planned correctly, such projects can also generate funds.

In the end, the Chamber can improve the physical appearance of the affected businesses, which has a snowball effect.

- Creates a good impression
- Improves civic pride
- Provides an opportunity for collaboration
Task List for OPERATION Business Touch Ups

1. Create List of Potential Businesses
2. Photograph Businesses on the List
3. Develop Selection Process
4. Secure Cooperation from Business Owner
5. Identify Potential Partners
6. Develop a Plan of Action
   a) Seek Donations of Equipment and Supplies
   b) Coordinate Waste pick-up arrangements with waste haulers and/or landfill
   c) Advertise cleanup event date, time, and meeting location for volunteers
   d) Plan appreciation activities
   e) Identify photographer and take “before” pictures
   f) Prepare needed supplies
   g) Establish “headquarters” location
   h) Identify and brief cleanup team leadership on cleanup plans and how to document success measurement
   i) Establish and share communication plans
   j) Prepare first-aid supplies and provide to team leaders
   k) Set up water stations
   l) Set up meals & snacks
   m) Take photos of project success
   n) Follow up with project reporting/publicity
   o) Thank all volunteers
   p) Move to next project