



### **OUR DECISION TO APPLY:**

We were Finalists in 2006 and had intended to try again  
Our City Manager came to Salinas from a previous winning community  
We knew we met the criteria to WIN, as per The Civic Index  
We placed major focus upon impressive youth leadership and believed this would seal our WIN  
YES, we would do it again!!!!

### **TOP TEN TIPS:**

Attend ALL the informational conference calls, or listen to recordings  
Order and read The Civic Index  
Engage as many community members as possible  
Partner with the Chamber of Commerce to handle fundraising & in-kinds  
Select one "Champion" for application: assign sections, set deadlines, recruit multiple editing eyes, deliver early  
Don't wait for finalist announcement to plan  
Be prepared to participate in all optional activities  
"BRING IT": high energy presence throughout the entire weekend is VITAL  
Bring someone from the media  
Bring someone to focus on capturing all the magic; video & photography

**Our spotlighted Programs (or large components)  
could be duplicated in other communities:**

Ciclovia Salinas: <http://openstreetsproject.org/salinas/>

Community Alliance for Safety and Peace: <http://future-futuro.org/>

Steinbeck Innovation: <http://steinbeckinnovation.org/>

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