

The Power of Curb Appeal Starts with Your School Parking Lot  
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“You only get one chance to make a first impression” is a statement that brings a powerful message when athletic directors consider the importance of curbside appeal at their school and athletic facilities. The parents and fans who attend athletic events at your school will either develop a positive or negative image of your school by what they see and how they are treated.

The first thing anyone notices when they arrive at your school is the entrance and parking lot. What are some simple things that can be done to improve the first image visitors and local community members find when they arrive at your school? A simple checklist might be useful to follow each year to ensure all aspects of the parking lot provide the curbside appeal everyone desires:

1. Light poles clean and all lights working. \_\_\_\_\_
2. Parking lot lines easily visible. \_\_\_\_\_
3. Banners displayed on light poles. \_\_\_\_\_
4. Restricted parking areas clearly visible. \_\_\_\_\_
5. Trash cans easily found and emptied. (School colors) \_\_\_\_\_
6. Trash picked up. \_\_\_\_\_
7. Excess salt and sand removed from winter. \_\_\_\_\_
8. Grass cut. \_\_\_\_\_
9. Trees trimmed, mulched and debris removed. \_\_\_\_\_
10. Flower beds weeded and mulched. \_\_\_\_\_
11. Handicapped parking spots easily visible. \_\_\_\_\_
12. Property line neat with no vegetation growing on fences. \_\_\_\_\_
13. Reserved parking for busses and referees clearly visible. \_\_\_\_\_
14. Signs for various venues visible. \_\_\_\_\_
15. Weeds removed from sidewalks \_\_\_\_\_
16. Reserved parking easily visible. \_\_\_\_\_
17. Signs easily visible for traffic flow in/out of parking lot. \_\_\_\_\_
18. Benches available. (School colors) \_\_\_\_\_
19. Flag pole working and flag properly displayed. \_\_\_\_\_
20. Message board working and updated. \_\_\_\_\_
21. Police available for large crowds for traffic control. \_\_\_\_\_
22. Clear visibility for cars arriving/leaving school property. \_\_\_\_\_

All aspects of the budget to run a successful athletic department will compete for the limited resources. Some of the items on this checklist are inexpensive to incorporate in your budget while others might require choices and planning over several years in order to accomplish. Each year, you might to accomplish 2-5 projects which will improve the appearance of our athletic facilities and improve the curbside appeal of our school. Since, not all initiatives can be completed in a single yea, so developing a long range plan is critical but the positive impact is worth the time and effort!