



## PROJECT FRONT YARD -- IBERIA PARISH

### FACT SHEET

**WHAT:** Project Front Yard is a cultural change initiative that focuses on cleanliness, beautification, and education, stemming directly from loss of economic development in Iberia Parish. The creative design of the logo and the momentum from traditional media have been shared with Iberia by the Lafayette Consolidated Government at no buy-in cost to any Iberia entity.

Project Front Yard is an initiative of Operation Progress, which belongs to the a diverse group of stakeholders from the community at-large who are taking responsibility for improving neighborhood development, the education system, community amenities, local infrastructure, etc. The initiative is facilitated by the Greater Iberia Chamber of Commerce.

**WHEN:** The intention is to create ongoing momentum around the initiative in order to support long-term change in behaviors. The momentum will be supported with various visual reminders such as door decals, etc. and social media.

In 2015, April 18<sup>th</sup> has been established as a community engagement day. We anticipate “block party clean ups” in neighborhoods and business districts, landscaping, painting, pressure washing, debris removal, etc.

**WHERE:** Project Front Yard activities are being encouraged throughout Iberia on April 18 and throughout the year.

**WHO:** Business leaders, civic and service organizations, non-profits, school groups, youth groups, governmental entities. Everybody!

#### Stay

**Connected:** Send before and after photos and/or short video clips, which include participants to

[shelley@iberiachamber.org](mailto:shelley@iberiachamber.org) for posting to:

<HTTPS://WWW.FACEBOOK.COM/PAGES/OPERATION-PROGRESS/676367789082020?REF=HL>

Organizations may have existing projects that relate to the cleanliness, beautification, and education categories that can be highlighted, as well.

The more activity we can show the more the momentum builds, the deeper the discussion will be. Positive activities will take place and attitude and actions change, which is the desired outcome.