

Community Focus Statement D: Provide the unique natural environment.

Action Statement D.2: Establish a marketing campaign that promotes the mountain communities and educates visitors on the importance of protecting the natural environment.

D2

Benchmark: A marketing plan created that highlights the natural environment and protection practices.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$300



US Agriculture Deputy Secretary Kathleen Merrigan buys produce at a Baltimore farmers market. The Farmers Market Promotion Program funds have helped open new doors for farmers all across the country to bring produce directly to consumers. Photo source: USDA

The Hilltop communities can offer a number of geo-tourism and ecotourism opportunities based on the communities' abundance of natural resources. The natural beauty of areas including Snow Valley and Green Valley Lake, enhanced by being surrounded by the San Bernardino National Forest, draws visitors to the area for camping, hiking, skiing, snowboarding, and outdoor snow play. The communities can build partnerships with the Running Springs Area Chamber of Commerce, local retailers, and the Rim of the World Recreation and Park District to take advantage of the natural environment and enhance visitor attractions. Local partnerships could develop visitor information, offer guided tours, and conduct wilderness trips to promote recreational services. Marketing materials can be developed through the Chamber of Commerce and the Recreation and Park

District and sent to targeted recreation retailers. Highlighting these educational recreation opportunities can encourage visitors to respect the Hilltop communities' natural and cultural areas and seek to protect the natural environment.

Currently, as an independent advocate of business interests for its diverse membership, the Running Springs Area Chamber of Commerce exercises its influence regionally to create a strong local economy. The chamber promotes the commercial, industrial, and civic interests of the Running Springs area by sponsoring and encouraging advertising for the area, better living and working conditions, the promotion of year-round recreational activity, and the conservation of the area's natural resources. The chamber promotes community events including farmers markets, Easter egg hunts, Jamboree Days, Mountain Top Days, and Home Expos.

Action	Action Leader	Timeline	Resources
1. Organize a committee of local business leaders and residents to focus on promoting the community, as a Marketing Committee.	Champion with Chamber of Commerce	Month 1	Running Springs Area Chamber of Commerce http://www.runningspringschamber.com/
2. Engage community stakeholders, local businesses owners, residents, and other community leaders to gather input and develop a draft plan.	Marketing Committee	Months 2 – 5	Running Springs Area Website http://www.runningsprings.com/ San Bernardino County EDA http://www.sbcountyadvantage.com/home.aspx
3. Compile existing resources from the San Bernardino County Economic Development Agency website and community knowledge of the area.	Marketing Committee	Months 2 – 5	USDA Agricultural Market Services/Farmers Market Promotion Program https://www.ams.usda.gov/services/grants/fmpp
4. Develop marketing materials (flyers, posters, social media posts, etc.) that can be distributed to surrounding areas.	Marketing Committee	Month 6	Tahoe Chamber, Geotourism and Recreation http://www.tahoechamber.org/geotourism-recreation
5. Create a draft plan for review by the community.	Marketing Committee	Months 6 – 12	
6. Adopt the marketing plan and revisit yearly to make adjustments.	Marketing Committee	Annually	
7. Share marketing plan with County EDA	Marketing Committee	On-going	