

**Community Focus Statement D:** Provide a thriving and vibrant local small business environment.

**Action Statement D.7:** Establish a business appreciation program, including events, webinars, and awards.



**Benchmark:** Establish an annual event to recognize local businesses.

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

**Estimated Cost:** \$200–\$300 for award plaques, additional costs associated with the day of event



A business appreciation program is an effective way to recognize businesses that reach significant milestones and achievements. This type of program helps to create a connection between business owners and the local Chamber of Commerce that also incentivizes young business owners to grow and develop their businesses. Businesses can be recognized for significant anniversaries or sales achievements, individual industry awards, or community contributions. The Mountain Counseling and Training, Inc. and the RIM Communities Resource

*Example of a business appreciation program in Lee County, FL. Photo source: Lee County Economic Development*

Network are willing to promote or develop webinars.

Action	Action Leader	Timeline	Resources
1. Meet with Chamber of Commerce to find out their interest in partnering.	Champion	Month 1	Crestline/Lake Gregory Chamber of Commerce <a href="http://www.crestlinechamber.net/">http://www.crestlinechamber.net/</a>
2. Contact the San Bernardino County Economic Development Agency to discuss existing incentive programs.	Champion with Crestline/Lake Gregory Chamber of Commerce	Month 1	San Bernardino County Office Economic Development Agency, Incentives, Services, and Programs <a href="http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx">http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx</a>
3. Organize a committee of residents/non-business owners to serve as a panel.	Champion with Crestline/Lake Gregory Chamber of Commerce	Months 2–3	The University of Iowa, Guide for Creating a Recognition Program <a href="https://hr.uiowa.edu/recognition/guide-creating-departmental">https://hr.uiowa.edu/recognition/guide-creating-departmental</a>
4. Develop criteria for discussing the award categories, how award winners are chosen, and who is eligible.	Award Committee	Months 4–6	
5. Organize an event in a large space and invite community members, business owners, etc.	Award Committee	Month 6–9	Mountain Counseling and Training, Inc. <a href="http://www.mountaincounseling.org/">http://www.mountaincounseling.org/</a>
6. Evaluate the success of the event and adjust for the following year.	Award Committee	On-going	RIM Communities Resource Network (RCRN) <a href="http://rcrn.net/">http://rcrn.net/</a>