

Community Focus Statement B: Preserve the local culture of the community

Action Statement B.1: Promote the local historical society.

B

Benchmark: Every community member is aware of historical society events and programming, and is encouraged to participate.

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

Estimated Cost: \$5,000 - \$25,000; dependent on resources

Action	Action Leader	Timeline	Resources
1. Solicit a member of the Wrightwood Historical Society to head an outreach and marketing committee.	Champion	Month 1	Wrightwood Historical Society http://wwhistory.org/
2. Develop an outreach and marketing plan to increase promotion efforts.	Historical Marketing Committee	Month 2 – 6	Resources for History Organizations and Professionals https://www.thehistorylist.com/resources
3. Conduct outreach to community youth at Wrightwood elementary school.	Historical Marketing Committee	Ongoing	Case Study- Shasta Research Assessment and Marketing Plan http://shastahistorical.org/wp-content/uploads/2012/04/D.03-Marketing-Plan-Final-Draft.pdf
4. Host booths or other pop-up events at annual community events to increase visibility in the community.	Historical Marketing Committee	Ongoing	
5. Consider expanding outreach to middle schools and high school.	Historical Marketing Committee	Ongoing	