

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

Action Statement B.5: Promote community events through newsletters and social media.

B5

Benchmark: A paper and web-based catalog of events is developed and social media promotion for Wrightwood events is expanded.

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

Estimated Cost: \$1,000 - \$5,000, dependent on format and frequency

Action	Action Leader	Timeline	Resources
1. Organize a committee of residents, local business owners, and other stakeholders, to form a Wrightwood Event Marketing Committee.	Champion	Month 1	Wrightwood Chamber of Commerce http://www.wrightwoodchamber.org/
2. Gather input from the community on local events, businesses, tourist attractions, and other community highlights.	Wrightwood Event Marketing Committee	Months 2–3	Marketing Strategy Help Sheet https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510
3. Develop a web-based annual catalog of events for use by residents and tourists.	Wrightwood Event Marketing Committee	Months 3–12	How to Create a Neighborhood Newsletter http://www.grassrootsgrantmakers.org/wp-content/uploads/Create_a_Nhood_Newsletter.pdf
4. Create and increase social media exposure for the community by promoting events through different platforms.	Wrightwood Event Marketing Committee	Month 3	Homeowner Newsletter http://www.useful-community-development.org/homeowner-newsletter.html
5. Meet with and share marketing materials with area realtors to use with potential home buyers.	Wrightwood Event Marketing Committee	On-going	
6. Continue to revise the catalog on an annual basis or as needed.	Wrightwood Event Marketing Committee	On-going	