

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

D6

Action Statement D.6: Accommodate permanent residents by developing and implementing a marketing campaign to highlight the values of mountain living for young families focusing on education, family values, community, natural environment, and activities.

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

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

Estimated Cost: \$500 - \$5,000



Communities are developed and thrive based on the socioeconomic make-up of their residents. Many of the Lake Arrowhead communities have economies based heavily on the tourism industry, which can fluctuate from year to year and season to season. Increasing the number of permanent residents who live, work, and shop in these communities can help to stabilize the local economy and promote growth.

One way to accomplish this goal is through regional marketing campaigns that focus on promoting the reasons why people should permanently relocate to the Lake Arrowhead communities. Current efforts by the Lake Arrowhead Communities Chamber of Commerce focus primarily on boosting tourism through the promotion of events, accommodations, and day trip adventures. One section of the chamber's website

regarding relocation offers basic demographic information, but this data is not sufficient to attract new residents. Additionally, many private real estate companies have listings of available homes, but these are marketed on a case-by-case basis and do not focus on regional attraction.

“City marketing” is the term given to the concept of branding a city or area so that it has a value to potential residents and is attractive enough to make them consider relocation. The engagement and participation of current residents can help with this effort and is an effective strategy for gaining momentum with attraction efforts. Much like businesses use their existing employees to get the word out about new positions, residents can promote their communities by sharing the positive aspects of and their experiences in the community. Strategies to consider when marketing the Lake Arrowhead communities include the following:

- Information regarding the current and forecast job market
- Real estate information

- Promotion of community amenities (parks, libraries, public facilities)
- Promotion of quality of life aspects that are unique to these communities
- Detailed information regarding school district performance

Action	Action Leader	Timeline	Resources
1. Organize a committee of residents, local business owners, and other stakeholders.	Champion	Month 1	Lake Arrowhead Communities Chamber of Commerce http://lakearrowheadchamber.com/ Marketing Strategy Help Sheet https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510
2. Gather input from the community on local events, businesses, tourist attractions, and other community highlights.	Mountain marketing committee	Months 2–3	
3. Develop a web-based annual catalog of events for use by residents and tourists.	Mountain marketing committee	Months 3–12	
4. Increase social media exposure for the community by promoting events through different platforms.	Mountain marketing committee	Month 3	
5. Meet with and share marketing materials with area realtors to use with potential home buyers.	Mountain marketing committee	On-going	
6. Continue to revise the catalog on an annual basis or as needed.	Mountain marketing committee	On-going	