

Community Focus Statement E: Grow the local economy in a manner consistent with the rural character of Homestead Valley

Action Statement E.1: *Develop a marketing and branding strategy for Homestead Valley to promote community identity and visitor attractions.**



Benchmark: Creation of a platform that allows for easy accessibility to marketing materials and a clear vision for community identity.

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

Estimated Cost: \$10,000 - \$100,000

Action	Action Leader	Timeline	Resources
1. Organize a committee of residents, local business owners, and other stakeholders.	Champion	Month 1	Homestead Valley Community Council http://hvccsite.org/
2. Gather input from the community on local events, businesses, tourist attractions, and other community highlights.	Homestead Valley Marketing Committee	Months 2 – 4	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. Hire a consultant to develop and maintain the website.	Homestead Valley Marketing Committee	Month 4 – 12	San Bernardino County Tourism http://www.californiaoutdoorplayground.com/home.aspx
4. Increase social media exposure for the community by promoting events through different platforms.	Homestead Valley Marketing Committee	On-going	
5. Create a marketing resource guide and online tool to store community marketing materials.	Homestead Valley Marketing Committee	Month 4 – 12	
6. Meet with and share marketing materials with area realtors to share with potential home buyers.	Homestead Valley Marketing Committee	On-going	
7. Continue to revise the catalog on an annual basis or as needed.	Homestead Valley Marketing Committee	On-going	

*Homestead Valley Community Council promotes community events.