

Community Focus Statement F: Improve resources to support seasonal visitors and tourist activities in the Lake Arrowhead communities.

Action Plan F.3: Provide signage, maps, and other informational materials that identify trails and amenities.

F3

Benchmark: Partnership between the San Bernardino County Trails Committee, County Regional Parks Advisory Commission, Lake Arrowhead Community Services District, and the Lake Arrowhead communities developed maps, signage, and informational and educational materials identifying designated trails and outdoor recreation amenities. Materials are updated on an ongoing basis as changes occur within the outdoor recreational landscape of the Lake Arrowhead communities.

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

Estimated Cost: \$250–\$1,000



Informational trail signage in DuPont, WA. Photo source: Washington Patriot Construction LLC

There are many ways to explore and plan year-round recreational activities in the Lake Arrowhead communities. Lake Arrowhead, the San Bernardino National Forest, and the surrounding mountain areas provide hiking trails and water and mountain sports that connect the natural environment to the communities. However, the communities currently lack a unified identity of signage, maps, and other informational materials that identify and direct locals and visitors to nearby attractions. There are several ways in which the community can create a unique tourist identity and promote a high-quality visitor experience while preserving the small-town atmosphere and sustaining the alpine area’s natural resources and wildlife.

In partnership with the Lake Arrowhead Community Services District and community organizations such as the Lake Arrowhead Communities Chamber of Commerce and/or Municipal Advisory Council (MAC), interested community members and volunteers could improve access to information on open trails and at outdoor recreation amenities. The communities can assist in researching data, identifying existing designated trails and recreational amenities, and developing maps for easy travel access. In addition, the communities could publish informational brochures about Lake Arrowhead communities and the surrounding region. To increase tourism in the area, the communities could add this information to existing websites or create a social media presence for useful visitor information such as local attractions, places to stay, restaurants, and events. In addition, local organizations could publish informational brochures and organized maps of parks, hiking trails, and other local amenities, including Blue Jay Creek, SkyPark at Santa’s Village, Arrowhead Ridge, and Indian Hill. In addition, clear, well-placed signage that is both auto-oriented and pedestrian-oriented could be used to welcome people into the Lake Arrowhead communities and direct visitors to the recreational areas. Establishing a cohesive information system with signage, maps, and visitor information would offer an opportunity

for the communities to promote themselves as a vibrant and thriving area. These materials could be placed on the Chamber of Commerce website.

Action	Action Leader	Timeline	Resources
1. Contact and organize volunteers group to provide assistance to the San Bernardino County Trails Committee, when needed.	Champion with Lake Arrowhead Community Services District, with support from local community groups	Month 1	Lake Arrowhead Community Services District http://www.lakearrowheadcsd.com/ Lake Arrowhead http://www.lakearrowhead.com/
2. Partner with the County Regional Parks Advisory Commission and Division to identify and map existing designated trails and outdoor recreation amenities.	Volunteers Group	Month 2, ongoing	Community-Based Tourism Handbook http://linkbc.ca/siteFiles/85/files/TCTT.pdf http://wrdc.usu.edu/files/publications/publication/pub_5885350.pdf San Bernardino County's Community Development Block Grant (CDBG) http://www.sbcountyadvantage.com/Community-Development-Housing/Community-Development-Division.aspx
3. Develop and provide a variety of posts, signs, and markers to fit all types of trails. Ensure that the signage is clear, highly visible, and informs visitors.	Volunteers Group	Month 2	Community Tourism Handbook https://www.commerce.alaska.gov/web/Portals/6/pub/TourismResearch/TrainBusiness/ruraltourismhandbook.pdf Planning for Tourism http://mrsc.org/Home/Explore-Topics/Economic-Development/Special-Topics/Tourism-Industry-and-Local-Governments.aspx
4. Develop informational and educational materials (for example, Frequently Asked Questions [FAQ] and Things You Should Know brochures) that identify the lake, parks, trails, and recreational amenities.	Volunteers Group with Lake Arrowhead Community Services District and local community groups	Month 3	Tourism Marketing Strategy https://blog.hootsuite.com/5-tactics-tourism-marketing-strategy/ American Trails, Resources and Library http://www.americantrails.org/resources/index.html Big Bear Visitors Center (example) http://www.bigbear.com/about/visitors-center/ http://rebuildingtogethermountaincommunities.org/contact/
5. Partner with community businesses and members to display and distribute the maps and informational materials regularly. Provide information on the Lake Arrowhead and Lake Arrowhead Community Services District's websites and/or create a social media presence to identify visitor information such as local attractions, trails, places to stay, and restaurants and to advertise upcoming events.	Volunteers Group with Lake Arrowhead Community Services District and local community groups	Month 3, ongoing	