

**Community Focus Statement B:** Grow the community through attracting and maintaining a skilled workforce.

**Action Statement B.1:** *Develop a marketing and branding strategy to attract visitors to Baker, especially targeted at travelers along I-15.*

**B**<sub>1</sub>

**Benchmark:** Creation and implementation of a marketing plan that highlights local amenities.

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

**Estimated Cost:** Volunteer time.

Action	Action Leader	Timeline	Resources
1. Form a local action committee in charge of developing a draft marketing plan, and include representatives from local businesses, Baker Community Services District, and Baker area Chamber of Commerce,	Champion	Months 1	San Bernardino County Economic Development Agency <a href="http://www.sbcountyadvantage.com/home.aspx">http://www.sbcountyadvantage.com/home.aspx</a>  Baker Community Services District <a href="http://www.bakercsd.com/">http://www.bakercsd.com/</a>
2. Compile existing resources from the San Bernardino County Economic Development Agency's website and community knowledge of the area.	Baker Area Marketing Committee	Month 2-3	Baker Area Chamber of Commerce <a href="http://bakercc.com/Home_Page.html">http://bakercc.com/Home_Page.html</a>
3. Research ecotourism as an option for promoting the natural environment to tourists.	Baker Area Marketing Committee	Month 3	Developing a Community Marketing Plan <a href="http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1495&amp;context=agecon_cornhusker">http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1495&amp;context=agecon_cornhusker</a>
4. Engage community stakeholders, local business owners, residents, and community leaders to gather input prior to development of a draft plan.	Baker Area Marketing Committee	Months 4-5	
5. Create a draft plan for review by the community.	Baker Area Marketing Committee	Months 6-12	
6. Adopt the draft plan and revisit it yearly to make adjustments.	Baker Area Marketing Committee	Month 12, on-going	