

Community Focus Statement A: Provide economic development opportunities that capitalize on the natural environment, attract visitors, and provide entertainment for residents.

Action Statement A.3: Coordinate with local businesses, community groups, and organizations to support an arts and theatre program with the potential for hosting an annual festival.

A3

Benchmark: An annual arts and theatre festival in the Hilltop communities attracts visitors from a wide area.

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

Estimated Cost: \$25,000 - \$250,000 and volunteer time.



Example of a local community theater production. Photo source: US Army

The Hilltop communities could support an arts and theatre program that hosts an annual festival, bringing residents together to honor community artists, musicians, performers, chefs, and others. An annual arts festival would foster community pride, strengthen relationships, and boost the local economy. Visible and well-attended community events offer the opportunity to connect diverse resident groups in the community, and create the foundation for further connections and friendships. Activities at the festival could engage all walks of life in the community, for people of all age groups and abilities.

Local businesses could serve as event sponsors. In exchange for monetary support, businesses would receive advertisement privileges at the annual arts festival. Additionally, the festival could sell vendor space, where local businesses, artisans, or restaurants could sell goods or food. The festival may also draw in tourists, which would also benefit the local economy.

By celebrating the arts and community theatre, residents can find a sense of unity and belonging within the community. Community connectedness would be strengthened.

Action	Action Leader	Timeline	Resources
1. Establish a community group to develop and market an arts and theatre festival.	Running Springs Area Chamber of Commerce, community groups	Months 1 – 12	How to host a Community Event https://represent.us/host-community-forum-event/
2. Evaluate the pilot arts and theatre festival, and consider whether to make an annual event.	Community groups	Months 12 – 13	Starting a Community Theatre Company https://www.aact.org/starting
3. Continue to plan future events.	Community groups	Month 14 – on-going	Carmel International Arts Festival http://www.carmelartsfestival.org/