

Community Focus Statement B: Develop and improve parks and recreational facilities and services for all ages.

Action Statement B.4: Host family-friendly activities/events such as movie nights at Lake Gregory.

B4

Benchmark: Community events committee and local business partners identified and held four events.

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

Estimated Cost: \$2,000 per event



Community movie night. Photo source: [Ted Eytan](#)

The Crest Forest communities are very focused on creating a family-friendly atmosphere for all residents. In order to bring more members of the community to Lake Gregory to enjoy the heart of the community, family-friendly activities and events should be organized. These events could foster community pride, strengthen relationships, and boost the local economy by including local businesses in the activities. Visible and well-attended community events offer the opportunity to connect diverse resident groups within the community and create the foundation for

future connections and friendships.

Family-friendly events or activities could take a variety of forms, including annual festivals, activities that take advantage of water recreation opportunities at Lake Gregory, “Dollar Strolls” which feature local businesses, and movie nights. Local businesses could fund activities through sponsorships and receive advertising in turn. Dollar Strolls could feature different businesses by offering food samples to the community for \$1 per item.

By bringing the community together for large, all-inclusive events, community connectedness would be strengthened and opportunities for social interaction would increase.

Case Study:

The Santa Cruz Beach Boardwalk holds free movies on the beach sponsored by the Santa Cruz Beach Boardwalk, City of Santa Cruz Parks & Recreation, Santa Cruz Waves, and radio stations 102.5 KDON, 105.1 KOCN, and Live 105. For more information, visit: <https://beachboardwalk.com/Movies>.

Action	Action Leader	Timeline	Resources
1. Create a community events committee of interested adults and young adults to organize quarterly events.	Champion with Crestline Communities Development Alliance, Crestline and Lake Gregory Chambers of Commerce	Month 1	How to Organize an Outdoor Movie Night http://www.southernoutdoorcinema.com/howto.htm
2. Nominate a chair for the committee to serve as a liaison between other community groups and the event planning committee.	Community events committee	Month 2	http://howtofundraise.com.au/fundraiser/outdoor-movie-night/
3. Gather support from local businesses that would be interested in sponsoring different events or participating in the Dollar Stroll.	Community events committee	Month 2	How to Plan Community Events and Food Festivals https://www.thebalance.com/how-to-plan-community-events-and-food-festivals-1223700
4. Decide on four annual events to host based on the wants/needs of the community and plan the details of each. This includes securing the event space and entertainment. If the event is going to be philanthropic, determine the cause.	Community events committee	Month 3	Tips for Event Planners When Organizing Community Food Festivals https://www.thebalance.com/community-
5. Publicize events through email, newsletters, Facebook, newspapers, etc., to attract a variety of community members.	Community events committee	Quarterly	Santa Cruz Beach Boardwalk, <i>Free Movies on the Beach</i> , https://beachboardwalk.com/Movies
6. Host the event and be sure to collect feedback about the success of the event and any possible improvements.	Community events committee	Quarterly	
7. Begin planning for the next event and ensure that businesses which participated in the first event are interested in participating in the next event.	Community events committee	Quarterly	