

Community Focus Statement C: Create affordable outdoor recreation activities that capitalize on the natural environment, attract visitors, and provide entertainment for residents while also reducing the associated impacts to the communities.

Action Statement C.4: Develop programs and marketing materials that educate visitors on the natural environment and importance of its protection in order to foster responsible tourist behavior.

C4

Benchmark: Community volunteers joined the Visitor Bureau within the Crestline/Lake Gregory Chamber of Commerce and created a virtual visitor center website including a list of tours with dates and information, and partner with local businesses to gather funding for tours and related tourism information.

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

Estimated Cost: \$6,000–\$10,000



Example conservation area signage and rules. Photo source: [Elliott Brown](#)

Over the years, the San Bernardino Mountains have gradually developed into a tourist attraction, oriented toward family recreation in the natural environment. The County parks and recreational areas, including Lake Gregory Regional Park, are some of the Crest Forest communities’ greatest assets, as the vast majority of people enjoy numerous recreational opportunities such as swimming, waterslides, non-motorized boating, fishing, and exercise trails. In addition, the communities are surrounded by the San Bernardino National Forest and are located near a forest preserve area. However, visitors can leave trash, increase pollution, and not maintain the cleanliness of the natural surroundings, which can be harmful to the environment, deteriorate the parks and recreation resources, and damage the local economy. The

communities can do their part to preserve and protect the natural environment and resources. By learning about the surrounding environment and the need to protect it, visitors can become more motivated and capable of pursuing sustainable activities while enjoying all the region has to offer. Educational programs and community-based social marketing materials can support community awareness about the natural environment and the actions everyone can take to help protect it.

These educational programs would allow visitors to learn more about the Crest Forest communities’ environment and about how to conserve natural resources during their stay. Typically, these programs partner with local community-based organizations, special districts, and rental property management companies to disseminate informational/marketing pamphlets to guests and visitors at hotels, lodges, and rental properties as well as when



hosting booths at conferences, concerts, festivals, and community events. These materials would include information on the history of the Crest Forest communities, current threats to its environment, and educational topic areas such as conserving natural resources, participating in responsible snow play, pursuing non-vehicle travel choices, and supporting green businesses. Information, issues, and upcoming events related to environmental protection and low-impact recreation at Lake Gregory, other parks, and snow play areas would be displayed in marketing materials (for example, Frequently Asked Questions [FAQ] and Things You Should Know brochures). An increase in visitor knowledge would result in turning off lights, water, and appliances when not in use; traveling with weather-appropriate clothes; maintaining cleanliness; and picking up trash. When outdoors, visitors would be encouraged to travel in well-maintained vehicles; protect the lake, parks, and trails by keeping them clear of junk and garbage; and play only in identified snow/recreational areas.

Currently, the San Bernardino County Trails and Greenways Committee is working with the Regional Parks Advisory Commission and the Regional Parks Division on all matters relating to the development, maintenance, and promotion of trails and greenways. Youth organizations such as scouts could also assist in preparing information, disseminating to community, or assisting in other ways.

Action	Action Leader	Timeline	Resources
1. Contact the Visitor Bureau within the Crestline/Lake Gregory Chamber of Commerce and citizen volunteers in the community to join the Chamber of Commerce to enhance tourism in the Crest Forest communities.	Champion	Month 1	What is a Destination Marketing Organization? http://www.destinationmarketing.org/faq Destination Marketing http://www.sustainabletourismonline.com/destinations-and-communities/implementation/destination-marketing
2. Work with a local website designer to create a virtual visitor center website.	Volunteer Team	Months 2-5	5 New Tactics for Your 2016 Tourism Marketing Strategy https://blog.hootsuite.com/5-tactics-tourism-marketing-strategy/
3. Gather support and funds from local businesses. These businesses will be advertised throughout the tours.	Volunteer Team	Months 2-5, on-going	
4. Plan a few tours, and choose volunteer leaders for each tour.	Volunteer Team, Chamber of Commerce, Volunteers at the Visitor Bureau, local organizations with similar interests	Months 2-5	OB Web Design http://www.obwebdesign.com/ How to Make a Website http://websitesetup.org/
5. Schedule the tours and advertise at partnering businesses and on the virtual visitor center website.	Volunteer Team	Month 6, on-going	Lake Tahoe Sustainability Action Plan, December 2013 Keep Tahoe Blue League to Save Lake Tahoe, http://www.keeptahoeblue.org/
6. Host weekly tours as necessary based on visitor interest.	Volunteer Team, Chamber of Commerce, Volunteers at the Visitor Bureau	On-going	