

**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.6: Establish an annual Arts and Music Festival while supporting arts and music programs.**

6

**Benchmark:** An Art Around Crest Forest committee is created and with support from local businesses, hosted an event to raise funds to support ongoing music and arts programs.

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

**Estimated Cost:** \$5,000



Appel Farm Music Festival 2012. Photo source: [Lhcollins](#)

Most communities have a vibrant arts and music scene, but often the community at large is unaware of these activities. With art and music involvement largely home-grown and separate from schooling, it is difficult for the community to support and encourage the continuation of these programs.

Often the best way to draw attention to arts and music in the community is to work with local businesses to host an event that features local artists and musicians and promotes those businesses. An event of this type can expose community members to arts and music opportunities that they were previously unaware of and can introduce them to new

businesses that they may then begin to frequent. In the Crest Forest communities, the Crest Forest Senior Citizens Center offers a music class. Participants in this class, as well as other music and arts groups, could be featured in an event of this kind. Local businesses, the San Bernardino Area Chamber of Commerce, and the Crestline Communities Development Alliance (CCDA) may be interested in working together to organize and sponsor an “Art Around Crestline” event. This day-long event could include art exhibits, live performances, artist’s studio tours and an interactive kid’s zone. The exposure received by arts and music programs at such an event could be continued throughout the year by having businesses advertise different art and music events, classes, and programs.

A partnership between local businesses and music and arts programs could be leveraged to host a fundraiser to raise money for additional community music and arts programs, to support pre-existing music and arts classes in schools, or to support the creation of a music and arts after-school program for school-aged children or evening recreational classes for community members of all ages.

Currently, enhancement of Arts and Music are being developed through the CCDA, Mountain Arts Network, quilting organizations, volunteers and Chamber of Commerce events.



Action	Action Leader	Timeline	Resources
1. Create an Art around Crest Forest committee of adults and young adults.	Champion	Month 1	<p>6 Basic Principles for Organizing an Art and Craft Event  <a href="https://meylah.com/meylah/6-basic-principles-for-organizing-an-art-and-craft-event">https://meylah.com/meylah/6-basic-principles-for-organizing-an-art-and-craft-event</a></p> <p>Organizing a Fair, Festival or Event  <a href="http://festivalsandevents.com/festival-planning/Organizing.shtml">http://festivalsandevents.com/festival-planning/Organizing.shtml</a></p> <p>10 tips for running an arts festival  <a href="https://www.theguardian.com/culture-professionals-network/culture-professionals-blog/2012/jul/12/arts-festivals-tips-managing-programming">https://www.theguardian.com/culture-professionals-network/culture-professionals-blog/2012/jul/12/arts-festivals-tips-managing-programming</a></p> <p>Eight Things You Need to Know Before You Start a Music Festival  <a href="http://www.npr.org/sections/therecord/2010/08/26/129449645/starting-a-music-festival-eight-things-you-need-to-know">http://www.npr.org/sections/therecord/2010/08/26/129449645/starting-a-music-festival-eight-things-you-need-to-know</a></p>
2. Gather support for the event from local businesses.	Art Around Crest Forest committee	Month 2	
3. Plan the event and coordinate with local music and arts programs to have their participants perform at the event. Choose a date for the event.	Art Around Crest Forest committee	Month 3	
4. Coordinate with vendors to organize fund sharing opportunities in order to raise funds for local music and arts programs.	Art Around Crest Forest committee	Month 4	
5. Host the event, and gather feedback on the success of the event and recommendations for improvement.	Art Around Crest Forest committee	Annually	
6. Donate funds raised at the event to ongoing music and arts programs. Help to organize additional programs if necessary.	Art Around Crest Forest committee	Annually	