

Community Focus Statement D: Provide a thriving and vibrant local small business environment.

Action Statement D.2: Establish a marketing plan that focuses on the natural environment and existing tourist attractions and amenities, such as Lake Gregory Regional Park.

D₂

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

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

Estimated Cost: \$300



Lake Gregory entrance sign. Photo source: Michael Baker International

The Crest Forest communities have a wealth of natural scenery and attractions that drive the local economy and make the area a prime tourism destination. The area is highly suited to outdoor activities such as hiking and camping, and regional attractions such as Lake Gregory enhance the area's appeal. The Crest Forest communities can further capitalize on the economic potential of these resources by developing a marketing plan that emphasizes the area's natural features and related tourist-serving amenities. The Crestline Communities Development Alliance (CCDA) website has links for animals, birds, and points of interest. This information could be enhanced.

A marketing plan for the Crest Forest communities should be based on a clear vision for what types of tourists the area is looking to attract. Identifiers should include the age and type of visitors (families with children, young single persons or couples, older visitors, etc.), where they visit from, when they come and for how long, economic characteristics, and what types of scenery or activities the visitors are looking for. Based on this information, the marketing plan should consider how best to attract the desired visitors, including what characteristics of the Crest Forest communities the plan should emphasize, what types of marketing campaigns are likely to be most effective in reaching and appealing to the desired visitors, and what types of promotions (if any) should be put into effect. The marketing plan should discuss the specifics of any marketing campaigns and how they will be run, including what organization will be responsible for coordinating the effort and how the campaign should be funded. Additionally, this plan should include clearly defined metrics to measure the success of any marketing efforts and how to revise the plan if marketing efforts are discovered to be less effective than intended.

Any marketing plan prepared for the Crest Forest communities should tie into a broader effort to ensure that tourism remains an effective part of the area’s economy while still being consistent with the vision and goals of community members. The marketing plan should support any ongoing or future efforts to consider what visitor-serving amenities the Crest Forest communities are lacking and how the area can offer additional attractions to appeal to other segments of the tourist population. Ultimately, information gleaned from the marketing plan can be incorporated into future community planning efforts for the Crest Forest area.

Action	Action Leader	Timeline	Resources
1. Appoint a board member to lead a committee of local business leaders.	Champion with Crestline/Lake Gregory Chamber of Commerce	Month 1	Crestline/Lake Gregory Chamber of Commerce http://www.crestlinechamber.net/
2. Form a local action committee in charge of developing a draft marketing plan.	Champion with Crestline/Lake Gregory Chamber of Commerce	Months 2–3	Crestline/Lake Gregory Website http://www.cityofcrestline.com/
3. Compile existing resources from the San Bernardino County Economic Development Agency’s website and community knowledge of the area.	Mountain Marketing Committee	Month 3	San Bernardino County Economic Development Agency http://www.sbcountyadvantage.com/home.aspx
4. Research ecotourism as an option for promoting the natural environment to tourists.	Mountain Marketing Committee	Month 3	The International Ecotourism Society: https://www.ecotourism.org/what-is-ecotourism
5. Engage community stakeholders, local business owners, residents, and community leaders to gather input prior to development of a draft plan.	Mountain Marketing Committee	Months 4–5	Center for Ecotourism and Sustainable Development http://www.ecotourism.org/sites/ecotourism.org/files/document/Certification/Ecotourism%20Handbook%20III%20-%20Practical%20steps%20for%20Marketing%20Tourism%20Certification.pdf
6. Create a draft plan for review by the community.	Mountain Marketing Committee	Months 6–12	
7. Adopt and implement the draft plan and revisit it yearly to make adjustments.	Mountain Marketing Committee	Month 12, on-going	
8. Share the marketing plan with the County Economic Development Agency to assist in marketing tourism to the area.		Month 12	