

Community Focus Statement D: Become a destination renowned for culture, environment, health, and well-being for people of all ages and abilities.

Action Statement D.4: Enhance existing and create new cultural attractions for diverse groups of people with programs like Shakespeare in the Forest, a vaquero/cowboy festival, mining tours, and similar events.

D4

Benchmark: Establishment of new events within the community that attract new visitors.
Champion: Volunteer group or person or can be identified by the community
Estimated Cost: variable depending on programs proposed



Big Bear Chili Cook Off hosted by the Old Miners Association. Photo source: bigbearlake.net

A truly effective tourism attraction or experience is one that gives visitors a unique or extraordinary experience. This may include natural settings and outdoor activities, festivals and events, historic or cultural landmarks, or anything else notable to attract people from outside of the community. The Bear Valley communities can enhance tourism by improving existing attractions and adding new ones.

The Bear Valley communities will need to identify specifically what attracts visitors to the area. In addition to four seasons of recreation, the Valley’s existing attractions include cultural offerings such as Antique Care Club Fun Run, Oktoberfest, Music in the Mountains, Old Miners Days, and the Big Bear Renaissance Faire. The

communities should look at what draws visitors to the area and how these attractions could be improved. Additionally, the communities should investigate new attractions that could be developed in the Bear Valley area to appeal to a wider selection of visitors.

When exploring how best to expand existing attractions or to develop new ones, the Bear Valley communities should look at the quality of the attraction or experience, its uniqueness or extraordinary characteristics, and its ability to appeal to visitors. The communities should evaluate how best to market tourism attractions to attract a broader range of visitors. Tourism should build on the unique and special character of the Valley. As with any tourism promotion effort, care should be taken to minimize conflicts between visitors and the local community, and ensure that the Big Bear communities have sufficient capacity to accommodate a large number of tourists.



Action	Action Leader	Timeline	Resources
1. Form a committee to coordinate events and form partnerships with event organizers.	Champion	Year 1	Information for developing living history or interpretive programs http://www.parks.ca.gov/?page_id=21700
2. Develop races or bring back rodeos that enhance the community's cowboy, vaquero, or ranching history.	Events Committee	Year 1 – 2	San Manuel Band of Mission Indians https://www.sanmanuelnsn.gov/Contact-Us
3. Develop living history mining events to educate people regarding the community's mining history.	Events Committee	Year 1	Friends of Big Bear Valley https://friendsofbigbearvalley.org/
4. Develop interpretive museum exhibits about the local Native American tribes.	Events Committee	Year 1 – 5	Big Bear Historical Society http://bigbearhistory.org
5. Develop an educational pine nut harvest festival to teach about native ways of life.	Events Committee	Year 1 – 5	Old Miners Association http://www.oldminers.org
6. Develop a historic jeeping tour camp-out.	Events Committee	Year 1 – 2	Los Vaqueros de las Montanas Riding Club http://losvaquerosridingclub.org/
7. Develop a home tour showcasing the local vernacular Maltby architectural style.	Events Committee	Year 1 – 2	
8. Develop cemetery, ghost, or garden tours.	Events Committee	Year 1 – 2	