

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

F3

Action Statement F.3: *Attract and retain permanent residents by developing and implementing a marketing campaign to highlight the values of mountain living for young families focusing on education, family values, community, natural environment, and activities.*

Benchmark: A paper and web-based catalog of events schools, and recreational opportunities is developed and advertised on social media.

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

Estimated Cost: \$300–\$500



Green Valley Lake image that could be used in mountain marketing materials. Photo source: Orange Grove Media

Communities are developed and thrive based on the socioeconomic makeup of their residents. Many of the Hilltop communities have economies based heavily on the tourism industry, which can fluctuate from year to year. Increasing the number of permanent residents who live, work, and shop in these communities can help to stabilize the local economy and promote growth.

One way to increase the number of residents is through regional marketing campaigns that focus on promoting the reasons people should permanently relocate to the Hilltop communities. Current efforts by the Running Springs Area Chamber of Commerce focus primarily on boosting tourism through the promotion of events and

lodging. Running Springs and Green Valley Lake also either have websites or use social media to disseminate information to residents and tourists. Additionally, many private real estate companies have listings of available homes and even provide information on relocation strategies, but these are marketed on a case-by-case basis and do not focus on regional attraction.

“City marketing” is the term given to the concept of branding a city or area so that it has a value to potential residents that is attractive enough to make them consider relocation. Current residents can be engaged to help with this effort, which is an effective strategy for gaining momentum with attraction efforts. Much like businesses use their existing employees to get the word out about new positions, residents can promote their community by sharing positive aspects and experiences within the Hilltop communities. Strategies to consider when trying to market a community include the following:

- Information regarding the current and forecast job market

- Real estate information
- Promotion of community amenities (parks, libraries, public facilities)
- Promotion of quality of life aspects that are unique to these communities
- Detailed information regarding school district performance

Action	Action Leader	Timeline	Resources
1. Organize a committee of residents, local business owners, and other stakeholders.	Champion	Month 1	Running Springs Area Chamber of Commerce http://www.runningspringschamber.com/
2. Gather input from the community on local events, businesses, tourist attractions, schools, and other community highlights.	Mountain Marketing Committee	Months 2–3	Marketing Strategy Help Sheet https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510
3. Develop a web-based annual catalog of events for use by residents and tourists.	Mountain Marketing Committee	Months 3–12	Running Springs Area website http://www.runningsprings.com/
4. Increase social media exposure for the community by promoting events through different platforms.	Mountain Marketing Committee	Month 3	Green Valley Lake http://www.green-valley-lake.com/
5. Continue to revise the catalog on an annual basis or as needed.	Mountain Marketing Committee	On-going	City Marketing: How to promote a City? http://www.diva-portal.org/smash/get/diva2:560181/FULLTEXT01