

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

Action Statement F.4: Create a business appreciation program, including events, webinars, and awards.

F4

Benchmark: An annual business appreciation event recognizes local businesses.

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

Estimated Cost: \$200–\$300 for award plaques, additional costs associated with the day of event

A business appreciation program is an effective way of recognizing businesses that reach significant milestones and achievements. This type of program helps to create a connection between business owners and the local Chamber of Commerce that also incentivizes young business owners to grow and develop their businesses. Examples include recognizing businesses for:

- Significant anniversaries
- Significant sales achievements
- Individual industry awards
- Community contributions

Action	Action Leader	Timeline	Resources
1. Contact the San Bernardino County Economic Development Agency to discuss existing incentive programs.	Champion	Month 1	Running Springs Area Chamber of Commerce http://www.runningspringschamber.com/
2. Organize a committee of residents/non-business owners to serve on a panel.	Champion with Running Springs Area Chamber of Commerce	Months 2 – 3	San Bernardino County Office Economic Development Agency, Incentives, Services, and Programs http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx
3. Develop criteria for discussing the award categories, how award winners are chosen, and who is eligible.	Award committee	Months 4 – 6	
4. Organize an event in a large space and invite community members, business owners, etc.	Award committee	Months 6 – 9	
5. Evaluate the success of the event and adjust for the following year.	Award committee	On-going	