

Community Focus Statement A: Protect the community's treasures for years to come.

Action Statement A.4: Promote expanded economic and tourism activity along Mentone Boulevard (Highway 38) that highlights the community's history, and proximity to the San Bernardino Mountains.

A4

Benchmark: Increased visitors to the community and community businesses.

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

Estimated Cost: variable depending on programs offered



Mentone Beach water tower.

Photo source: [Chuck Coker](#)

To promote economic activity and tourism along Mentone Boulevard, community history, and proximity to the San Bernardino Mountains should be marketed and used as a placemaking tool. By creating a unified theme for the Highway 38 commercial district, honoring the agricultural roots of the town, the community's history could be highlighted.

Community members began referring to a narrow stretch of silt along Mill Creek as Mentone Beach, and the name stuck. The Mentone Beach moniker is used by some retail establishments to increase tourism traffic. Encouraging uniformed community history wayfinding materials or other landmarks on Mentone Boulevard can help attract pass-through travelers into local establishments to take part in the "lore" of Mentone Beach.

The following components could be part of establishing the Mentone Beach theme:

- Common community graphics and logo centered around the theme
- Common design elements such as public art that incorporate the theme into signage, public art, wayfinding, and building façades
- Merchandise lines that play on the Mentone Beach theme available at local stores and restaurants for tourists to purchase
- Brochures and informational items using the beach theme to expand on Mentone's history and other tourist draws
- Incorporation of this same theme on the Chamber of Commerce website and in other online social media



Action	Action Leader	Timeline	Resources
1. Hold a meeting to organize a community meeting to identify interested parties and establish a leadership committee.	Champion, Mentone Chamber of Commerce	As needed	Mentone Area Community Association https://www.facebook.com/mentone.association
2. Identify what the community wants to achieve specifically.	Community members, Chamber of Commerce, Mentone Area Community Association (MACA), Business Owners	As needed	US Environmental Protection Agency – Smart Growth in Small Towns and Rural Communities https://www.epa.gov/smartgrowth/smart-growth-small-towns-and-rural-communities
3. Conduct a community needs/assets assessment that identifies areas that need to be addressed (i.e., better signs, pedestrian facilities, storefronts, etc.).	Community members, Business Owners	As needed	Mentone Chamber of Commerce http://www.mentonechamber.com/
4. Identify other objectives in the Mentone Community Plan that may already be addressing some of the needs necessary to achieve this objective. (For example, there are objectives in the Mentone Community Plan that seek to improve walking and biking conditions, instigate better signage and wayfinding programs, and improve connectivity to open spaces.) Additionally, some objectives may have already conducted a community needs assessment.	Community members, Business Owners, MACA	As needed	Smart Growth Voice – Ten Principles for Responsible Tourism http://smartgrowth.org/ten-principles-for-responsible-tourism/ Tourism Development and Marketing (sample) http://www.nationalheritageareas.us/documents/ErieCanalway13-8_Tourism_Final.pdf
5. Identify priority areas of improvement that directly impact tourism and the potential increase in economic opportunities. (Coordination with County Special Districts Department may be necessary)	Community members, Business Owners, MACA, Chamber of Commerce	As needed	City of Glendale – Wayfinding & Signage Program (sample) http://www.glendaleca.gov/home/showdocument?id=4329
6. Identify potential funding sources for the proposed improvements. (Coordination with County Special Districts Department may be necessary)	Community members, Business Owners, Mentone Chamber of Commerce	As needed	