

**Community Focus Statement C:** Become a model gateway community to Joshua Tree National Park

**Action Statement C.1:** Enhance the community's identity as "The Gateway to Joshua Tree National Park."

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**Benchmark:** Wayfinding signage is installed to indicate the Joshua Tree community and encourage tourists to stop in town to dine and shop.

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

**Estimated Cost:** Variable depending on projects proposed.



Joshua Tree National Park at twilight looking towards the Joshua Tree community. Photo source: [Shane Burkhardt](#)

To become a model gateway community, Joshua Tree should market and enhance the community's identity as a gateway to Joshua Tree National Park. Tourists traveling to the National Park drive through the Joshua Tree community, and the community can enhance commercial and recreational offerings for these people. A consistent and compatible design for the downtown area, particularly along Twentynine Palms Highway, will establish a clear identity for the community and beautify the area (see Action Statement C.3). Unified and wayfinding monuments could be placed at key community entry points in Joshua Tree to indicate the boundaries of the community.

The Joshua Tree Chamber of Commerce could use marketing to enhance the community's identity as "The Gateway to Joshua Tree National Park." Advertisements could highlight the amenities in Joshua Tree that tourists could use on their way to Joshua Tree National Park.

Action	Action Leader	Timeline	Resources
1. Establish the committee to enhance the community identity.	Champion with Joshua Tree Chamber of Commerce	Years 1 – 3	Joshua Tree Chamber of Commerce <a href="http://joshuatreechamber.org/">http://joshuatreechamber.org/</a>
2. Select a chair to lead the group.	Enhance Joshua Tree Identity Committee	Years 1 – 3	Joshua Tree National Park (U.S. National Park Service) <a href="https://www.nps.gov/jotr/index.htm">https://www.nps.gov/jotr/index.htm</a>
3. Develop wayfinding materials, design guidelines, and a marketing plan to advertise the Joshua Tree community.	Enhance Joshua Tree Identity Committee	Years 1 – 3	
4. Secure funding to complete proposed projects.	Enhance Joshua Tree Identity Committee	Years 1 – 3	Federal Grants Wayfinding Sign Maintenance <a href="http://www.federalgrants.com/Wayfinding-Sign-Maintenance-37827.html">http://www.federalgrants.com/Wayfinding-Sign-Maintenance-37827.html</a>
5. Implement plans developed by the committee and begin using Joshua Tree marketing materials.	Enhance Joshua Tree Identity Committee	Years 1 – 3	National Geographic Gateway Toolkit <a href="http://travel.nationalgeographic.com/travel/sustainable/gateway_community_toolkit.html">http://travel.nationalgeographic.com/travel/sustainable/gateway_community_toolkit.html</a>
6. Revisit the marketing plan and enhanced identity of Joshua Tree yearly to refresh and keep it up to date.	Enhance Joshua Tree Identity Committee	Annually	
7. Meet with County EDA to help them promote the community by sharing marketing materials	Committee, County EDA	Annually	