

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

Action Statement D.7: Establish a business appreciation program, including events, webinars, and awards.



Benchmark: A Business Appreciation Program is an annual event to recognize local businesses.

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

Estimated Cost: \$1,500 - \$10,000

A business appreciation program is an effective method of recognizing businesses who reach significant milestones and achievements. This type of program helps to create a connection between business owners and the Lake Arrowhead Communities 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, and community contributions.

Action	Action Leader	Timeline	Resources
1. Contact the San Bernardino County Economic Development Agency to discuss existing incentive programs.	Champion	Month 1	Lake Arrowhead Communities Chamber of Commerce http://lakearrowheadchamber.com/
2. Organize a committee of residents/non-business owners to serve as a panel.	Champion with Lake Arrowhead Communities 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	