

**Community Focus Statement F:** Grow the local economy in a manner consistent with the rural character of Morongo Valley

**F3**

**Action Statement F.3: Construct a Visitor Information Center in Morongo Valley that provides information about the community and the region, including information on Big Morongo Canyon Preserve, Joshua Tree National Park, and the Sand to Snow National Monument.**

**Benchmark:** The community has a well-maintained and publicized Visitor Information Center, providing helpful information to tourists.

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

**Estimated Cost:** variable, depending on project size and scope

Action	Action Leader	Timeline	Resources
1. Form a taskforce.	Champion	Months 1–6	Corporate sponsorship guidance
2. Engage with the community to understand what types of public amenities are needed at a Visitor Information Center.	Task force with Chamber of Commerce, local businesses, local community groups	Months 1–6	<a href="http://mrsc.org/Home/Explore-Topics/Parks-and-Recreation/Parks-and-Recreation-Funding/Corporate-Sponsorship-and-Naming-Policies.aspx">http://mrsc.org/Home/Explore-Topics/Parks-and-Recreation/Parks-and-Recreation-Funding/Corporate-Sponsorship-and-Naming-Policies.aspx</a>
3. Draft a comprehensive marketing plan for information that will be provided at the Visitor Information Center.	Visitors Center Taskforce	Months 6–18	
4. Reach out to local businesses and organizations about donating or sponsoring the cost of various Visitor Center amenities (e.g., adopt-a-bench program).	Visitors Center Taskforce	Months 12–18	Federal grant funding resources <a href="http://reconnectingamerica.org/resource-center/federal-grant-opportunities/">http://reconnectingamerica.org/resource-center/federal-grant-opportunities/</a>
5. Apply for grant funding.	Visitors Center Taskforce, Community Services District, Chamber of Commerce	Months 12–18	California grant resources <a href="http://www.hcd.ca.gov/financial-assistance/">http://www.hcd.ca.gov/financial-assistance/</a>
6. Construct Visitor Information Center	Visitors Center Taskforce	Months 18–60	<a href="http://www.ca-ilg.org/funding-opportunities">http://www.ca-ilg.org/funding-opportunities</a>
7. Prepare a plan for ongoing maintenance of the Visitor Center and reach out to organizations such as schools, youth groups, churches, and volunteer teams to help with maintenance.	Visitors Center Taskforce	Months 13–60	San Bernardino County Tourism <a href="http://www.californiaoutdoorplayground.com/home.aspx">http://www.californiaoutdoorplayground.com/home.aspx</a>
8. Refresh and update marketing information at the Visitor Center annually.	Visitors Center Taskforce	Annually	