

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

**F5**

**Action Statement F.5:** Partner with the San Bernardino County Economic Development Agency to support local business ownership and investment to attract new small businesses and to enable growth of existing small businesses that are consistent with the values of the community.

**Benchmark:** Small businesses in Morongo Valley have adequate resources and support to grow and thrive in the community.

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

**Estimated Cost:** Volunteer Time.

Action	Action Leader	Timeline	Resources
1. Appoint a board member to lead a committee of local business leaders, partnered with the San Bernardino County Economic Development Agency.	Champion with Morongo Valley Chamber of Commerce	Month 1	Morongo Valley Chamber of Commerce <a href="http://www.92256.net/chamber/">http://www.92256.net/chamber/</a>
2. Form a local action committee in charge of developing a draft marketing plan. This could be the same committee that handles tourist attraction.	Chamber of Commerce, Marketing/economic development committee	Months 2–3	San Bernardino County EDA Site Selection Assistance <a href="http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx">http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx</a>
3. Conduct a market analysis of the existing conditions in the area and share the data with the San Bernardino County Economic Development Agency (EDA).	Marketing/economic development committee	Months 3–12	San Bernardino County EDA Local Business Incentives and Services Programs <a href="http://strategic-advantages/Incentives-Programs.aspx">http://strategic-advantages/Incentives-Programs.aspx</a>
4. Organize community stakeholders, including residents, nonprofit leaders, and decision-makers, to gather resources and lend support to assist new businesses.	Marketing/economic development committee	Months 4–5	
5. Establish a list within the marketing plan of tasks that can be completed by the community to assist in business attraction.	Marketing/economic development committee	Month 12	
6. Accomplish two tasks on the list of projects per year.	Marketing/economic development committee	On-going	