

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

**F6**

**Action Statement F.6:** Work with local businesses and community groups to establish annual festivals in Morongo Valley, and market these festivals to potential visitors through new and existing community marketing efforts.

**Benchmark:** An annual arts and theatre festival is established in the Morongo Valley that attracts visitors from a wide area.

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

**Estimated Cost:** \$25,000 - \$100,000; cost dependent on size and scope

Action	Action Leader	Timeline	Resources
1. Establish a community group to develop and market an arts and theatre festival.	Champion	Months 1 – 12	How to host a Community Event <a href="https://represent.us/host-community-forum-event/">https://represent.us/host-community-forum-event/</a>
2. Secure funding through sponsorships and grant funding.	Community Events Committee	Months 1 – 12	Example: Joshua Tree National Park Association Annual Art Festival <a href="http://www.joshuatree.org/art-festival/">http://www.joshuatree.org/art-festival/</a>
3. Evaluate a pilot arts and theatre festival, and consider whether to make the festival an annual event.	Community Events Committee	Months 12 – 13	
4. Continue to plan future events.	Community Events Committee	Month 14 – on-going	San Bernardino County Tourism, Events <a href="http://www.californiaoutdoorplayground.com/Events.aspx">http://www.californiaoutdoorplayground.com/Events.aspx</a>