

**Community Focus Statement C:** Create affordable outdoor recreation activities that capitalize on the natural environment, attract visitors, and provide entertainment for residents while also reducing the associated impacts to the communities.

**Action Statement C.7:** Partner with the San Bernardino County Economic Development Agency (EDA) to provide information for visitors and local experts to provide educational tours.

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**Benchmark:** An annual review of community resources and an enhanced visitor resource center is established.

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

**Estimated Cost:** \$300–\$500 or promotion resources



Educational tour on Sparks Lake, OR. Photo source: [Oregon State University](https://www.oregonstate.edu)

Many communities, especially those that are tourism hubs or are in unique landscapes, boast robust visitor information bureaus. These bureaus often provide information about the different landmarks and activities available in the community and sometimes host their own tours. Often the bureau will sell a card that grants visitors discounted access to museums and other locations in the community.

In the Crest Forest communities, outdoor recreation reigns supreme and most visitors come to participate in recreation in the great outdoors. In order to adequately protect the natural landscape it is important for visitors to learn about

how to minimize their impact and enjoy the recreation options that the Crest Forest communities can offer to the highest extent.

The Lake Gregory Village area provides a hub of activity in the heart of the Crest Forest communities. A group of volunteers could create a ‘virtual’ visitor center as a website that visitors could use to book educational tours or a meeting with a local volunteer. The tours would be hosted and led by the volunteers, most likely on weekends, and each tour could focus on a different aspect of the community, from architectural history to environmental education to recreational locations. Each different tour could be hosted in partnership with local groups that specialize in the tours focus to add a layer of information. The tours could depart and end at the Lake Gregory Village. Businesses could be petitioned to donate funds to the tours in exchange for mention in the tours. This ‘virtual’ visitor center could initially be spear headed by the Crestline/Lake Gregory Chamber of Commerce and the Crestline Communities Development Alliance (CCDA) and then handed off to a group of dedicated volunteers. Some of the tours could be similar to the previously hosted “Treasures in the Trees Home Tour” hosted by the CCDA. CCDA,

Chamber of Commerce, RIM Recreation and Park District and Mountain Transit are actively coordinating with San Bernardino County Economic Development Agency (EDA) to develop tours for specialized professionals in the media business to experience communities at their best as well as other educational tours.

Action	Action Leader	Timeline	Resources
1. Establish a position in the Chamber of Commerce to work directly with a point of contact at the San Bernardino County Economic Development Agency to share information about recreational and educational opportunities in Crest Forest Communities.	Champion	Month 1	Crestline/Lake Gregory Chamber of Commerce <a href="http://www.crestlinechamber.net/">http://www.crestlinechamber.net/</a>  San Bernardino County Economic Development Agency <a href="http://www.sbcountyadvantage.com/Home.aspx">http://www.sbcountyadvantage.com/Home.aspx</a>
2. Organize quarterly tours for visitors, each time picking a different location.	Champion with Crestline/Lake Gregory Chamber of Commerce and CCDA	On-going	Crestline/Lake Gregory Website <a href="http://www.cityofcrestline.com/">http://www.cityofcrestline.com/</a>
3. Develop a visitor resource portal on the Crestline/Lake Gregory Chamber of Commerce website.	Champion with Crestline/Lake Gregory Chamber of Commerce	Months 4–6	
4. Promote quarterly events and engage the community to develop new and exciting events.	Champion with Crestline/Lake Gregory Chamber of Commerce and CCDA	On-going	