

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

**D**

**Action Statement D.1:** *Attract and retain permanent residents by developing and implementing a marketing campaign to highlight the values of mountain living for young families focusing on education, family values, community, natural environment, and activities.*

**Benchmark:** A paper and web-based catalog of events is developed and social media promotion is increased.

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

**Estimated Cost:** \$300–\$500



Family lakeside activities. Photo source: [U.S. Fish & Wildlife Service](https://www.fishbase.org/)

Crest Forest, like other mountain communities in the San Bernardino Mountains, has a number of residences considered “second homes.” While some residents live in the community year-round, other residents are present in the community only part-time. In order to provide a thriving and vibrant local business environment, the Crest Forest communities should market the community for full-time living, particularly for young families who can develop roots.

Instead of attracting tourists, who only pass through the community, the focus should be on attracting permanent residents. Crest Forest can brand and market the communities and use newsletters and other advertising methods to share information.

Marketing materials could include information on the local education system, family values, affordability, the tight-knit community, and the unique natural environment. Additionally, the communities could investigate the amenities that would assist part-time residents in transition to full-time residents. Because part-time residents already own property in the communities, there could be additional marketing to encourage empty nesters or retirees to live permanently in Crest Forest.

The chamber of commerce and real estate and lodging businesses could assist. Short videos and photos of the area could be shared with prospective property buyers and visitors in the area. These videos and photos could also be shared online.



Action	Action Leader	Timeline	Resources
1. Organize a committee of residents, local business owners, and other stakeholders, to form a Mountain Marketing Committee.	Champion	Month 1	Crestline/Lake Gregory Chamber of Commerce <a href="http://www.crestlinechamber.net/">http://www.crestlinechamber.net/</a>
2. Gather input from the community on local events, businesses, tourist attractions, and other community highlights.	Mountain Marketing Committee	Months 2-3	Marketing Strategy Help Sheet <a href="https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510">https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510</a>
3. Develop a web-based annual catalog of events for use by residents and tourists.	Mountain Marketing Committee	Months 3-12	Crestline & Lake Gregory Website <a href="http://www.cityofcrestline.com/">http://www.cityofcrestline.com/</a>
4. Create/ and increase social media exposure for the community by promoting events through different platforms.	Mountain Marketing Committee	Month 3	
5. Meet with and share marketing materials with area realtors to use with potential home buyers.	Mountain Marketing Committee	On-going	
6. Continue to revise the catalog on an annual basis or as needed.	Mountain Marketing Committee	On-going	