

**Community Focus Statement E:** Create opportunities for community connectedness where residents of Muscoy know their neighbors, are connected to their community, and have diverse opportunities for social interaction.

**Action Statement E.2: Promote events and activities that celebrate Muscoy's cultural heritage and connect diverse resident groups within the community.**

E.2

**Benchmark:** One large annual community event and several smaller events/activities are held every year, with diverse attendance from Muscoy.

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

**Estimated Cost:** variable depending on events



Community festival. Photo source: Anonymous

Muscoy's demographics and cultural heritage play an important role in the social and cultural life of the community. Muscoy's long-standing equestrian tradition and vibrant Latino heritage are assets in the community that can be celebrated and enhanced through cultural events and activities. These events foster community pride, strengthen relationships, and boost the local economy. Visible and well-attended community events offer the opportunity to connect diverse resident groups within the community and create the foundation for further connections and friendships. Events and activities could engage all walks of life in the community for people of all age groups and abilities.

Events or activities could take a variety of forms including annual festivals, equestrian shows, and weekly church-sponsored community potlucks. Local businesses could provide sponsorships to help finance the festival and in turn receive marketing exposure and increased visibility in the community. Events could highlight the talents of Muscoy's musicians, artists, performers, chefs, and others.

By celebrating Muscoy's cultural heritage, residents can find a sense of unity and belonging within the community. Community connectedness would be strengthened, and Muscoy residents would know their neighbors and have diverse opportunities for social interaction.

Action	Action Leader	Timeline	Resources
1. Contact residents and hold a meeting to see who would be interested in serving on a Muscoy event planning committee.	Champion	Years 1 – 3	San Bernardino County Regional Parks and Recreation <a href="http://cms.sbcounty.gov/parks/Home.aspx">http://cms.sbcounty.gov/parks/Home.aspx</a>
2. Nominate a chair for the committee to serve as a liaison between other community groups and the event planning committee.	Muscoy event planning committee	Years 1 – 3	Planning a successful community event <a href="https://www.theguardian.com/voluntary-sector-network/2013/feb/05/tipa-planning-successful-community-event">https://www.theguardian.com/voluntary-sector-network/2013/feb/05/tipa-planning-successful-community-event</a>
3. Identify needs/wants from the community for events to be held.	Muscoy event planning committee	Years 1 – 3	
4. Plan one large event annually, and smaller low-cost events to be held on smaller neighborhood-wide scales on holidays, monthly, or biweekly.	Muscoy event planning committee	Years 1 – 3	University of Minnesota Extension: <a href="http://www.extension.umn.edu/community/news/community-festivals/">http://www.extension.umn.edu/community/news/community-festivals/</a>
5. Publicize events through email, newsletters, Facebook, newspapers, etc., to attract a variety of community members to attend.	Muscoy event planning committee	Years 1 – 3	Cultivating Culture: <a href="http://www.cultivatingculture.com/2013/04/05/the-importance-of-cultural-heritage/">http://www.cultivatingculture.com/2013/04/05/the-importance-of-cultural-heritage/</a>
6. After each event, solicit input from event attendees, volunteers, sponsors, etc., and adjust future events based on community feedback.	Muscoy event planning committee	Annually	