

Community Focus Statement B: Encourage commercial and light industrial uses in Phelan Piñon Hills.

Action Statement B.2: Encourage more retail and service uses within the existing commercial zones by regularly updating the San Bernardino County Economic Development Agency (EDA) on local available sites.

B₂

Benchmark: A quarterly report delivered to the San Bernardino County EDA of local available sites.

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

Estimated Cost: Volunteer time.



Regularly updating the County on available commercial sites can provide a more cooperative relationship in marketing these sites. Photo source: USDA NRCS

The current commercial uses in the Phelan Piñon Hills area consist primarily of strip commercial uses, with several neighborhood commercial centers. Areas presently zoned for commercial uses are not built out and offer an opportunity for new investment and development in the area. Engaging both the Phelan and Piñon Hills Chambers of Commerce and providing education on business attraction strategies is an important step when looking to gain outside investment.

Developing marketing strategies, such as informational guides, market analysis, and other documents that make it easier for investors to obtain information about the community, is essential to attracting new investment. These types of documents allow potential investors to quickly gain information about market conditions and local demographics that are important factors in the

site selection process. The information that should be readily available for investors when they become interested in the area include physical characteristics, rental rates, ownership, identification of tax-delinquent properties and those near foreclosure, and development requirements and processes.

A chamber of commerce is often one of the first places that potential developers go to gather information. If the chamber of commerce is knowledgeable about the community, the chamber can easily present the benefits of locating in the community. Additional focus areas that can assist in future attraction include:

- Identifying the goods and services residents would like to attract.
- Performing a market analysis to assess the current market conditions.
- Identifying opportunity sites for development.
- Developing marketing materials that can be distributed through the chamber of commerce or sent to target retailers.



The San Bernardino County Economic Development Agency has a marketing program in place which catalogs existing available properties. All that is required is for the Phelan Chamber of Commerce, Piñon Hills Chamber of Commerce, or individual property owners in either community to contact the site selection coordinator at the EDA and provide the agency with information on the parcel.

Action	Action Leader	Timeline	Resources
1. Designate a person on each Chamber of Commerce board to collect and organize information on available sites.	Champion with Phelan and Piñon Hills Chambers of Commerce	Month 1	Phelan Chamber of Commerce http://www.phelanchamber.info/
2. Organize monthly calls to discuss local available sites with a County EDA site selection coordinator.	Champion with Phelan and Piñon Hills Chambers of Commerce	Month 2	Piñon Hills Chamber of Commerce https://www.facebook.com/Piñon-Hills-Chamber-of-Commerce-142718772459648/
3. Promote the services provided by the County through local events and on Chamber website.	Champion with Phelan and Piñon Hills Chambers of Commerce	Month 2 – 4	San Bernardino County Economic Development Agency http://www.sbcountyadvantage.com/home.aspx
4. Prepare quarterly reports of all local available sites and any potential upcoming sites for the County EDA.	Champion with Phelan and Piñon Hills Chambers of Commerce	On-going	