

**Community Focus Statement D:** Grow the local economy in a manner consistent with the rural desert character.

**Action Statement D.3: Support local business ownership and investment while attracting new entrepreneurs that share similar values with the community.**

**D3**

**Benchmark:** A strong connection with the San Bernardino County Economic Development Agency (EDA) with regular conference calls between the Joshua Tree Chamber of Commerce and the San Bernardino County EDA to discuss available properties and opportunities for investment.

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

**Estimated Cost:** Dependent upon project and property needs.



Grand opening at the Joshua Tree Trading Post. Photo source: Joshua Tree Chamber of Commerce

Growing the local economy of the community requires a plan to help guide future investment and target development that is consistent with what the community desires. Many residents in Joshua Tree believe that the rural desert character of the area should be celebrated and enriched by the businesses in the community. This includes primarily family-owned and locally owned and operated businesses that serve the needs of the community and visitors to Joshua Tree National Park.

One way to help ensure that the community entices the desired types of investment and development is to create a development plan and guidelines that work to shape the

downtown commercial corridor in a manner consistent with the community's goals. The guidelines would include information such as the desired building height, size, and aesthetic qualities for new businesses, as well as improvements to the main commercial streets in the community. While the guidelines would not be binding, they would give the community a say by letting new investors know what types of businesses may be successful when locating in Joshua Tree.

Additionally, involving the Chambers of Commerce from surrounding communities, such as Yucca Valley and Twentynine Palms, can help to funnel mom and pop type business inquiries into Joshua Tree. The San Bernardino County Economic Development Agency (EDA) also has resources to help aid property owners looking to market their available local sites. The Joshua Tree Chamber of Commerce should serve as a liaison between property owners and the County EDA to help the community take advantage of services already offered by the Economic Development Agency.

*Action Statements D1, D2, and D3 could be completed together.*

Action	Action Leader	Timeline	Resources
1. Designate a County EDA liaison from the Joshua Tree Chamber of Commerce board.	Economic Development Committee with Joshua Tree Chamber of Commerce	Month 1	Joshua Tree Chamber of Commerce <a href="http://joshuatreechamber.org/">http://joshuatreechamber.org/</a>
2. Establish a monthly meeting or deadline to collect information from local business owners and community members.	Economic Development Committee with Joshua Tree Chamber of Commerce	Months 2 – 3	Twentynine Palms Chamber of Commerce <a href="http://www.29chamber.org/">http://www.29chamber.org/</a>  Yucca Valley Chamber of Commerce <a href="http://www.yuccavalley.org/">http://www.yuccavalley.org/</a>
3. Establish a monthly meeting following that deadline to discuss the community's ideas and concerns with a County EDA representative.	Economic Development Committee with Joshua Tree Chamber of Commerce	Month 3	San Bernardino County Economic Development Agency <a href="http://www.sbcountyadvantage.com/inSite.aspx?searchArea=FeaturedProperties">http://www.sbcountyadvantage.com/inSite.aspx?searchArea=FeaturedProperties</a>
4. Coordinate County resources that are already available through the County EDA to advertise available properties.	Economic Development Committee with Joshua Tree Chamber of Commerce	On-going	
5. Coordinate with the Yucca Valley and Twentynine Palms Chambers of Commerce to address regional issues impacting the business climate.	Economic Development Committee with Joshua Tree Chamber of Commerce	On-going	
6. Monitor progress and adjust timing as needed.	Economic Development Committee.	Ongoing	