

**Community Focus Statement E:** Grow the local economy in a manner consistent with the rural character of Homestead Valley

**Action Statement E.2: Promote the seasonal wildflower blooms in and around Homestead Valley.\***



**Benchmark:** Run an effective marketing strategy centered on ecotourism in Homestead Valley.

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

**Estimated Cost:** \$20,000 and up

Action	Action Leader	Timeline	Resources
1. Hold a meeting to create a Homestead Valley Marketing Committee	Champion	Month 1	Practical Steps for Marketing Tourism Certification, Center for Ecotourism and Sustainable Development <a href="http://www.ecotourism.org/sites/ecotourism.org/files/document/Certification/Ecotourism%20Handbook%20III%20-%20Practical%20steps%20for%20Marketing%20Tourism%20Certification.pdf">http://www.ecotourism.org/sites/ecotourism.org/files/document/Certification/Ecotourism%20Handbook%20III%20-%20Practical%20steps%20for%20Marketing%20Tourism%20Certification.pdf</a>  Homestead Valley Community Council <a href="http://www.hvccsite.org/communities.html">http://www.hvccsite.org/communities.html</a>  San Bernardino County Tourism <a href="http://www.californiaoutdoorplayground.com/home.aspx">http://www.californiaoutdoorplayground.com/home.aspx</a>
2. Establish a marketing plan, designed to promote ecotourism and seasonal wildflower blooms around Homestead Valley.	Homestead Valley Marketing Committee	Months 1 – 6	
3. Partner with San Bernardino County Tourism to coordinate and develop partnerships.	Homestead Valley Marketing Committee	Months 1 – 6	
4. Gather community input on areas to designate as ecotourism hotspots and compile information.	Homestead Valley Marketing Committee	Months 1 – 6	
5. Monitor the effectiveness of local marketing and ecotourism growth in the Homestead communities, and revise the campaigns as needed.	Homestead Valley Marketing Committee	Month 6 – on-going	

\*Homestead Valley Community Council promotes community events; including seasonal wildflower blooms.