

Community Focus Statement E: Increase and support economic development

Action Statement E.4: Encourage community members to support local businesses through a “Shop Local” type campaign.

E4

Benchmark: Marketing materials promoting shops and services in the community are shared with community members and visitors.

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

Estimated Cost: \$2,000 - \$10,000; dependent on advertising.

Action	Action Leader	Timeline	Resources
1. Establish a committee of business owners and community members to work toward developing a “Shop Local” campaign.	Champion	Month 1	San Bernardino County Economic Development Agency http://www.sbcountyadvantage.com/home.aspx
2. Organize a meeting of business owners with the Wrightwood Chamber of Commerce to discuss investment opportunities in the community.	Shop Local Committee	Month 2	Buy Local Initiatives https://secure.acce.org/wiki/buy-local-initiatives/
3. Appoint a Wrightwood coordinating committee to discuss improvements and coordinate events.	Shop Local Committee	Months 3–4	Buy Local Santa Monica (Example) http://www.buylocalsantamonica.com/
4. Look at the feasibility and potential support from local business owners for creating a Business Improvement District for funding small beautification and maintenance projects.	Shop Local Committee	Months 4–12	Wrightwood Chamber of Commerce http://www.wrightwoodchamber.org/
5. Organize two new events in the next calendar year to promote shopping local.	Shop Local Committee	Months 4–16	
6. Coordinate with the Chamber of Commerce, County EDA and community to create an expedited way to advertise vacant spaces to potential businesses to avoid long-term vacancies.	Shop Local Committee	On-going	