

Community Focus Statement F: Manage tourism within the community

Action Statement F.1: Promote resident involvement in community events, such as concerts, festivals, and bicycle races.



Benchmark: Community members are aware and involved in all community events.

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

Estimated Cost: variable depending on promotion materials proposed.

Action	Action Leader	Timeline	Resources
1. Create an Event Planning Committee	Champion	Month 1 – 2	Organizing a Fair, Festival or Event http://festivalsandevents.com/festival-planning/Organizing.shtml
2. Collaborate with representatives of all Wrightwood community groups, and brainstorm ways to better promote community events.	Wrightwood Event Planning Committee	Month 1	
3. Publicize events through email, newsletters, social media, newspapers, websites, etc., to attract a variety of community members to attend.	Wrightwood Event Planning Committee	On-going	
4. Utilize event sponsorships to improve event publicity.	Wrightwood Event Planning Committee	On-going	
5. After each event, solicit input from event attendees, volunteers, sponsors, etc., and adjust future promotion efforts based on community feedback. Periodically thank volunteers and sponsoring businesses.	Wrightwood Event Planning Committee	On-going	