

Community Focus Statement G: Reinforce the sense of “community”.

Action Statement G.3: Organize more community events and activities to bring Joshua Tree’s diverse population together.



Benchmark: Hold one large annual community event and several smaller events/activities every year, with diverse attendance from Joshua Tree.

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

Estimated Cost: Variable depending on initiative/projects.

To reinforce the sense of “community” within Joshua Tree, more community events and activities can be planned to bring Joshua Tree’s diverse people together. Local neighborhood events foster community pride, strengthen relationships, and boost the local economy. Visible and well-attended community events with a “keep it local” emphasis, offer the opportunity to connect diverse resident groups within Joshua Tree, and create the foundation for further connections and friendships. Events and activities could engage all walks of life in the community for people of all age groups and abilities.

Events or activities could take a variety of forms including annual festivals, shows, or weekly community potlucks. Events or activities could engage the entire community, or on the smaller neighborhood scale. Existing community groups could team up, to collaborate and combine resources during the planning stages. Local businesses could provide sponsorships to help finance events, and in turn receive marketing and increased visibility in the community. Events could highlight the talents of Joshua Tree’s musicians, artists, performers, chefs, and others.

By celebrating with community events and activities, Joshua Tree residents can find a sense of unity and belonging within the community. Community connectedness would be strengthened, and Joshua Tree’s diverse residents would get to know their neighborhoods and have opportunities for social interaction.

Action	Action Leader	Timeline	Resources
1. Identify/contact residents who would be interested in serving on a Joshua Tree Event Planning Committee.	Champion	Years 1 – 3	Joshua Tree Chamber of Commerce http://joshuatreechamber.org/ San Bernardino County Regional Parks and Recreation http://cms.sbcounty.gov/parks/Home.aspx
2. Nominate a chair for the committee to serve as a liaison between other community groups and the event planning committee.	Joshua Tree Event Planning Committee	Years 1 – 3	
3. Identify what kind of events and activities the community would like to hold over the course of a year.	Joshua Tree Event Planning Committee	Years 1 – 3	
4. Plan one large community event (with an emphasis on keeping it local), and smaller, low cost neighborhood events to be held on a regular basis (such as monthly, bimonthly).	Joshua Tree Event Planning Committee	Years 1 – 3	
5. Publicize events through email, newsletters, Facebook, newspapers, etc., to attract a variety of community members.	Joshua Tree Event Planning Committee	Years 1 – 3	
6. After each event, solicit input from attendees, volunteers, and sponsors. Adjust future events based on community feedback.	Joshua Tree Event Planning Committee	Annually	