

BORREGO SPRINGS WELCOME SIGN PROJECT

Celebrating pride in our community, and welcoming visitors to our town

We're entering the final stretch. Help us reach the goal!

Project Mission: To create and install three new welcome signs at key entrances to the community (see depictions below). Each of these locations had welcome signage dating to the 1970s and all were in need of a fresh, new look. That's why the grass-roots Welcome Sign Committee* led by the Borrego Village Association (BVA) came into being. Steps 1 and 2 are complete. Step 3 is underway. The achievement of Step 4 will result in the installation of the new signs.

STEP 1: ENGAGING THE COMMUNITY - The first step was a survey, from October 2023 to early January 2024, to obtain feedback from full-time and seasonal residents and visitors about what they would like to see (and would not like to see) in new welcome signs. The survey was printed in both English and Spanish and was available through a variety of sources. Based on that statistically significant feedback three professional designers were hired to submit ideas specifically tailored to Borrego Springs. Three designs were finalized: The Boulders, The Mountains, and Moonrise Over Borrego.

STEP 2: DESIGN OPTIONS - The Step 2 survey, from October 2024 to early January 2025, centered on surveying residents and visitors about visual impact and preferences of the three final designs. The survey results were very nearly a tie between all three designs. Borregans found elements to love about each one. The Borrego ram, the Palo Verde trees and historical elements were highlights of The Boulders. For both The Mountains and Moonrise Over Borrego, survey-takers warmed to the depiction of the night sky with the inclusion of Aries (the Ram) constellation and the "Dark Sky Community" descriptor. The survey results make one thing clear: the people who live and visit here are proud of their town and valley, its history, mountains, dark sky and Borrego sheep.

S22 (west)



The foot of Montezuma Grade



Yaqui Pass Rd. - La Casa del Zorro



STEP 3: PERMISSIONS AND PERMITTING - The new signs will be placed in the same locations and will be similar in size to the original Welcome Signs, which were installed over 40 years ago. This should help streamline the County permitting process. Additionally, we will secure permission from property owners for any signs placed on private land.

STEP 4: FUNDRAISING - Our goal is to raise \$120,000 to build and install all three new signs. We plan to apply for a San Diego County Neighborhood Revitalization Grant to cover half of the costs. We need your support to meet the funding match. Donations of any amount are welcome from local businesses, civic organizations, residents, seasonal residents and visitors. Donors contributing \$500 or more will be recognized on a plaque displayed with the signs and donors of \$1,000 or more will receive special recognition.

To make a donation, go to borregovillageassociation.org and contribute securely via PayPal. Donations can also be sent directly to:

Borrego Village Association,
P.O. Box 1133
Borrego Springs, CA 92004.

The Borrego Village Association is a 501c6 nonprofit, charitable organization, so contributions are tax deductible to the extent allowed by law. For questions or additional information, contact borregovillage@gmail.com.



*The Community Identification/Welcome Sign committee is a grass roots committee formed by James Dion of Borrego Village Association (BVA), Nancy McRae of the Borrego Valley Endowment Fund, Bruce Durbin, a member of the Iipay tribe of Kumeyaay Indians and Alicia Wszelaki of Path 88 Productions.