

“What we tell people about Alpine in 2015”

About this positioning statement (Version #3 – FOR REVIEW -)

This is one of the outputs from the “Vision of Alpine” event conducted on 2/19/2005 as part of the Alpine Revitalization effort. It is a working draft. This language was developed through a highly collaborative process involving representatives from over 40 community groups. The components for this vision statement were iterated three times during a one-day workshop facilitated by Sterling Insights, Inc.

ALPINE, CALIFORNIA: “A JEWEL IN THE MOUNTAINS”

Alpine is a unique, mountain community nestled at the foot of the Cuyamaca Mountains. An ecologically diverse environment that features mountains, valleys, creeks and streams, oak groves, and chaparral, Alpine is a place of great environmental sensitivity and rich local heritage. Locals and visitors alike enjoy its nourishing, peaceful atmosphere.

Alpine’s year-round temperate climate encourages patio dining, wandering through outdoor art exhibits, engaging in colorful conversation at the weekly Farmer’s Market, or taking in a summer concert. In strolling along the meandering pathways that wind through the village core, pedestrians are impressed with the unique variety of specialty stores, many featuring locally grown foods and handcrafted items. Those who wish to overnight here may select from quaint bed and breakfast inns or cozy mountain cottages.

Alpine is America’s First Community Wildlife Habitat, as proclaimed by the National Wildlife Federation. As such, its rural lifestyle lends itself to many recreational activities, including horseback riding, hiking, mountain biking, fishing, garden touring, and bird watching. Many of these activities take place at Wright’s Field, one of California's highest quality remaining native grassland habitats.

Alpine is home to over 150 grass-roots community organizations, which cater to its cultural, historical, environmental and spiritual interests. Our heritage includes a diverse past ranging from the native Kumeyaay Indian culture to early California stagecoach stops during the Julian Gold Rush. These interests are represented in Alpine’s many festivals, which include: Viejas Days, Sage and Songbirds, Food and Garden, Wine & Micro Beer Tasting, Indigenous Plant Festivals, and its famed Arts & Sculpture Walk.

Our town is a place of strong community identity, healthy lifestyles, relaxed and friendly residents with an economically self-sustaining foundation. Alpiners focus efforts on protection and preservation of our natural assets, with a spirit and eye toward future generations.