



SIERRA JOBS FIRST - RECREATION AND TOURISM - CATALYST PROJECT DESCRIPTION

Information for this Sierra Jobs First Recreation and Tourism Project is current as of August 20, 2025 and will be updated as additional information becomes available.

To view the complete list of Catalyst projects approved by the Sierra Jobs First Governing Council on March 24, 2025, [please click here.](#)

PROJECT NAME

- Business Catalyst Program

LEAD PROJECT APPLICANT

- ESCOG

PROJECT DESCRIPTION

- This project will launch high-quality programming and business development services at the Eastern Sierra Business Resource Center (BRC), providing support for the initial 18 months of services while the BRC builds capacity and long-term financial sustainability. Programming includes Youth Entrepreneur Pitch Camps, 1:1 Technical Assistance for small businesses and entrepreneurs, 2 live workshops per month, and capacity to develop an Angel Investor Network, a construction trades mentorship program, and a financial sustainability plan.