



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

- Sierra Sourced

LEAD PROJECT APPLICANT

- Tuolumne County Chamber of Commerce

PROJECT DESCRIPTION

- Sierra Sourced is a bold new vision for economic development across California's Sierra region. At its heart, it's about building stronger, more resilient communities by keeping economic value local. This initiative unites makers, growers, and trade-based businesses—from cider producers and ranchers to artists and artisans—under a shared banner of sustainability, authenticity, and collaboration. By fostering business-to-business connections, promoting local sourcing, and offering an e-commerce platform for both consumers and retailers, Sierra Sourced helps small businesses reach bigger markets while preserving the character of the region. The long-term goal is clear: reduce economic leakage, increase job creation, and cultivate a circular economy where prosperity grows from within. Through a shared brand and values-driven affinity program, Sierra Sourced isn't just highlighting what we make—it's redefining what's possible when rural communities invest in each other. This is a success story waiting to be written—by all of us, together.