



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

- The Blue Heron Project Feasibility and Development Project

LEAD PROJECT APPLICANT

- Blue Heron Project

PROJECT DESCRIPTION

- The Blue Heron Project is committed to creating a thriving, community-centered food system for the Eastern Sierra. With support from California Jobs First, this project will engage local residents, businesses, farmers, and Tribal communities in a region-wide conversation about the future of food. Through surveys, focus groups, and community meetings, we will gather insight on how to build a stronger, more resilient local food economy that serves everyone—from producers to families at the table. Our goal is to lay the foundation for year-round, locally driven agriculture by identifying opportunities, challenges, and creative pathways forward. This work will result in a local food feasibility report, a financial sustainability plan, and a community-informed vision that supports jobs, food access, and economic resilience. Our goal is to lay the foundation for year-round, locally driven agriculture by identifying opportunities, challenges, and creative pathways forward. This work will result in a local food feasibility report, a financial sustainability plan, and a community-informed vision that supports jobs, food access, and economic resilience. This is about more than growing food—it's about growing possibility. The outcomes of this project will inform strategies that ripple across all seven counties of the Sierra Jobs First region, strengthening regional collaboration and inspiring a new generation of food leaders.