

WELCOME!

SIERRA WORKS



SIERRA WORKS

SIERRA JOBS FIRST
RECREATION & TOURISM

WORKING GROUP MEETING



MARCH MEETING

03/16/2026

THIS MEETING IS
BEING RECORDED



INDIGENOUS LAND ACKNOWLEDGEMENT

We acknowledge that the lands we live and work on across **Tuolumne, Amador, Alpine, Calaveras, Inyo, Mono, and Mariposa Counties** are the ancestral homelands of many Indigenous peoples, including Miwok, Mono, Paiute, Shoshone, Washoe, Yokuts, and related Tribal Nations of the Sierra and Eastern Sierra.

These lands hold creation stories, sacred sites, and living cultural traditions that continue today, despite the impacts of colonization.

We offer this acknowledgment as an invitation to recognize these places as a living homeland, and to carry forward our shared responsibility to this land and its original stewards as we do this work together.

GROUND RULES

1. Assume good will.
2. Listen with an open mind and take an active problem-solving approach.
3. Avoid editorials and engage with respect.
4. Use conversational courtesy.
5. Honor time and share the floor. Respond to polls as quickly as possible.
6. Appreciate humor, but not at others' expense.
7. Be honest and candid while treating each other with respect.
8. Think innovatively and welcome new ideas.
9. Please feel free to use the chat to share your ideas or any question you may have.



SJF & SIERRA WORKS RECAP

California Jobs First, is a statewide program that supports strategies that diversify local economies and develop projects & initiatives for all Californians.

SFM and MLTPA (Industry Coordinators appointed by the Sierra Business Council), have developed Sierra Works (sierraworks.org) to provide technical assistance to regional Recreation & Tourism projects in the Sierra Region.

WHAT IS THIS WORKING GROUP?

The goal of this working group is to hear from Rec & Tourism stakeholders in the region to stress-test the current strategies and tactics defined in the SJF Regional Strategic Plan.

Over the next several months, we will focus on different topics and, based on what we hear from you, develop the:

“Recommendations for Implementation and Collaborative Action”

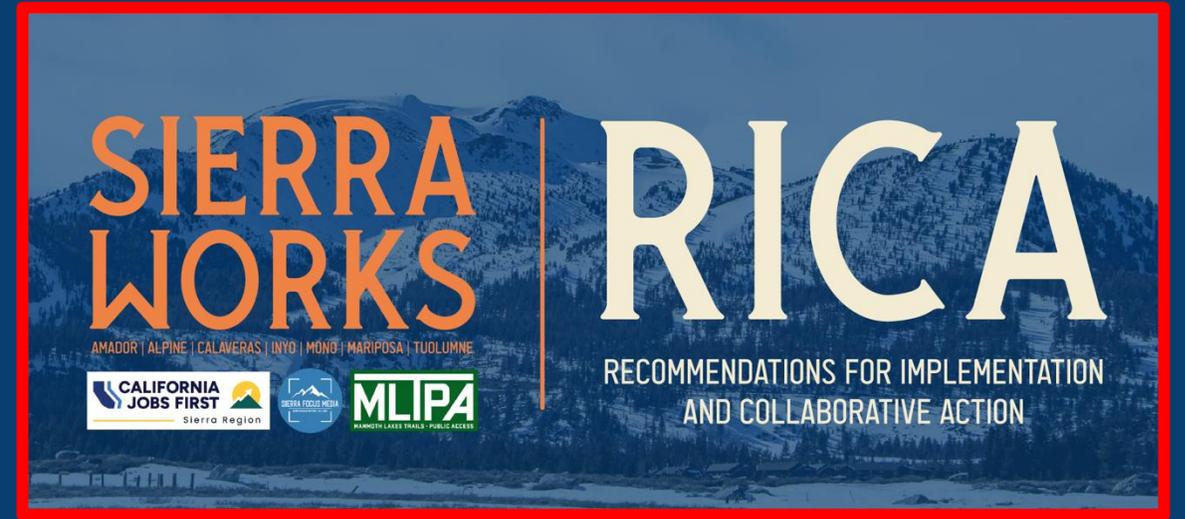
(RICA)



WHAT WILL THE RICA DO FOR THE REGION?

RECOMMENDATIONS FOR...

- IMPLEMENTATION
- COLLABORATIVE ACTION
- WHAT'S NEXT



MEETING #1 NOVEMBER 2025

MEETING RECAP

November Meeting Initial Recap:

Engaging with the topic of “Regional Governance,” the Working Group expressed desires for:

A Regional Information Sharing Body

- Invest in Strong Communication, Listening, and Convening and Facilitation Capacity
- Coordinate to Capitalize on Real Needs
- Build Relationships Throughout the Region



MEETING #2 JANUARY 2026

MEETING RECAP

January Meeting Initial Recap:

“Asset Mapping” to highlight local strengths, the Working Group discussions revealed that we are:

Rich in Natural & Human Assets

- Invest in ground-up administrative capacity
- Invest in expeditors marrying State and Federal authorities through funding opportunities
- Invest in the people and the relationships that are our projects



MEETING #3 FEBRUARY 2026

MEETING RECAP

February Meeting Initial Recap:

Transcending Policy Barriers:

- Reduce the admin burden on the region by investing in our identified capacities.
- Shift the regional narrative from acknowledged maintenance costs and pivot towards investment opportunities.
- Establish regional baseline data and a central hub for data storage and sharing.



INTRODUCTION TO REGIONAL BRANDING & IDENTITY

Strategy 2: Promote sustainable tourism for the region’s recreation economy based on the agreed-upon values of partners.

ACTION STEP 1

Develop visitor management plans, including **regional branding** and marketing. Work with regional destination marketing organizations (DMOs) and regional collaborative governance partners to develop visitor management, **branding** and marketing strategies.

- a.** Perform regional gap analysis on needs to advance strategy and identify strengths to leverage and weaknesses to address.
- b.** Leverage TakeCareSierra.org's efforts for communications and education.
- c.** Work with regional DMOs and collaborative governance partners to develop and promote regional tourism, including **establishing regional branding**, tourism itineraries, and destination and event promotion.

Regional Strategic Plan – pg. 77



INTRODUCTION TO REGIONAL FUNDING

Strategy 1: Enhance access to sustainable recreation and tourism on public lands to expand economic opportunities by creating partnership agreements between local authorities and federal, state, and utility land managers.

ACTION STEP 4

Identify and leverage innovative financing structures to diversify revenue streams for project implementation consistent with partnership agreements to create local jobs in sustainable recreation.

- a. Monitor federal, tribal, state, and philanthropic funding resources for opportunities consistent with the partnership agreements to access capital and maintenance resources for the region’s collaborative, sustainable outdoor recreation economy.
- b. Consider private investment in public lands where Transit Occupancy Tax is applicable—RV Parks, campgrounds, boating infrastructure, rentals, etc.
- c. Explore micro-loan programs for entrepreneurs and local businesses for projects that impact the local economy.



Regional Strategic Plan – pg. 76



POLL QUESTIONS



PROJECT PRESENTATIONS & INTERVIEWS



Andy Carter

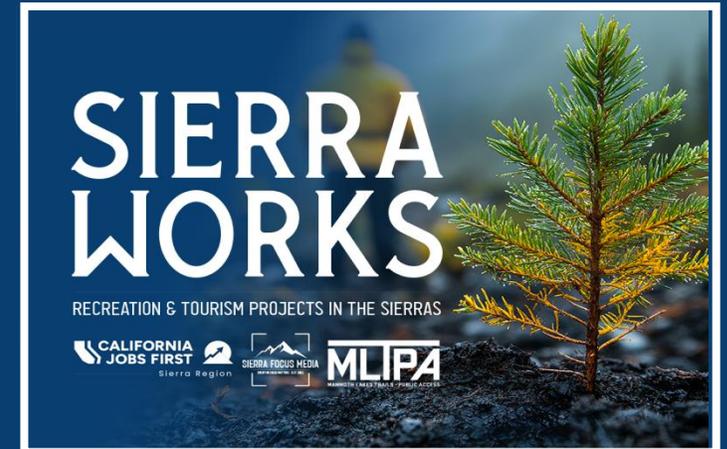
Gold Rush Path
Tuolumne County Transportation
Council



SIERRA
SOURCED

Mathew Galvan

Sierra Sourced
Tuolumne County Chamber of
Commerce



Andie Stewart

MLTPA



GOLD RUSH PATH

Project Description:

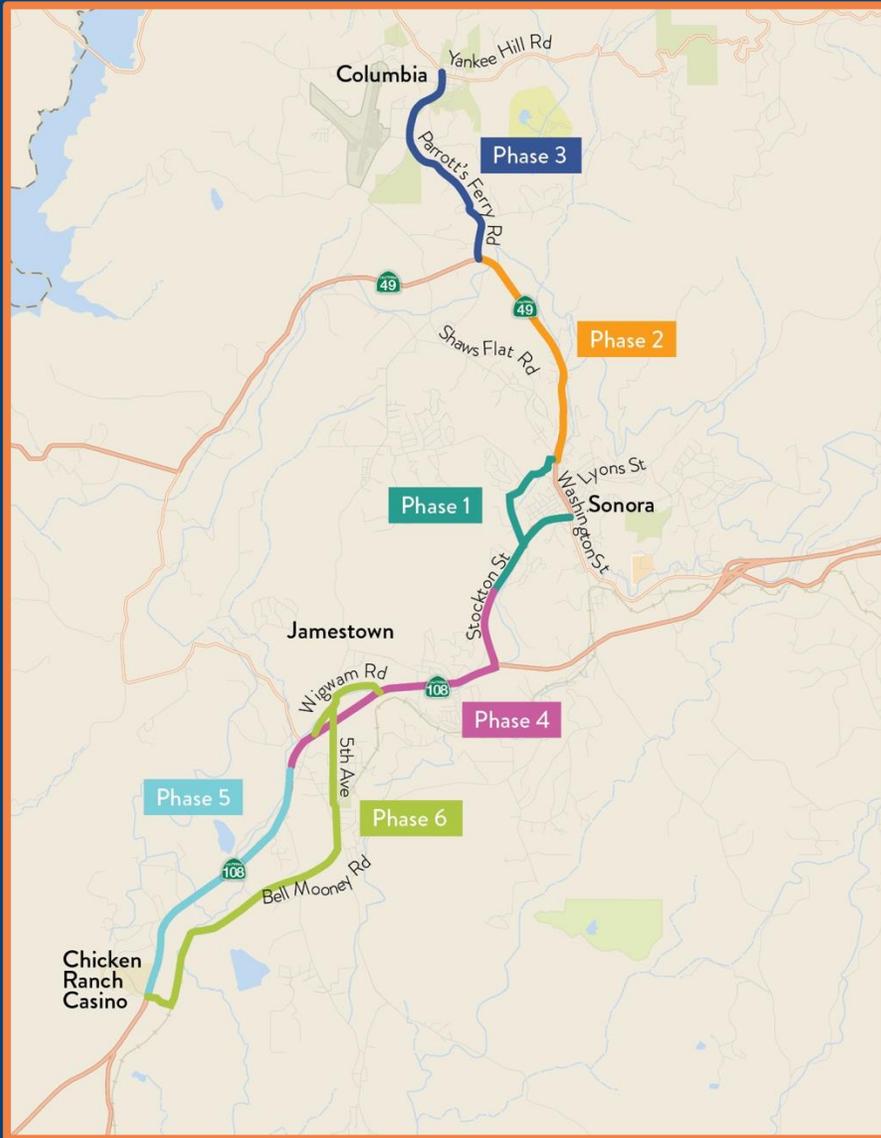
- The completed path will be a Class I facility that stretches over 14 miles to connect Jamestown, Sonora, Columbia and the Chicken Ranch Tribal Lands. The path will improve active transportation, encourage healthy and low emission travel behaviors, increase safety, maximize disadvantaged individuals' access to critical services and enhance community identity.

Partners:

- TCTC
- Local Communities

Counties:

- Tuolumne



SIERRA SOURCED



SIERRA SOURCED

Project Description:

- Sierra Sourced is a regional branding initiative designed to build a Sierra circular economy by creating new B2B pathways and building brand recognition with consumers.

Partners:

- Regional Chambers
- NGO's
- Industry Partners

Counties:

- Alpine
- Amador
- Calaveras
- Inyo
- Mariposa
- Mono
- Tuolumne



PROJECT PRESENTATIONS & INTERVIEWS



Andy Carter

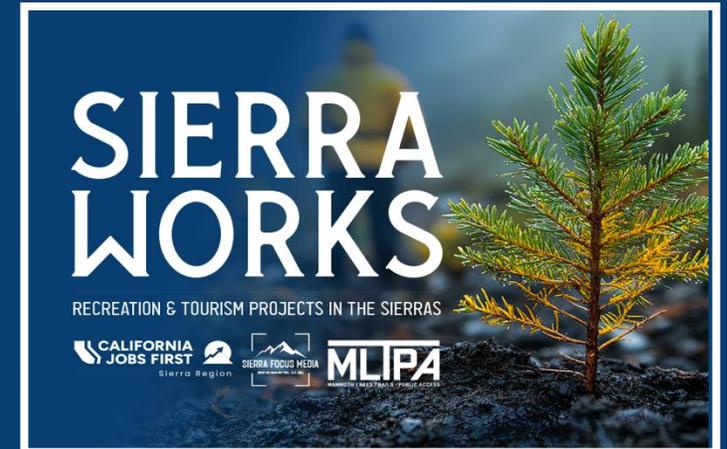
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MLTPA



FEATURED PROJECT Q & A



GUIDED QUESTIONS OVERVIEW

We have three group questions, and we'll be offering scenarios and then posing questions to understand from YOU (the audience) what barriers might keep these projects from moving forward.

Please raise your hand 🖐️ or drop feedback in the chat to be collected.



GUIDED QUESTION #1

Scenario: Your project just received a \$500k implementation grant for a recreation & tourism project. However, the grant expires in 12 months and the Public agency you have partnered with has just informed you that they don't have the staff capacity to support your project for at least 6 months.

Question: What is your next move and why?

GUIDED QUESTION #2

Scenario: A new state funding stream is announced. It specifically excludes “Planning and Development” work and only funds “on-the-ground implementation”. You have a project that is a community priority, but you’re not yet ready to write the grant because your lead agency lacks the \$32k needed to complete the environmental analysis work.

Question: If the state will not award funding until the environmental analysis is complete, how will you solve the problem to access these implementation funds?





GUIDED QUESTION #3

Scenario: Imagine that a major statewide Rec & Tourism bill is being drafted in Sacramento. Because the Sierra is currently represented by seven different counties, the state legislators allocate 80% of available funds to more “organized” regions and models like the Coast or the High Desert, leaving the Sierra to compete for the remaining 20%.

Question: Assuming the region has established a cohesive regional identity, who will you turn to to advocate for an appropriate fiscal allocation to this region to benefit *your* project(s) and other similar projects?



POLL QUESTIONS TO PREPARE FOR OUR
NEXT MEETING'S THEME:

“CLIMATE RESILIENCY”





UPCOMING MEETINGS

- **APRIL 20TH**
Climate Resiliency
- **MAY 18TH**
Workforce Capacity
- **JUNE 15TH**
Arts & Culture
- **JULY 20TH**
RICA Review



WRAP-UP & NEXT STEPS

Lingering questions?

Suggestions for the team or who
should join these meetings?

Please e-mail: sjfadmin@mltpa.org



THANK YOU FOR COMING



Next Meeting:

April 20th, 2026

“Climate Resiliency”

Next Month's Feature Presenters:

Laurie Livingston; Tuolumne County Arts Alliance

&

Jenny Hatch; Sierra Nevada Alliance & Megan Fiske; Winter Wildlands Alliance