

## **Collaboratives and Branding (IMG\_3395)**

### **Branding and Marketing: Group #1**

1. For state agencies/CNRA to have funding for alternative media/influences to brand and market the regional assets.
  - a. Highlighting post recovery marketing after wildfire/natural disasters. [8, 10, 12]
2. Revolving loan funds for regional branding and marketing/digital storytelling/connected stories across towns/trails. [8, 10, 12]
3. Funding/support for on the ground collaboratives to establish branding and shared messaging. [2, 3, 8, 12]
  - a. Emphasis on messaging around wildfire and effected communities.
  - b. Asset mapping.
4. Funding/support for business attraction and residency attraction. [8, 12]
5. Interagency collaboration for disaster messaging as it relates to tourism. [2, 3]
6. Visit CA will create regional websites. [16, 17]

### **Branding and Marketing: Group #2**

1. State agency fac. interstate and tribal marketing and branding. [3]
2. Support for community/regional convening on identity. [1, 2, 3]
3. Visit CA partnering with local organizations for regional branding and expanding their rural outreach. [17]
4. Support for stewardship messaging and visitor dispersement.
5. Support for incorporating artist and cultural voices in branding and marketing materials, working with Visit CA and CA Arts Council.

### **Branding and Marketing: Group #3**

- Visit CA invest in destination development.
  - Equitable investment and visitor diffusement and dispersement. [17]
- Incentivize DMOs to invest and promote in rural areas. [13]
- Encourage Visit CA to continue to pivot towards a stewardship model and educative and prioritizing and showcasing local knowledge.
- Development of place based, value based branding and marketing from the ground-up.

### **Collaboratives: Group #1**

1. Interagency funding for ongoing ground-up collaboratives.
2. Connection between agencies to create a unified ecosystem of ongoing ground-up collaboratives. [13, 14, 1, 2, 3, 4, 5]
3. Connection between regions and sectors to share best practices between rural and urban communities for shared interest.
  - a. Emphasis on educational opportunities.
4. State or federal land manager funding and partnering local non-profit/collaboratives for stewardship and support. [9, 10, 11, 12]

5. Look to conservation land management for ground-up support and funding.
  - a. BLM
6. Interagency matching project grants for collaboratives focused on tourism.

#### Collaboratives: Group #2

- Leverage existing resources such as UCANR for collaboratives and education, technical assistance. Need funding to support the workforce at these groups/agencies. [2]
  - Increase redundancy for staffing to create a pipeline to continue to work.
- Enhance collaboration between health sector and regions to share common issues and interests and lessons learned, with the goal of workforce development.
- Funding for the development and management for an Office of Outdoor Recreation. [2]
- Support for definitional work research of urban/rural, frontier landscape conceptual mapping, points of intersection. [2]
  - Definitional work of the how:
    - Core values
    - Regional history
- State Park staffing support to join or sit in on regional collaboratives. [13, 14]
  - Greater state/agency representation “if” an office of outdoor recreation is not created.
  - Have a representative from the office of outdoor recreation join regional collaboratives.
- Create line item funding for ongoing funding for these collaboratives born from Jobs First. [1, 2, 3, 4, 5]

#### Collaboratives: Group #3

- Ecosystem support for collaboratives best practices and skill development, wide ranging facilitator support. [6, 7, 8]
- State Parks engaging in good neighbor agreements with surrounding federal lands, that incorporates recreation activities. [9]
  - Strategic re-organization to support staffing for filling the gaps on federal land.
- More specific prioritization from state agencies on volunteer capacity. Development of shared assessment tool to align priorities with volunteer capacity, with the goal of stronger relationships and outcomes. [6, 7, 8]
- Donation services agreements. [13, 14]
  - Redwood Trails Alliance
- Connecting local and regional organizations with statewide volunteer and workforce development organizations. [13, 14]
  - State-level strategy/mechanism.