



SIERRA JOBS FIRST - RECREATION AND TOURISM - CATALYST PROJECT INFORMATION

Information for this Sierra Jobs First Recreation and Tourism Project is current as of August 25, 2026.

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

PROJECT DESCRIPTION

- Sierra Sourced was a bold new vision for economic development across California's Sierra region. At its heart, it was about building stronger, more resilient communities by keeping economic value local. This initiative united 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 helped small businesses reach bigger markets while preserving the character of the region. The long-term goal was clear: reduce economic leakage, increase job creation, and cultivate a circular economy where prosperity grew from within. Through a shared brand and values-driven affinity program, Sierra Sourced wasn't just highlighting what we made—it was redefining what was possible when rural communities invested in each other. This was a success story waiting to be written—by all of us, together.



LEAD ORGANIZATION

- [Tuolumne County Chamber of Commerce](#)

PROJECT CONTACT

- Mathew Galvan - mathew@sierrafocusmedia.com

PARTNERS

- Regional Chambers
- NGO's
- Industry Partners

COUNTY OF IMPACT

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

ADDITIONAL INFORMATION

- Please visit the Sierra Sourced project website for future updates.
 - <https://www.sierrasourced.org/>