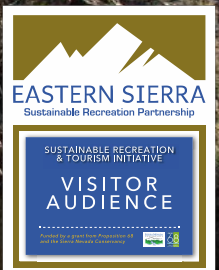




CONNECTION TO THE EASTERN SIERRA VISITOR AUDIENCE

“Channels” Meeting 6



The background of the slide is a photograph of a clear, vibrant blue sky filled with numerous white, puffy cumulus clouds of varying sizes. The clouds are scattered across the frame, with a larger, more prominent one in the upper right quadrant. The overall scene is bright and airy.

Land Acknowledgement

Welcome and Housekeeping

- **Meeting Purpose:**
 - **Understand what distribution channels, tools and collateral are available, needed and desired;**
 - **Discuss and understand how we can actualize those channels and collateral to effectively communicate a regional message.**

Agenda

- **Introduction to the day**
- **Icebreaker: What are our distribution channels?**
- **Breakout Room Discussion: What tools do we need to be effective and successful?**
- **Teeing Up Grant Application Components**
- **Wrap up & Next Steps**

Situational Awareness

- **Eastern Sierra Council of Governments (ESCOG) JPA**
 - **Hiring an Administrative Services Contractor**
 - **Sustainable Recreation and Forest Management Program**
- **The Summer of 2020**
 - **Rise of the Residents**

Rise of the Residents

- The sustainability message for the Eastern Sierra was important before the pandemic but it's become even more important since we have been in the pandemic. More people lots of trash and abuse by some of the natural resources have created problems.
- These issues have had significant impacts on communities throughout the country. I am involved in a national tourism think tank the "Insights Collective" and we are seeing this issue nationally.
- The "rise of the resident" is a response that started with Overtourism and has morphed into what we are seeing today. Even in my hometown of South Lake Tahoe we have seen residents push back with ballot measures and now protests.
- The message you have been creating and are now looking to distribute is needed more than ever.

Rise of the Residents

- We have come a long way through the process and today we will be talking about perhaps the most important part of communicating a message from the Eastern Sierra. Distribution channels.
- People tend to think that marketing is about advertising and great imagery etc. and it is, but its real effectiveness comes from distribution of that message. That's what we will be talking about today.

Reminder: Asset Survey

8M+

in-person
interactions
/ YR

EYES & EARS

31M+

webpage
views
/ YR



1.2M+

Facebook
followers



649,188

Instagram followers



194,210

Twitter followers



54,013

Pinterest followers



Other digital platforms in use:
Vimeo, YouTube, LinkedIn

SOCIAL
MEDIA

Total
number
of email
newsletter
subscribers



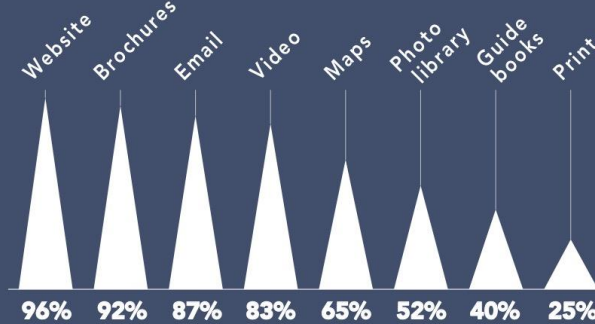
637,832



34,327

Total
number
of print
newsletter
subscribers

NEWS



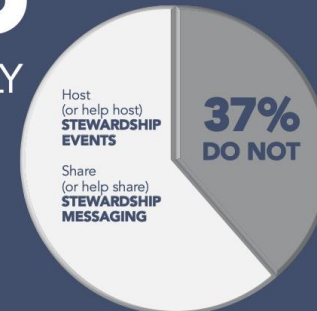
Percentage of organizations using:

CHANNELS

63%

ARE CURRENTLY
PROMOTING
STEWARDSHIP
THROUGH
EVENTS OR
MESSAGING

Of participating
organizations ...



STEWARDSHIP

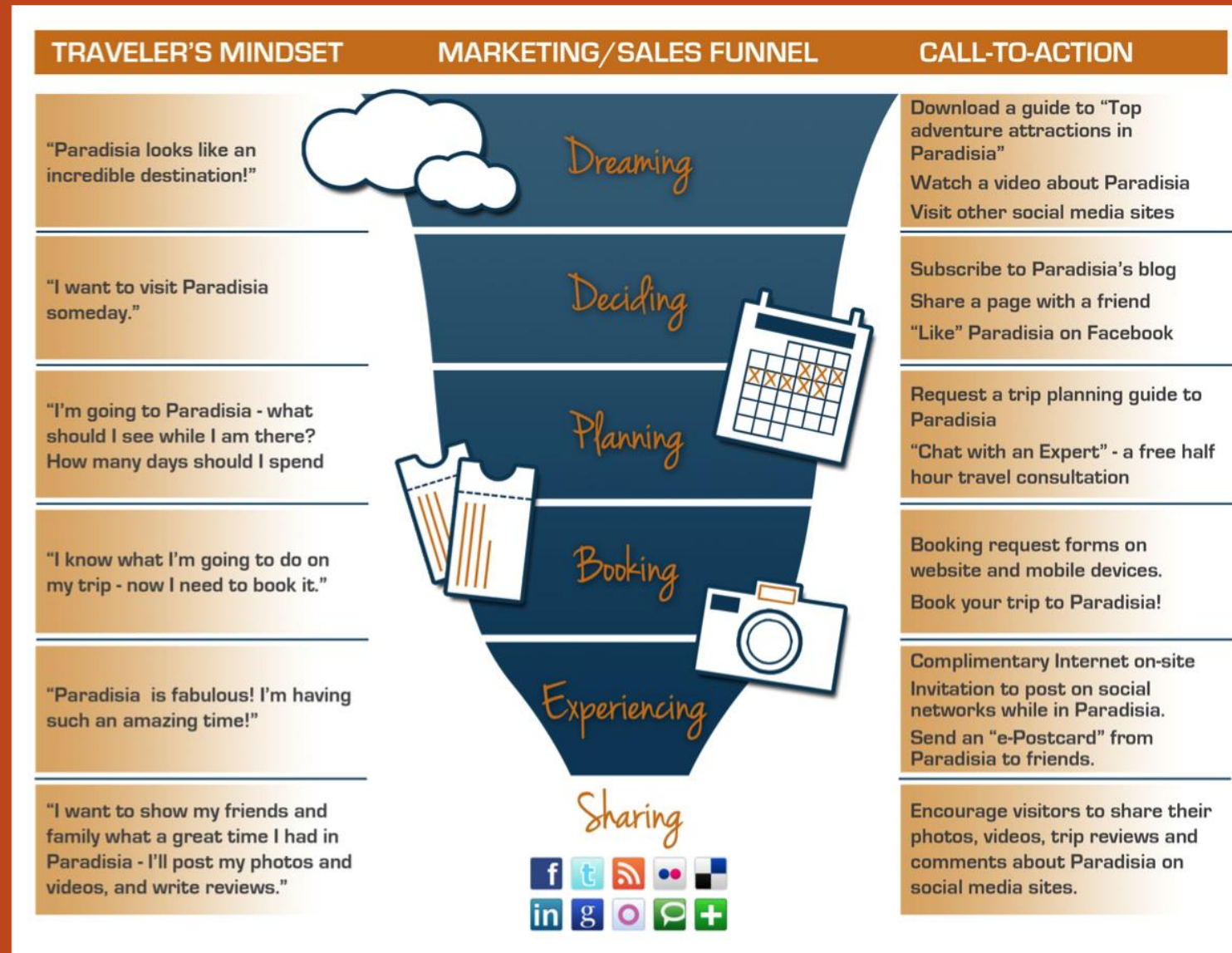
**EVENTS ACROSS
THE REGION
YEAR ROUND!**



REGIONAL
EVENTS

**THE
EASTERN
SIERRA
REGION**

When The Assets Touch the Visitor



Asset Survey Discussion

- **What channels are missing that already exist?**
- **Are there channels that we don't have yet?**
- **Just to confirm, do you see this communication effort as happening “organization-to-organization” or “organization-to-visitor”?**

Zoom Poll

8M+

in-person
interactions
/ YR

EYES & EARS

31M+

webpage
views
/ YR



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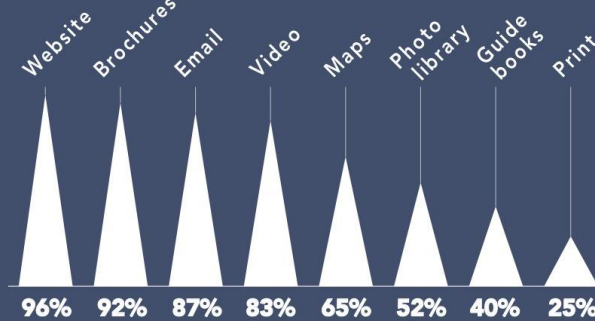
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Of participating
organizations ...



STEWARDSHIP

**EVENTS ACROSS
THE REGION
YEAR ROUND!**



REGIONAL
EVENTS

**THE
EASTERN
SIERRA
REGION**

Poll Results & Debrief

- For those who said “no”...
... what would it take to get to “yes”?
- Other impressions?

Breakout Room

**Discussion: What tools and collateral do we
need to be effective and successful?**

Reminder:

Persona & Opportunity Statement

PERSONA - The Eastern Sierra Visitor:

This person is motivated by the enjoyment and the experience of time spent outside, regardless of whether they are exploring for the first time or going the distance to be distanced.

This visitor balances their personal ways of connecting to the outdoors with community or family-oriented activities. This includes a wide variety of outdoor activities and ways of accessing them.

They seek out beautiful and unique natural resources throughout the region.

This visitor sees the Eastern Sierra as a special place where they seek connection to the land, family, friends, ancestors, history, tradition, or themselves. The importance of these experiences compels them to leave their regular environment and spend their time, energy, and money in their pursuit.

While this person looks for connection in ways that are specific to them, they may or may not be aware of the complex history of the region or the realities and experiences of other visitors and local residents.

They expect to be able to re-create their positive experiences in the Eastern Sierra, and that the Eastern Sierra will always be here for them.

OPPORTUNITY STATEMENT:

By working together as a network of regional organizations, we strive to leverage sought after recreation experiences in the Eastern Sierra and emotional connections to the region for the purpose of preparing and educating both visitors and residents to embody a respectful mindset, promote visitor dispersion, and motivate stewardship behaviors, directly contributing to the sustainability of natural resources and gateway communities.

Breakout Room Instructions

What we want to do in our 15-20 minutes...

- In breakout rooms, each group will brainstorm what tools are needed to communicate a regional message.
- Goal: Report out on top 3-5 priorities and highlights from the discussion.

Report Out Results

Group Discussion: Teeing Up Components for a Grant

- **Does this group want a regional voice?**
- **What is fundamentally necessary to implement the communication strategy so a regional voice can happen?** For example: staff person, regional advisory committee (to ESCOG?), CRM, social media tools, graphics, ad agency, regional capacity with staff, etc.
- **Which tools that we've identified should be the highest priority?**

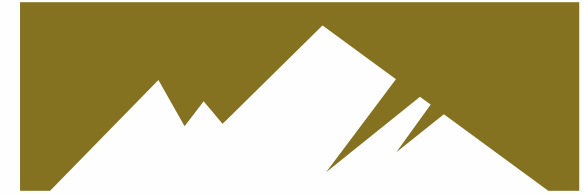
Summary of the Day & Next Steps

- **Today's Recap**
- **Upcoming Meetings:**
 - **Meeting #7: Thursday, December 3, 2020, 1:30PM**
 - **Review and notes on the Draft of VCP**
 - **Meeting #8: Thursday, February, 18, 2021**
 - **Provide project recommendations**
 - **Next steps for this group**
- ***PS: Stick around for SRTI updates with Kristy and John - !***

Thank You!

Next Up - Meeting #7 December 3rd

“Visitor Connection Package Review”



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

Funded by a grant from Proposition 68
and the Sierra Nevada Conservancy



Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018 (Proposition 68) and in support of the Sierra Nevada Watershed Improvement Program.