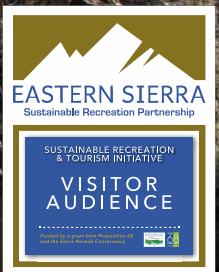




CONNECTION TO THE EASTERN SIERRA VISITOR AUDIENCE

“Visitor Connection Working Group” Final Meeting – February 18, 2021



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 some appearing closer and more detailed, while others are smaller and further away. The overall effect is a bright, airy, and positive atmosphere.

Land Acknowledgement

Welcome + Housekeeping + Agenda

- **Introduction to the Day + Zoom Photo**
- **Visitor Connection Package**
- **Wrapping up the Visitor Connection Working Group**
- **What's next?**
- **Thank you - !!!**
- **Wrap up**

Visitor Connection Package

**EASTERN
SIERRA
REGION**

VISITOR CONNECTION PACKAGE

A Framework
for the Development
and Implementation of
a Regional Voice for
Sustainable Recreation
in the Eastern Sierra



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.

The Working Group

From destination marketers to recreation user groups, this document captures the input and thought leadership of 28 organizations with expertise engaging with the region's visitor audience. Carl Ribaud of SMG Consulting developed the strategic framework and provided facilitation services over a 14-month process to create this Visitor Connection Package.

The Sustainable Recreation and Tourism Initiative is grateful for the contributions and participation of the following:



The Visitor Connection Working Group, February 2021

Alabama Hills Stewardship Group, Kathy Bancroft
 Alpine County, David Griffith
 Alpine County Chamber of Commerce, Mark Schwartz
 Bishop Climbers Coalition, Ali Feinberg & Tim Golden
 Bishop Chamber of Commerce & Visitors Bureau, Tawni Thomson & Julie Faber
 Bureau of Land Management, Ron Napoles & Jeff Starosta
 California State Parks, Catherine Jones
 Disabled Sports Eastern Sierra, Laura Beardsley
 Eastern Sierra Conservation Corps, Agnes Vianzon
 Eastern Sierra Four Wheel Drive Club, Mike Sornborger
 Eastern Sierra Interpretive Association, Jeff Gabriel
 Friends of the Inyo, Alex Ertaud & Wendy Schneider
 High Sierra Energy Foundation/Eastern Sierra Green Business Program, Pam Bold

Humboldt Toiyabe National Forest, Jan Cutts & Erica Hupp
 Inyo County, Carma Roper
 Inyo National Forest, Deb Schweizer
 Los Angeles Department of Water & Power, Jessica Johnson
 Mammoth Lakes Chamber of Commerce, Ken Brengle
 Mammoth Lakes Recreation, Kim Anaclerio, Matt McClain, & Matt Paruolo
 Mammoth Lakes Tourism, Matt Gebo
 Mammoth Resorts (Mammoth Mountain), Joani Lynch
 Mono County, Alicia Vennos
 Mono Lake Committee, Geoff McQuilkin & Claire Landowski
 National Park Service, Bernadette Johnson
 Pacific Crest Trail Association, Ben Barry
 Town of Mammoth Lakes, Stuart Brown

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ABOUT

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Wrapping up the Visitor Connection Working Group

- **What did we learn?**
- **How is the region doing?**
- **Looking ahead:**
 - **How might your experience on the VCWG help you going forward?**

What's next?

- **SRTI works with ESSRP - John**
 - **VCP is a deliverable of SRTI**
 - **Presentation to ESSRP March 1st**
 - **Selecting Projects + Identifying Funding Sources**
- **Strategy Document - Carl**
- **Stay Tuned - John**
 - **ESCOG**
 - **ESSRP**
- ***Final Group Zoom Photo – Trevor***

ESSRP Projects 1 to 183 - Sorted by Type and Composite Desirability Scores Above "18"

ID	Score	Stewardship	Access	Benefits	Project Name	Project Location	Project type	Short summary
3	22.28	7.95	6.68	7.65	This is Our Home: Treat this like your home	Southern Inyo County	Outreach and Communications	A three-pronged education program to reach visitors, engage local businesses, teach local kids how to care for the environment.
143	21.71	7.07	7.33	7.31	Eastern Sierra Visitor Centers Exhibit Inspection and Review, Repair and Replacement.	Visitor Centers in Lone Pine, the Ancient Bristlecone Pine Forest, the White Mountain Ranger Station, Mammoth Lakes, and Lee Vining	Education	Visitor Center exhibits provide information and education for visitors. This project will inspect, repair, and/or replace exhibits needing rehabilitation because of wear, or to be more current.
5	21.64	7.6	6.95	7.09	Where to "Go" in the Alabama Hills	Alabama Hills; Regional	Outreach and Communications	Leverage agency partnerships to provide regular on the ground presence and establish a regionally coordinated information network (Signs, websites, apps) on etiquette, way finding and interpretation.
108	21.11	6.96	7.13	7.02	Celebrating Indigenous History and Culture	Entire east side	Education	Interpretive tours of local Indigenous sites, by local Indigenous guides
112	20.98	6.98	7.09	6.91	Kids in Nature	Mammoth Lakes area	Education	Provides science and nature-based outdoor education programs to get kids outside exploring and learning about nature and how to responsibly enjoy the outdoors
150	20.98	6.89	7.11	6.98	Eastern Sierra Visitor Center and Regional Interpretive Program and Visitor Services Review, and Development and	Lone Pine, Ancient Bristlecone Pines Forest, White Mountain Ranger Station, Mammoth Lakes, and Lee Vining	Education	All Eastern Sierra Visitor Centers and the region need quality interpretive programs and visitor services. This project would review these current programs and develop and implement improvement plans.

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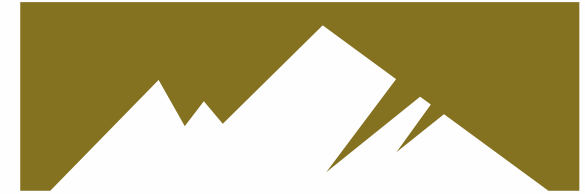
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Count/Project ID #	Visitor Audience Track - KW	Visitor Audience Track - KP	Visitor Audience Track - CT
2	Strong Alignment	Strong Alignment	Potential Alignment
3	Strong Alignment	Strong Alignment	Strong Alignment
5	Strong Alignment	Strong Alignment	Strong Alignment
7	Strong Alignment	Strong Alignment	Strong Alignment
17	Potential Alignment		Potential Alignment
37	Potential Alignment	Strong Alignment	Strong Alignment
40	Potential Alignment		Strong Alignment
42	Potential Alignment		
50	Potential Alignment	Potential Alignment	Potential Alignment
53	Potential Alignment	Strong Alignment	Strong Alignment
54	Strong Alignment		Strong Alignment
60	Potential Alignment	Strong Alignment	Strong Alignment
62	Stretch Alignment		
63	Potential Alignment	Stretch Alignment	Potential Alignment
65	Strong Alignment	Potential Alignment	
74	Stretch Alignment		
77	Potential Alignment		Strong Alignment
78	Strong Alignment	Strong Alignment	Strong Alignment
80	Strong Alignment		Strong Alignment
81	Strong Alignment		Strong Alignment
84	Stretch Alignment	Potential Alignment	Potential Alignment
88	Potential Alignment	Stretch Alignment	Potential Alignment
101	Stretch Alignment		Stretch Alignment
102	Potential Alignment		Stretch Alignment
107	Stretch Alignment	Stretch Alignment	Potential Alignment
109	Stretch Alignment		Stretch Alignment
112	Strong Alignment		Stretch Alignment
113	Potential Alignment		Potential Alignment
116	Strong Alignment	Strong Alignment	Strong Alignment
135	Stretch Alignment		
150	Potential Alignment	Potential Alignment	Potential Alignment
152	Strong Alignment	Strong Alignment	Strong Alignment
156	Potential Alignment		Potential Alignment
168	Strong Alignment	Potential Alignment	Potential Alignment
176	Stretch Alignment	Potential Alignment	Potential Alignment
177	Potential Alignment	Strong Alignment	Strong Alignment

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88	Potential Alignment	Stretch Alignment	Potential Alignment
101	Stretch Alignment		Stretch Alignment
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107	Stretch Alignment	Stretch Alignment	Potential Alignment
109	Stretch Alignment		Stretch Alignment
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113	Potential Alignment		Potential Alignment
116	Strong Alignment	Strong Alignment	Strong Alignment
135	Stretch Alignment		
150	Potential Alignment	Potential Alignment	Potential Alignment
152	Strong Alignment	Strong Alignment	Strong Alignment
156	Potential Alignment		Potential Alignment
168	Strong Alignment	Potential Alignment	Potential Alignment
176	Stretch Alignment	Potential Alignment	Potential Alignment
177	Potential Alignment	Strong Alignment	Strong Alignment

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Thank You!



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

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



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