

SIERRA WORKS

WORKING GROUP MEETING



KICK-OFF APRIL 10, 2025



Public lands in the United States hold the creation stories, burial grounds, and ceremonies of Indigenous people who were killed or forcibly removed from their ancestral homes during territorial acquisition.

Many tribes, comprised of different bands, live in the Eastern Sierra region, caring for their native lands as they coexist with the ongoing impacts of colonization. Past or present tribes and bands associated with the region that this effort is aware of include, but are not limited to, the Miwok, Mono Lake Kutzadika'a, Mono/Monache, Nüümü (Paiute), Newe (Shoshone), Timbi-Sha, Utu Utu Gwaitu Paiute, and Washoe.

Two Nüümü terms describe the region and provide important context to ideas offered in this presentation. The first is Pamidu Toiyabe (Western Mountains), and the other, more widely known, place name is Payahuunadü (The Place Where Water Flows).

This acknowledgement is an invitation to all organizations, residents, and visitors to recognize the way this history has shaped the present as all parties work together in anticipation of a better future.

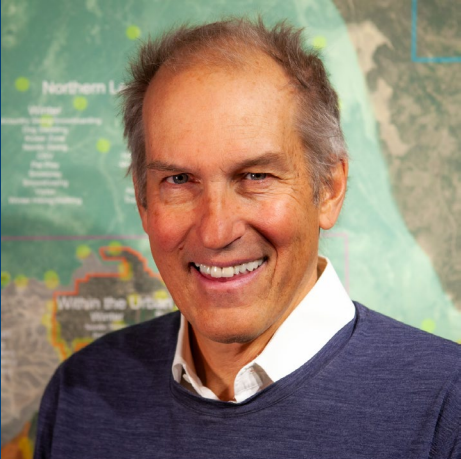




PRESENTERS



Mathew Galvan
Owner & Marketing Strategist
Sierra Focus Media



John Wentworth
Board President
MLTPA



Andie Stewart
Research & Policy Analyst
MLTPA



THIS MEETING IS BEING RECORDED!

LET'S TAKE A QUICK POLL



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.
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.



DISCLAIMER

We are here to offer technical assistance with funding opportunities, but we are not directly funding projects.



WHAT IS SIERRA JOBS FIRST?

What is it:

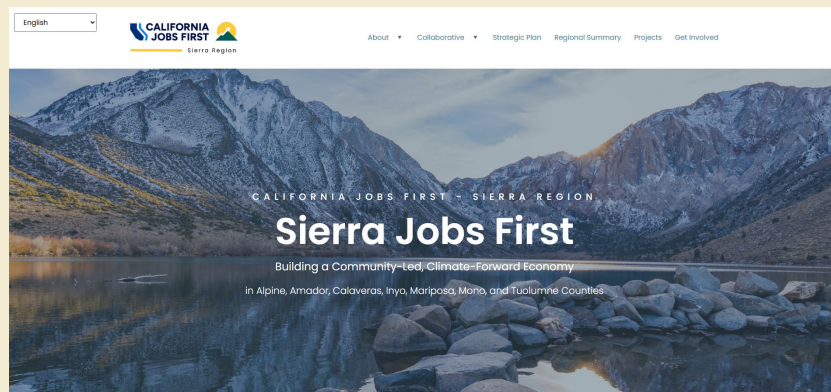
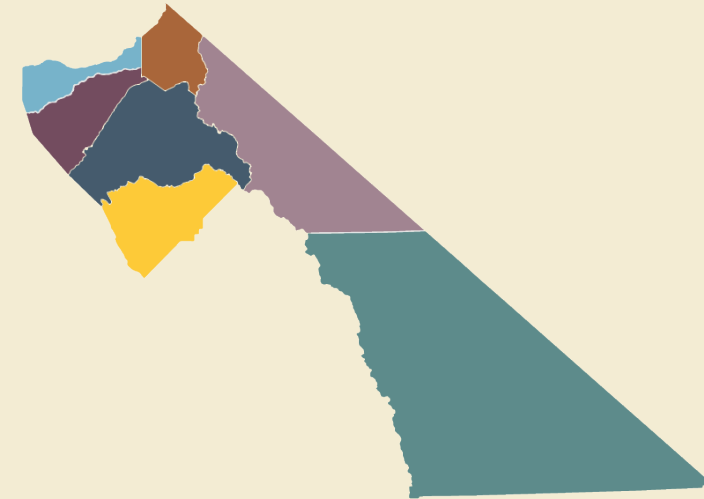
Sierra Jobs First (SJF) is a collaborative initiative under the statewide **California Jobs First** program. It focuses on **building strong communities, healthy ecosystems, and a climate-forward economy** across seven Sierra counties: Alpine, Amador, Calaveras, Inyo, Mariposa, Mono, and Tuolumne.

This effort brings together local leaders, business owners, tribal representatives, and workforce stakeholders to create **lasting economic opportunities rooted in equity, sustainability, and resilience.**

Why it's important:

Our region is rich in resources but limited in infrastructure, population, and political clout. SJF is designed to **flip those disadvantages into opportunities**—funding job creation, supporting disinvested communities, and investing in sectors that matter here: clean energy, recreation, tourism, agriculture, working lands, and community health.

This is not business as usual. It's a **rural-first approach to economic development** built for the unique challenges—and strengths—of the Sierra.



SIERRAJOBFIRST.ORG



REGIONAL STRATEGIC PLANS

What is it? We have an existing Regional Strategic Plan, which was developed during the “Strategic Planning Phase.” Chapter 4 of the Regional Strategic Plan serves as a guiding document that outlines a long-term vision for Recreation and Tourism across the Sierra Region. It provides a framework for coordinated action and development and is meant to reflect sector needs.

We now have a unique opportunity to create a “living” and iterative document called an “Activation Plan” that flows directly from the fact-finding mission of Chapter 4 - “Recreation and Tourism” of the Strategic Plan.

Why it’s important: Our Activation Plan is an iterative (living) document, not a static document. It gets to be reviewed quarterly to ground truth priorities, tighten next steps, articulate emerging trends and regional needs, and strategically align projects and funding opportunities. Feedback from this working group is critical to ensure it remains relevant.



PHASES



CATALYST

Currently underway, Catalyst provides **funding for project development and planning**. Whether exploratory or “last-mile,” these projects build a pipeline of initiatives ready for implementation. Projects must advance **job quality, equity, sustainability, and competitiveness**.

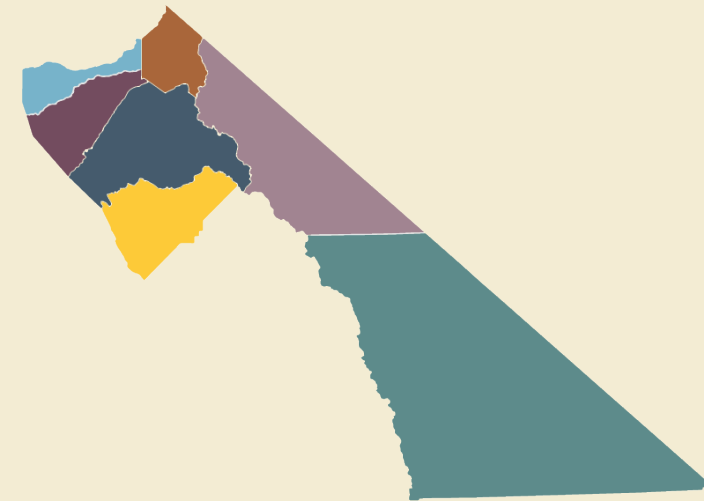
Funding range: **\$25,000–\$1 million** per project.

Total available: **\$9 million** (reimbursement-based, with advanced pay options for CBOs).

IMPLEMENTATION

Released last month, this phase will award grants from a **\$165 million statewide pool** for **ready-to-launch** projects. These will be bold, shovel-ready efforts that scale priority sectors and create **high-quality, family-sustaining jobs**.

Projects will be grouped into “clusters” that align with regional priorities and can include infrastructure, workforce development, small business support, and innovation hubs.



SIERRA JOBS FIRST
COLLABORATIVE

2024 Strategic Plan

Regional Plan: Part II



Governing Council Approved August 23, 2024



Pages 70
through 80
of the
Regional
Strategy

Sustainable Recreation & Tourism

Building a Sustainable Tourism Economy

SECTOR DEFINITION

The Sustainable Tourism Industry Sector includes natural and cultural attractions, arts, outdoor activities, events, and historic sites. Sustainable tourism is focused on current and future economic, social, and environmental impacts and addresses the needs of visitors, the industry, the environment, and host communities. Data and feedback indicate the region's robust recreation and tourism sector is a critical economic driver. Leveraging the region's natural assets, historic sites, and community events has significant potential for developing quality jobs.

SECTOR SNAPSHOT

Recreation and tourism dominate the regional economy and represent nearly 25% of the regional economy. The sector is broad in scope and includes everything from accommodations and lodging, arts and cultural attractions, food service, and some retail operations. The region's ratio is 1.64, indicating that 64% more tourism jobs exist in the region than the state of California for this sector. The highest number of jobs exist in food service and retail operations within this sector, as listed on the next page. Jobs in these two industries tend to be high-paying. The industry sector represents one of the most significant areas for wage growth to meet region-wide income goals, as many jobs in this sector today pay under \$15 per hour. The region will need to work to find creative ways to build opportunities for high-paying jobs in specific industry areas.

KEY STATEMENTS

Jobs, especially those in the food service and accommodations, and retail operations, are quality jobs in the recreation and tourism sector. Local, federal, and private landowners work together to unlock opportunities. Regional public and private investments support new and ongoing maintenance needs in the arts, history, and recreation. Sustainable, resilient, environmentally responsible recreation and tourism exists in the region.

BY THE NUMBERS SECTOR LOCATION QUOTIENT

1.64

Sustainable recreation represents an area of economic specialization for the region, with an employment rate 64% higher than statewide averages across this economic sector. With its high employment numbers, this is an important regional investment area.

TOTAL SECTOR EMPLOYMENT IN REGION 2023

17,642 jobs
28.1% of region employment

Regionally, about three...
...and advancement of the local workforce.



WHAT IS SIERRA WORKS

SFM and MLTPA have developed Sierra Works (sierraworks.org) to onboard existing projects and provide technical assistance.

MLTPA and SFM have increased technical assistance capacity to help projects align with and realize projects within the scope outlined in the State's Economic Blueprint and the Regional Strategic Plan.

SIERRA WORKS

RECREATION & TOURISM PROJECTS IN THE SIERRAS



Project Strategy & Development

Recreation & tourism planning, funding alignment, and policy consultation.

Collaboration & Engagement

Stakeholder coordination, tribal engagement, public outreach, and meeting facilitation.

Messaging & Design

PR support, messaging strategy, graphic design, and GIS/mapping.

Funding & Grant Assistance

Budget development, grant application support, and funding strategy.

Trails & Infrastructure

Ground truthing, trail design, and alignment planning.



ACTIVATION PLANS

What is it?

Activation plans are the next step. It's a detailed, action-focused plan that turns our Regional Strategic Plan into reality. It outlines who does what, when, and how we'll measure success. It's a living document that will evolve as Catalyst projects take shape.

Why it's important

This is how we prioritize, organize, and fund real projects. It connects efforts across all 7 counties, aligns resources, tracks progress, and gets us ready for implementation funding.

What we need from you!

We need partners to:

- Join quarterly workgroup meetings
- Share insights & help shape priorities
- Review progress & give feedback
- Collaborate and ground-truth the work

Submission Deadline: State requires final Activation Plans **by June 2025**

Why the rush? This timeline ensures regional plans **feed directly into statewide funding decisions** starting late summer.

How? We'll guide you. We've mapped the internal deadlines and will break it down into **working sessions** so you're never flying blind.

HOMework!

We will be sending out a short survey following this meeting. The survey should take 7-10 min and we ask that responses are submitted by April 14th at 5:00pm. We will be reviewing the feedback as a collective during the April 17th Working Group Meeting. The strategic plan is also embedded on this page for easy access.

This survey is designed to gather your input on priorities for the Regional Recreation and Tourism Activation Plan. Your feedback will help us identify key focus areas and develop effective strategies to support the region's recreation and tourism economic sector.

SIERRAWORKS.ORG/HOMework

The screenshot shows the Sierra Works website with a dark blue header and a white navigation bar. The main content area features a white box with the Sierra Works logo and the text 'WORKING HOMEWORK' and 'Kick-off Meeting 4/10/2025'. Below this is a 'Start' button. A large document preview is shown, titled 'Sustainable Recreation & Tourism' with the subtitle 'Building a Sustainable Tourism Economy'. The document includes sections for 'SECTOR DEFINITION', 'SECTOR SNAPSHOT', and 'OUTCOME STATEMENTS'. A 'BY THE NUMBERS' sidebar on the right highlights '1.64' and '28.1% of region employment'. The footer contains the Sierra Works logo, California Jobs First logo, MLPA logo, and social media icons for Facebook and LinkedIn.



QUESTIONS?



SIERRA WORKS

THANK YOU FOR COMING



Next Meeting: April 17

