

FOR IMMEDIATE RELEASE

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Contact: Dan Holler, Town Manager, Town of Mammoth Lakes
dholler@townofmammothlakes.ca.gov



EASTERN SIERRA OFFICE OF SUSTAINABLE RECREATION AND TOURISM

Mammoth Lakes, CA – At its Cameron Park, CA board meeting on March 7, the Sierra Nevada Conservancy (SNC) Governing Board authorized \$618,750 of Proposition 68 funding to the Town of Mammoth Lakes for the “**The Eastern Sierra Office of Sustainable Recreation and Tourism Project**”, a project to benefit the SNC’s Eastern sub-region, including Inyo, Mono, and Alpine Counties. In consultation with the Eastern Sierra Council of Governments (ESCOG), the Town of Mammoth Lakes submitted the grant application on behalf of its regional partners.

The purpose of the Project is to support the Eastern Sierra Sustainable Recreation Partnership (ESSRP), a unique and locally generated public/public partnership between Eastern Sierra governments and the U.S. Forest Service (USFS). As documented in the Partnership’s agreement, the stated goal of the ESSRP is to “...design, plan, implement, and report out projects to improve and maintain recreational opportunities as well as restore ecosystems to their natural resiliency and functions.” The USFS has provided staff support for the establishment of the Partnership - which includes two USFS forests and two USFS regions - through its Washington, D.C., office, desiring to use this public/public partnership as a replicable model for USFS units and their gateway communities across the country. The Partnership is a direct outcome of forest management planning for the Inyo National Forest, one of eight “Early Adopter” forests to use the 2012 Planning Rule, establishing three primary focus areas for the Inyo National Forest’s new management plan: fire management, ecological integrity, and sustainable recreation.

SNC Project funding will facilitate and ensure on-the-ground implementation for projects developed and recommended for funding by the Partnership through four deliverables:

- Regional Recreation Stakeholder Engagement — *Deliverable #1*
- Technical Assistance: ESSRP Project Funding — *Deliverable #2*
- Climate Adaptation and Resilience — *Deliverable #3*
- Connection to the Eastern Sierra Visitor Audience — *Deliverable #4*

The Town of Mammoth Lakes and Mono County have committed local funds and hired an Eastern Sierra Sustainable Recreation Coordinator, a full-time position that, while constrained by local funding restrictions, supports the Partnership’s project-development efforts. The SNC Governing Board’s investment in the Project demonstrates a pioneering commitment to rural California’s outdoor recreation economy, and the natural resources that make it possible. For more information, please visit essrp.org.

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