

SCENARIO #1:

: A regional economic study shows that, in a specific location managed by a federal partner, trail running and dispersed glamping will generate five times more revenue for the local tax base than traditional camping. The community now has clear and actionable data on recreational opportunities to boost their local economy.

QUESTION:

How does the community leverage this new data to effectively overcome policy barriers while ensuring that local investment isn't sidelined by federal capacity issues? What tools might be used — a Special District, a Shared Stewardship Agreement, an Arts Alliance, a Business Improvement District? Patience, persistence, and legal expertise?

POTENTIAL POLICY BARRIERS:

AB 518 - concerns raised around stewardship -- I.E. creating a shared stewardship agreement; big fan of business improvement districts -- need to come with a high degree of transparency;

Stewardship is an issue as well as seasonality; How do people find glamping ops? AirBNB/Glamping sites; orgs like Visit the Redwood on North Coast; need standardized ways to find those opportunities and be incentivized to provide the ops; there is a lack of people showing up to those sites throughout the year; difficulty in maintaining

First thought might be community concerns about equity when an entity starts charging money for an activity (camping) that the public is used to having access to without a fee; response from N. Coast folks -- there's a lack of opportunities

NBID - North Tahoe Business Improvement District generates 9 million; great way to raise monies; in Tahoe, there is difficulty in permitting -- need "cutting the green tape" working with local jurisdictions; develop one stop permitting requirement at the local level; allows projects to become shovel ready at a faster rate.

Really narrowing down what it is you're trying to do; Where is trail running to occur for example; work with federal partners and outline what you're trying to do

Opportunity Zone - where you can have outside investment into community benefits that folks want to contribute to and defer capital gains by investing into these zones;

HIP camp and TOT revenue for reinvestment

Hipcamp - local ordinances that can be built upon AB 518; work with nonprofit partners can be a good option as well

SCENARIO #2:

There is a well loved local trail system that attracts a lot of visitation and lacks signage. A local volunteer group has raised \$200k to restore a trail that crosses 2 different federal jurisdictions, ending at a County-maintained trailhead.

QUESTION:

1. What are the policy barriers (from your experience) that might prevent this project from moving forward in the next 12 months? (e.g. *Do we have a mechanism or entity to fund work or lead stewardship efforts that crosses multiple jurisdictions?*)

POTENTIAL POLICY BARRIERS:

Env. Considerations - NEPA/CEQA are two of the significant env. challenges for any project; different regs for different land managers

Lack of Cost-Share agreements; restrictions specific to working with Forest Service; also the capacity of federal partners to get the needed approvals.

North Coast - The CEQA exemption has been both a boon and a major lightning-rod for the Great Redwood Trail Agency up here in the North Coast, so there's a front and a back.

Maintenance responsibilities over the landscape for Federal/local; Not being able to have cost-share agreements has been difficult; inability for Feds to spend monies even if they had it to spend.

The Mammoth Lakes Trail System was able to commit to sign programs because it has Measure R - a dedicated public funding resource with no sunset!

SCENARIO #3:

- 1. A coalition of downtown businesses, artists, and a local nonprofit has secured \$350k to activate a vacant historic block through façade improvements, public art, live performance space, and extended-hours programming. The project spans city-owned sidewalks, privately owned buildings, and a state highway corridor running through downtown.**

QUESTION:

- 1. What policy barriers - specific approvals, regulations, or interagency coordination requirements - would most likely delay or stop this project altogether and where does this type of process typically break down?**

POTENTIAL POLICY BARRIERS:

North Coast - Political will is important; really comes down to how involved the city staff and council are; they will be directly interfacing with business owners; if you don't have city on board, it will stall out

Alignment is important; highly recommend that you catalyze a public process, get public input, so that political leadership knows the community wants it; also want to show there is succession planning to make sure it's lasting;

Outreach/communication with local NGOs such as local historical societies for their buy-in/partner opportunity.

Tuolumne County Arts - partnership is important; need buy in from county/cities...wherever the project is going on; need Arts/Cultural Strategic Plan in place as well; lots of pushback within towns...constant difficulty you experience; artists doing work can become disenfranchised; there's a lot of balance needed.

Arts Component to Tri-County Initiative is important; Disc Golf Course is a good example...identified a sit on Federal land; submitted a permit; local project will be managed by Alpine County on Federal land run by local partners.

John Wentworth - Should we assume that the arts strategic plan should be adopted by the local jurisdiction where the project will be happening?

Answer - if your county has arts/cultural strategic plan in place, this will help. You can push something through.

Elaine Kabala - really likes this discussion; need to be talking about things like arts/culture as those are part of our assets; not just recreation facilities; really important on W. Side gold country towns; continue to include arts and cultural development in our planning; need to communicate this all to the State

Calder Johnson - N. Coast - always see a massive difference between communities that have strategic plans vs. ones that don't; get Commissions attached to it as well.

John W. - Where does placemaking live in Sierra Jobs First? Placemaking falls within the Arts/Cultural Strategic Plan

Elaine Kabala - Placemaking is included in the foundational element strategies - but there isn't much focus in those areas as "industries"