



**EASTERN SIERRA**

Sustainable Recreation Partnership





Alpine County



City of Bishop



Inyo County



Town of Mammoth Lakes



Mono County



United States Forest Service

# A Public/Public Partnership

A Public/Public Partnership  
Washington Office of the USFS

A Public/Public Partnership

Washington Office of the USFS

BLM - National Park Service - LADWP

A Public/Public Partnership

Washington Office of the USFS

BLM - National Park Service - LADWP

Non Funded Challenge

Cost Share Agreement

“**Permitting facilitation and clean-up** (i.e. use permits, film permits, other agreements);

“Maintenance and staffing of **visitor centers**;

“Existing "hard infrastructure" including **bathrooms, pavement maintenance, water, sewer**, other buildings;

“Existing "soft infrastructure" including **trail maintenance, signage, campground service**;

“New soft and hard infrastructure as described above;

“**New trails and facility planning and construction**;

“**County town recreational infrastructure maintenance**, rehabilitation and new projects; identification and work program development; and

“Project planning including **environmental review.**”

“**Permitting facilitation and clean-up** (i.e. use permits, film permits, other agreements);

“Maintenance and staffing of **visitor centers**;

“Existing “hard infrastructure” including **bathrooms, pavement maintenance, water, sewer**, other buildings;

“Existing “soft infrastructure” including **trail maintenance, signage, campground service**;

“New soft and hard infrastructure as described above;

“**New trails and facility planning and construction**;

“**County town recreational infrastructure maintenance**, rehabilitation and new projects; identification and work program development; and

“Project planning including **environmental review.**”

“**Permitting facilitation and clean-up** (i.e. use permits, film permits, other agreements);

“Maintenance and staffing of **visitor centers**;

“Existing “hard infrastructure” including **bathrooms, pavement maintenance, water, sewer,** other buildings;

“Existing “soft infrastructure” including **trail maintenance, signage, campground service**;

“New soft and hard infrastructure as described above;

“**New trails and facility planning and construction**;

“**County town recreational infrastructure maintenance**, rehabilitation and new projects; identification and work program development; and

“Project planning including **environmental review.**”

“**Permitting facilitation and clean-up** (i.e. use permits, film permits, other agreements);

“Maintenance and staffing of **visitor centers;**

“Existing “hard infrastructure” including **bathrooms, pavement maintenance, water, sewer,** other buildings;

“Existing “soft infrastructure” including **trail maintenance, signage, campground service;**

“New soft and hard infrastructure as described above;

“**New trails and facility planning and construction;**

“**County town recreational infrastructure maintenance,** rehabilitation and new projects; identification and work program development; and

“Project planning including **environmental review.**”

“**Permitting facilitation and clean-up** (i.e. use permits, film permits, other agreements);

“Maintenance and staffing of **visitor centers;**

“Existing "hard infrastructure" including **bathrooms, pavement maintenance, water, sewer,** other buildings;

“Existing "soft infrastructure" including **trail maintenance, signage, campground service;**

“New soft and hard infrastructure as described above;

“**New trails and facility planning and construction;**

“**County town recreational infrastructure maintenance,** rehabilitation and new projects; identification and work program development; and

“Project planning including **environmental review.**”

“**Permitting facilitation and clean-up** (i.e. use permits, film permits, other agreements);

“Maintenance and staffing of **visitor centers**;

“Existing “hard infrastructure” including **bathrooms, pavement maintenance, water, sewer,** other buildings;

“Existing “soft infrastructure” including **trail maintenance, signage, campground service**;

“New soft and hard infrastructure as described above;

“**New trails and facility planning and construction**;

“**County town recreational infrastructure maintenance**, rehabilitation and new projects; identification and work program development; and

“Project planning including **environmental review.**”

“**Permitting facilitation and clean-up** (i.e. use permits, film permits, other agreements);

“Maintenance and staffing of **visitor centers**;

“Existing “hard infrastructure” including **bathrooms, pavement maintenance, water, sewer,** other buildings;

“Existing “soft infrastructure” including **trail maintenance, signage, campground service**;

“New soft and hard infrastructure as described above;

“**New trails and facility planning and construction**;

“**County town recreational infrastructure maintenance**, rehabilitation and new projects; identification and work program development; and

“Project planning including **environmental review.**”



# EASTERN SIERRA

Sustainable Recreation Partnership

## SUSTAINABLE RECREATION & TOURISM INITIATIVE

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





# EASTERN SIERRA

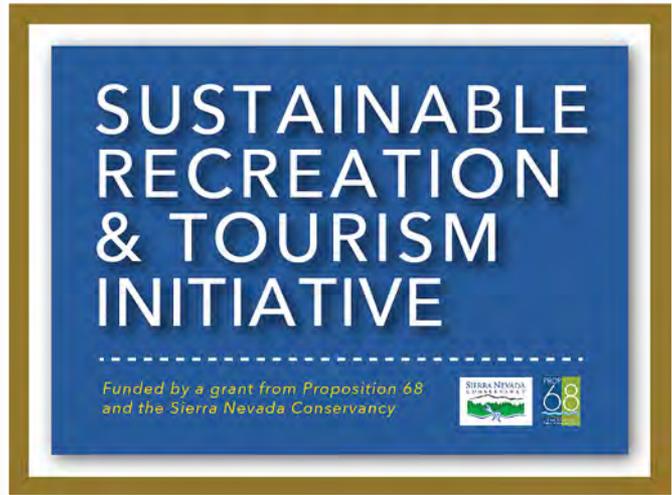
Sustainable Recreation Partnership



## SUSTAINABLE RECREATION & TOURISM INITIATIVE

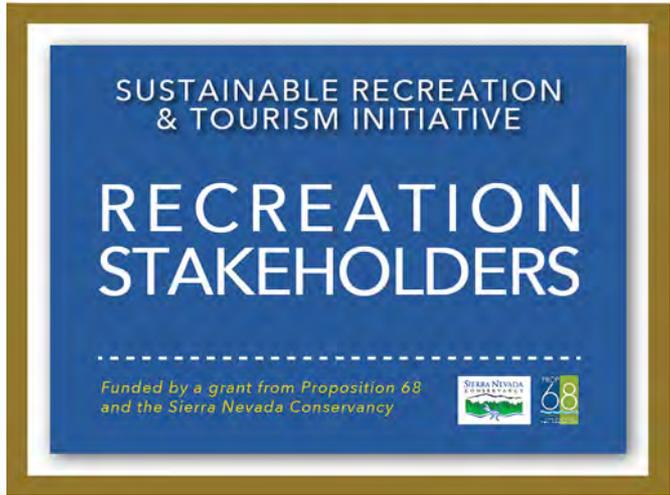
*Funded by a grant from Proposition 68  
and the Sierra Nevada Conservancy*





\$618,750

March 7, 2019

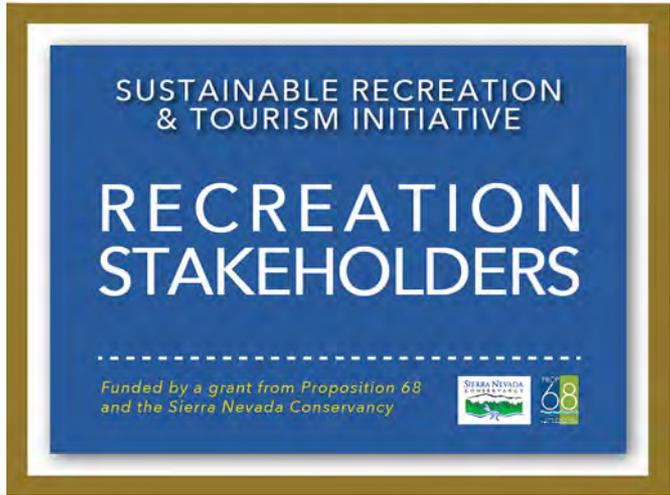


# Recreation Stakeholders

12 facilitated workshops in the Gateway Communities of Inyo, Mono, and Alpine Counties starting in September of 2019.

Consensus, identified challenges, and emerging trends will be documented and shared.

Public support to be identified for future projects, including programs, stewardship, and on the ground infrastructure investments.

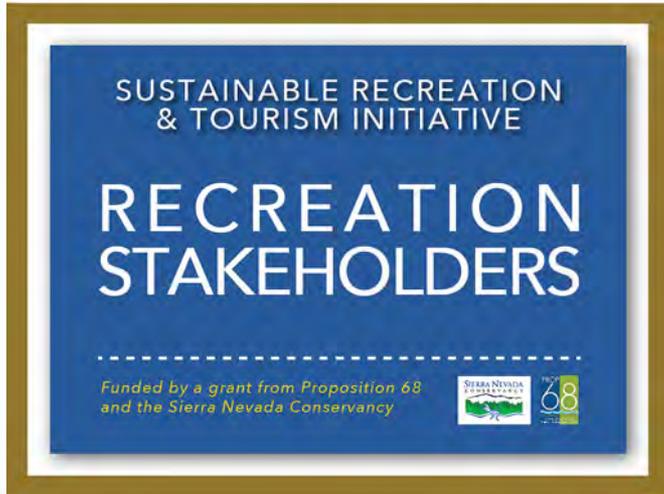


# Recreation Stakeholders

12 facilitated workshops in the Gateway Communities of Inyo, Mono, and Alpine Counties starting in September of 2019.

Consensus, identified challenges, and emerging trends will be documented and shared.

Public support to be identified for future projects, including programs, stewardship, and on the ground infrastructure investments.

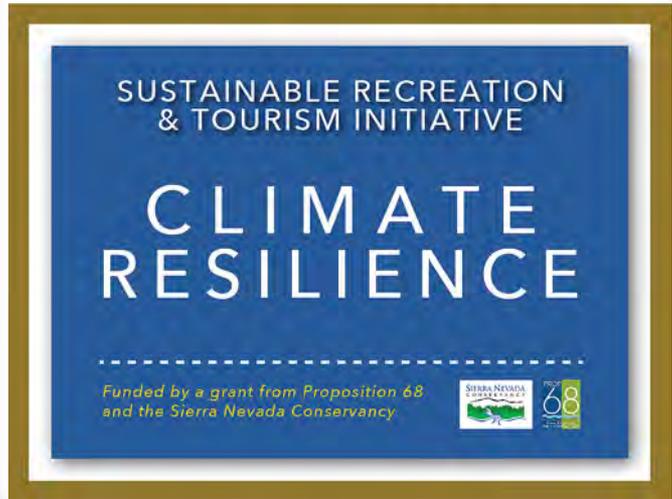


# Recreation Stakeholders

12 facilitated workshops in the Gateway Communities of Inyo, Mono, and Alpine Counties starting in September of 2019.

Consensus, identified challenges, and emerging trends will be documented and shared.

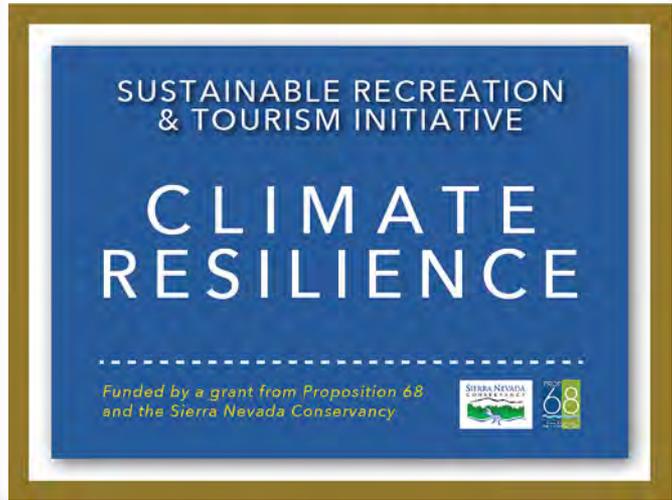
Public support to be identified for future projects, including programs, stewardship, and on the ground infrastructure investments.



# Climate Adaptation and Resilience

Analysis of the Eastern Sierra's resilience and adaptation to climate change through the lens of the region's sustainable recreation and tourism infrastructure and programs.

Documentation of the asset value of the natural resource capital in the Eastern Sierra and of the region's outdoor recreation economy.



# Climate Adaptation and Resilience

Analysis of the Eastern Sierra's resilience and adaptation to climate change through the lens of the region's sustainable recreation and tourism infrastructure and programs.

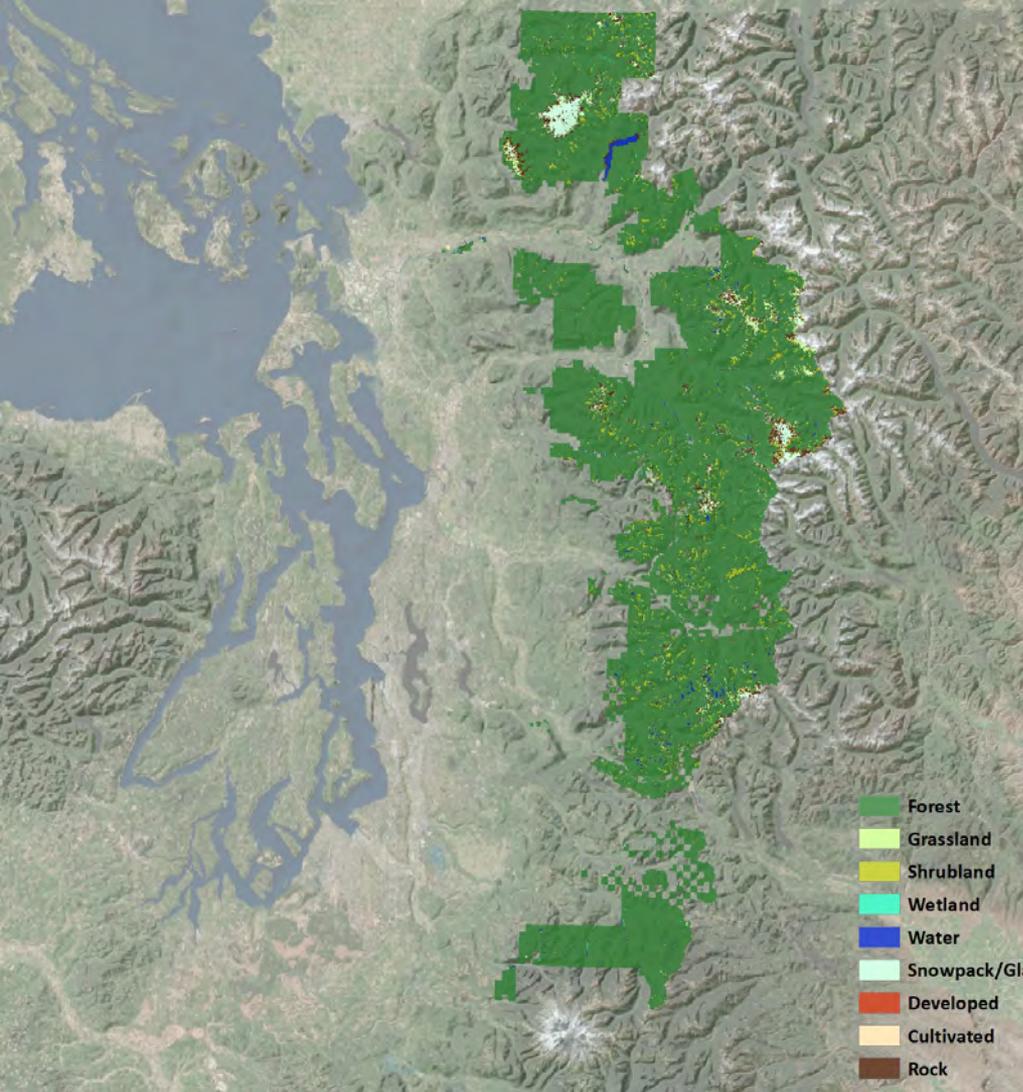
Documentation of the asset value of the natural resource capital in the Eastern Sierra and of the region's outdoor recreation economy.

# Rethinking Value

## Valuing Sustainable Recreation and Natural Resources

Johnny Mojica | Earth Economics

MT. BAKER-  
SNOQUALMIE  
NATIONAL FOREST 



# MBSNF Ecosystem Types

91% Forested

Over 400,000 Acres of Old Growth  
Forest

Glaciers, High-Alpine Meadows,  
Bogs, Among Other Unique  
Ecosystems

Multiple Functions and Resulting  
Services Provided by Each Land  
Cover Type





# Flow of Value

Nature's value in the MBSNF flows to beneficiaries in both urban and rural communities of the Emerald Corridor.

\$\$\$

Jobs

Water

Social Capital

MBSNF protects diverse ecosystems all along the western slope of the Cascades, and preserves the high quality of life found in the Pacific Northwest.

# BY THE NUMBERS

- ✓ 4.5 million people live in the region
- ✓ \$3 Billion in Water Related Benefits
- ✓ \$1.7 Billion in Air Quality Benefits
- ✓ \$34 Billion Worth of Carbon Stored
- ✓ \$1 Billion in Disaster Risk Reduction Benefits
- ✓ Trip Related Expenditures - \$80 million
- ✓ Calories - 3 billion (872,000 pounds of fat!)



# AN IMBALANCE

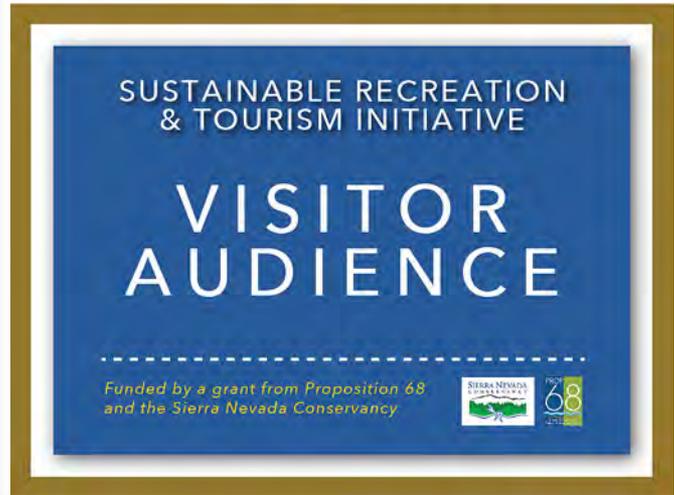
The MBSNF provides an estimated \$30 billion in ecosystem services annually.

The MBSNF has an annual budget of \$9.7 million.





**EASTERN SIERRA**  
Sustainable Recreation Partnership

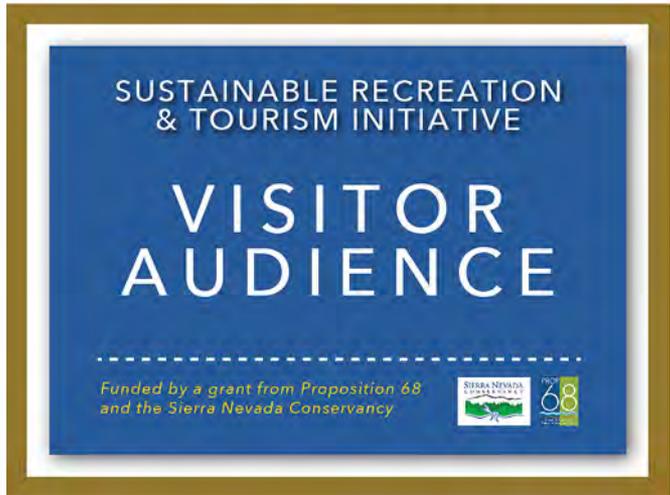


# Connection to the Eastern Sierra Visitor Audience

8 facilitated meetings to develop a 21st-century regional sustainable recreation and tourism identity for the Eastern Sierra.

Development of the tools necessary to more efficiently and effectively communicate with the region's outdoor recreation audience.

Connection to the audience – not marketing



# Connection to the Eastern Sierra Visitor Audience

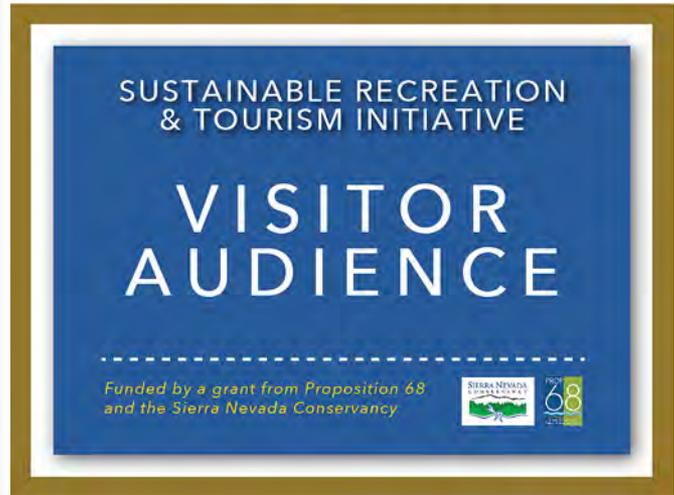
8 facilitated meetings to develop a 21st-century regional sustainable recreation and tourism identity for the Eastern Sierra.

Development of the tools necessary to more efficiently and effectively communicate with the region's outdoor recreation audience.

Connection to the audience – not marketing



**EASTERN SIERRA**  
Sustainable Recreation Partnership



# Connection to the Eastern Sierra Visitor Audience

8 facilitated meetings to develop a 21st-century regional sustainable recreation and tourism identity for the Eastern Sierra.

Development of the tools necessary to more efficiently and effectively communicate with the region's outdoor recreation audience.

Connection to the audience – not marketing



[About Us](#)

[Contact](#)

[Funded Projects](#)

[News](#)

[Calendar](#)

[Our Grant Programs](#)

[For Grantees](#)

[Enewsletter Signup](#)



# One of Colorado's Best Ideas

## GOCO PROJECTS IN YOUR COUNTY



[Find Projects](#)

## ANNUAL REPORT



[Read the Report](#) | [En Español](#)

## FROM THE BLOG

[Where Do You GOCO - October 2018 Projects](#) | [Read more](#)

[Conserving the Cline: A Community Effort To...](#) | [Read more](#)

[Faces of GOCO: Meet Courtney Bennett](#) | [Read more](#)

## LATEST NEWS

[Parks and Wildlife Commission approves awards for 2018 Colorado the Beautiful...](#) | [Read more](#)

[GOCO grants \\$500,000 to employ young people on conservation projects across the...](#) | [Read more](#)

# COLORADO PACKING LIST

"DRESS IN LAYERS!" ARE WORDS TO LIVE BY.

Our dramatic elevation changes mean we can ski in the mountains and then drop a few thousand feet to bike or drink a craft brew on a sunny patio.

## SUMMER PACKING MUSTS:

01



### SUNSCREEN, LIP BALM, A HAT & SUNGLASSES.

Remember, you may be a mile or more closer to the sun, and much of Colorado gets 300 days of sunshine every year.

02



### BATHING SUIT & FLIP-FLOPS/SANDALS.

You don't want to miss out on taking a plunge into a natural hot spring, a rafting adventure, or a pristine creek or waterfall.

03



### REFILLABLE WATER BOTTLE OR HYDRATION SYSTEM

(such as a CamelBak). Start drinking water as soon you arrive in our dry, elevated climate. And don't stop.

04



### RAIN JACKET.

The atmospheric conditions that bring winter snow make for sudden afternoon showers in the summer, especially on our loftiest peaks.

05



### HIKING BOOTS OR OTHER STURDY, ATHLETIC SHOES.

You never know when you're going to want to answer the call of a beautiful trail.

06



### LIGHTWEIGHT FLEECE OR VEST.

Even on our hottest days, temps are chillier after sunset, especially at higher elevations.

07



### DAY PACK.

This is standard gear in Colorado to carry all of the above.

08



### JEANS OR HIKING PANTS.

Relax, denim is acceptable attire nearly everywhere; but hiking pants or leggings are great for a day out exploring our wilds.

## IN WINTER, BRING ALL OF THE ABOVE, WITH A FEW ADDITIONS:

01



### BEANIE.

Keep one handy for under your ski helmet, a night by the fire or even a wintry dip in a natural hot spring. Even guys wear the ones with poms.

02



### WINTER COAT.

Dress like a local in anything from puffy down to a snow-ready, water-resistant parka.

03



### SNOW GEAR.

A thermal layer and warm, waterproof boots, snow pants, and gloves are essential if you're planning to play in the powder.

04



### SUN-SHIELDING ITEMS.

Nothing like an intense goggle tan on your face to make you value sunscreen, no matter the season.

# ACT LIKE A LOCAL

OK, NOW YOU'RE DRESSED LIKE A LOCAL. HERE'S WHAT YOU NEED TO PASS FOR ONE.



## LEARN THE LINGO!

### FOURTEENER

This is what we call those peaks that rise more than 14,000 feet above sea level. We've got 58 of them, more than any other state in the continental U.S. Hardy hikers aim to "bag" – or summit – all of them.

### CONTINENTAL DIVIDE

Also known as "the Divide," this ridge runs along the crests of the Rocky Mountains north to south. Rivers and streams west of the Divide flow to the Pacific Ocean, and east of the Divide to the Gulf of Mexico.

### 5280

Denver is the Mile High City because it sits 5,280 feet (or one mile) above sea level. To be precise, the 13th step of the Colorado State Capitol Building or the line of purple seats in Coors Field will put you exactly at 5280. (Pronounced: fifty-two eighty)

### FRONT RANGE

The Rocky Mountain range most visible from Colorado's most populous cities – Denver, Colorado Springs, Fort Collins and Boulder – and from much of the Eastern Plains. Much of the urban region near these mountains is known as the Front Range as well.

### WESTERN SLOPE

This region refers to all of Colorado west of the Continental Divide. It's home to the Grand Mesa, the largest flattop mountain in the world (near Grand Junction).

### CENTENNIAL STATE

Colorado's official nickname refers to the year it earned statehood. That happened in 1876, the centennial anniversary of the United States' declaration of independence.

### FOUR CORNERS

The point where Colorado, New Mexico, Arizona and Utah come together at one point in our extreme southwest corner, 40 miles from the Colorado city of Cortez.

### HIGH COUNTRY

A fancy way to say "the mountains," uttered mostly by local weathercasters.

### THE TUNNEL

If you are headed to or from the High Country on I-70, you'll likely pass through the 1.7-mile Eisenhower/Johnson Memorial Tunnel. Since 1973, the tunnels have provided easy passage across the Continental Divide.

### POWDER DAY

Powder days follow snowy nights. That fresh snowfall means the conditions are set for skiing and boarding that feels like you're floating down the slopes on air. Our deep, dry, fluffy powder is also good for cushioning the occasional fall.

### MUD SEASON

This glorious harbinger of spring is typically slotted on the calendar for late April or May. It occurs when winter's snow starts to melt and rivers swell, making for amazing fishing, thrilling whitewater rafting and great High Country lodging deals.

## DENVER SHORTHAND

### LODO

Short for Lower Downtown, Denver's lively, walkable, historic downtown.

### LOHI

Short for Lower Highlands, a neighborhood full of exceptional food and drink with outstanding views of downtown Denver.

### RINO

Short for River North, a hip cultural and food scene emerging in Denver's former warehouse district.

**ALTITUDE** Denver is the Mile High City, and many popular destinations are even higher altitude. Staying hydrated and adjusting (or a day or two before embarking on a strenuous adventure is the best way to make sure being high up doesn't get you down.

**ALCOHOL** It has more impact at altitude, so take it easy until you get your mountain legs.

**CELL COVERAGE** You won't have any trouble staying connected when you're in a town, but once you head out on a trail, river, slope or back road, that could change. Let others know where you are and finish posting your pics before you head off the grid.

**SPARSE SERVICES** If you spot a sign saying "No gas or services for the next 56 miles," believe it.

**FOR HIKES, ROAD TRIPS & OTHER EXCURSIONS,** pack more food, water and cold-weather wear than you expect to need so you won't be caught unprepared.

**BEAR-PROOF TRASHCANS** If you want to toss your trash and the lid won't budge, you're probably encountering a bear-proof trash can. Look for instructions on the can – there's usually a lever or button to push that's too tricky for hairy paws to manage.

# ARE YOU COLO-READY?

With a little preparation, a spirit of adventure, and a soft spot for nature and the past, you'll be on the trail to exploring Colorado like a local.



# LEAVE NO TRACE – CARE FOR COLORADO PRINCIPLES

## 01 KNOW BEFORE YOU GO



- This land really is your land. Our state and federal agencies manage 42 percent of Colorado's majestic landscape, and our cities and counties maintain even more. Learn about and respect the spaces we all own, share and sing about.
- Stay back from the pack. Find your way to less-visited and off-peak destinations to minimize down time and maximize your connection with special places.
- Bring along reusable water bottles or hot drink tumblers to limit waste and stay hydrated in our dry climate.

## 02 STICK TO TRAILS



- With 39,000 marked trails and 13,000 designated campsites, there's no need to venture beyond. By sticking to these areas and camping at least 200 feet from lakes, rivers and streams, you're helping natural areas stay natural.
- Even though shortcuts can be tempting, please don't take them. A few extra strides on the path will protect plants and the homes of the true locals.

## 03 LEAVE IT AS YOU FIND IT



- Leave plants, rocks and historical items as you find them so others experience the joy of discovery.
- Any of our 750 different species of wildflowers will live forever in a photo. Snap away, but only with a camera.
- Colorado is beautiful all on its own. Building structures or campsites on public land isn't cool. Keep it pristine for everyone to enjoy.
- Treat all living things with respect. Carving or hacking plants and trees may kill or disfigure them.

## 04 TRASH THE TRASH



- Pack it in, pack it out. Or pick it up to leave a place better than you found it. Put litter, even crumbs, peels and cores in your nearest waste/recycling bin.
- Wash yourself, your dog or whatever else needs cleaning at least 200 feet from waterways, and use biodegradable soap. A bubble bath is no treat for fish.

## 05 BE CAREFUL WITH FIRE



- Colorado's low humidity has perks, but can create dry, dangerous conditions. Keep campfires small and manageable to avoid sparking wildfires.
- When putting out a fire, water it until you can handle the embers. Never let a fire burn unattended.
- Use care when smoking in Colorado's dry climate. Always put cigarettes out completely, and don't leave your butts behind.

## 06 KEEP WILDLIFE WILD



- Colorado is home to tens of thousands of furry, scaly and feathered creatures. To keep them – and you – safe, don't approach them.
- It is not adorable to feed wild animals. You could alter natural behaviors, exposing them to predators or even euthanasia.
- Keep your furry buddies leashed when enjoying dog-friendly trails, and pack out their waste. All the way to a trashcan.

## 07 SHARE OUR TRAILS & PARKS



- Chances are you're not out in nature to people watch, so try out the lesser-known paths and sites.
- Silence your cell phone before stepping into nature, and speak softly without using the speaker function.
- Be considerate when passing others on the trails and yield to the uphill hiker and biker – they need the momentum.
- Listen to nature. Keep your voice and music soft so all can enjoy the peace of Colorado.

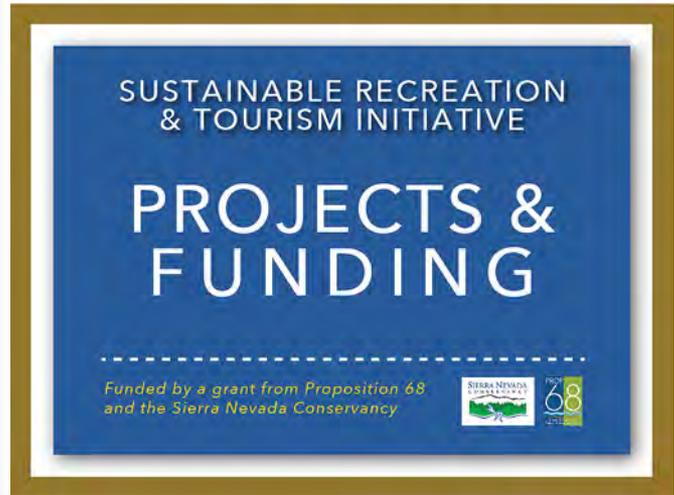
# ARE YOU COLO-READY?

With a little preparation, a spirit of adventure, and a soft spot for nature and the past, you'll be on the trail to exploring Colorado like a local.





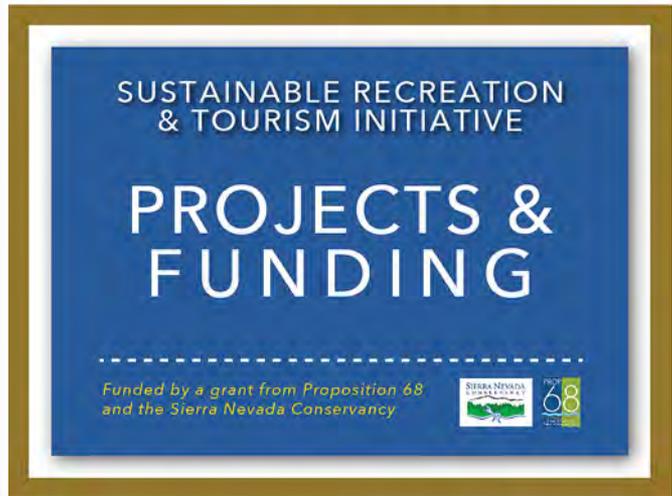
**EASTERN SIERRA**  
Sustainable Recreation Partnership



# Project Prioritization and Implementation

The Eastern Sierra Sustainable Recreation Partnership will collaborate with stakeholders to prioritize projects including programs, stewardship, and on the ground infrastructure for funding via researched funding opportunities.

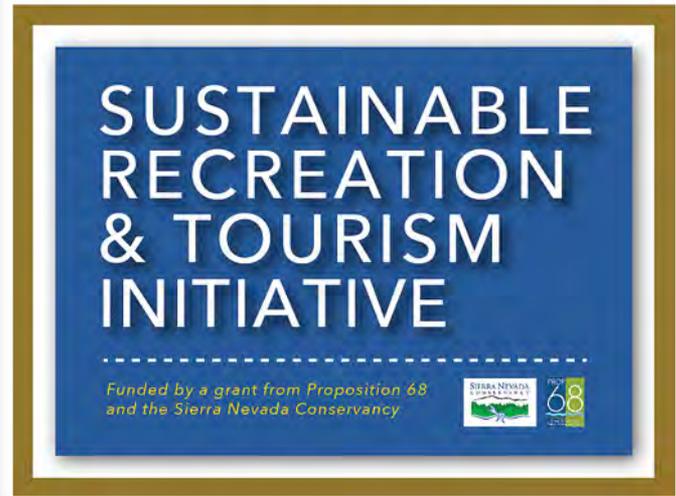
The Sustainable Recreation and Tourism Initiative will then provide technical assistance for the development of the identified projects for their identified funding opportunities.



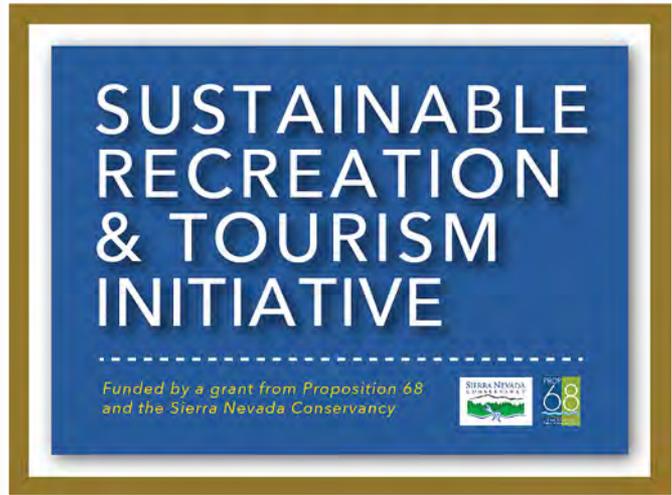
# Project Prioritization and Implementation

The Eastern Sierra Sustainable Recreation Partnership will collaborate with stakeholders to prioritize projects including programs, stewardship, and on the ground infrastructure for funding via researched funding opportunities.

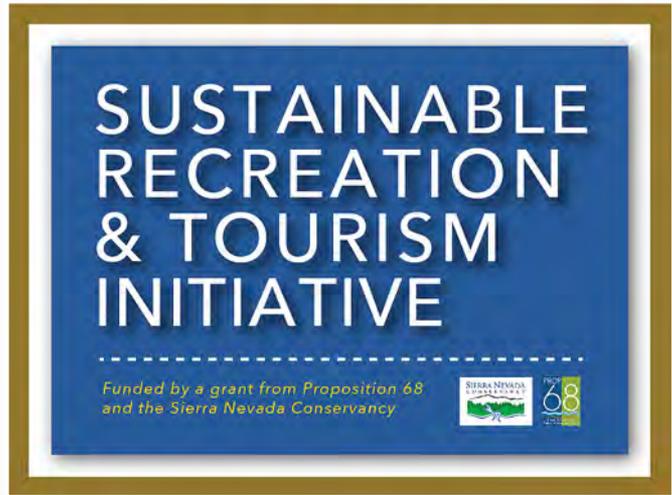
The Sustainable Recreation and Tourism Initiative will then provide technical assistance for the development of the identified projects for their identified funding opportunities.



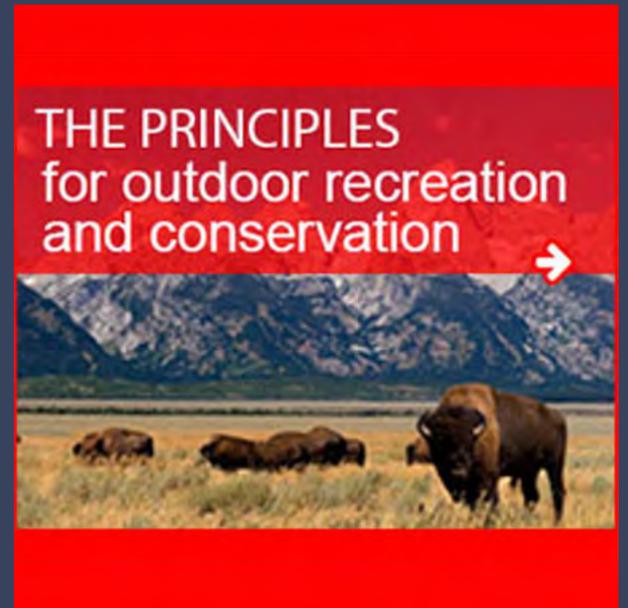
- 2 Year Effort: 2019 - 2021



- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process

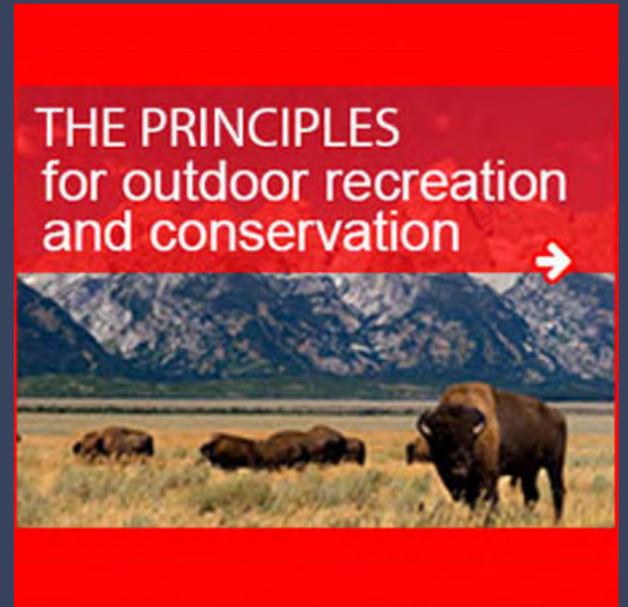


- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process
- “Yes And...”



SHIFT - 2015

- “Outdoor recreation in natural settings is and always has been an indispensable part of conservation.”

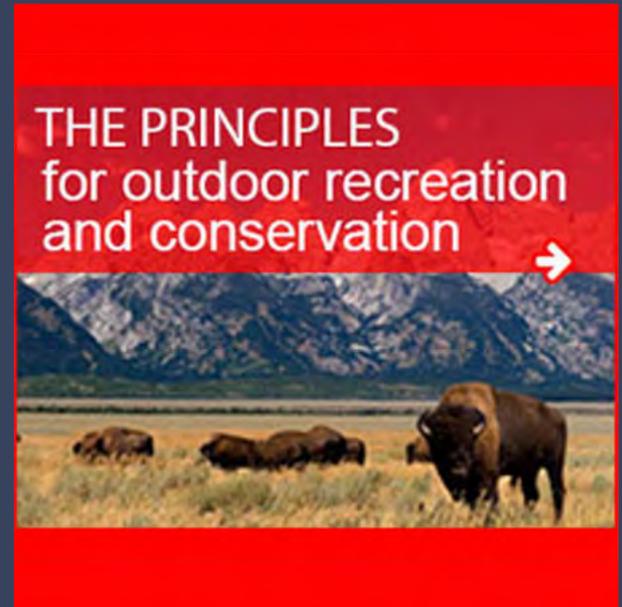


SHIFT - 2015

- “Outdoor recreation in natural settings is and always has been an indispensable part of conservation.”
- “Outdoor recreation adds economic stability, diversity, resilience, and prosperity to communities across the country while creating a broader constituency for protecting our natural resources.”

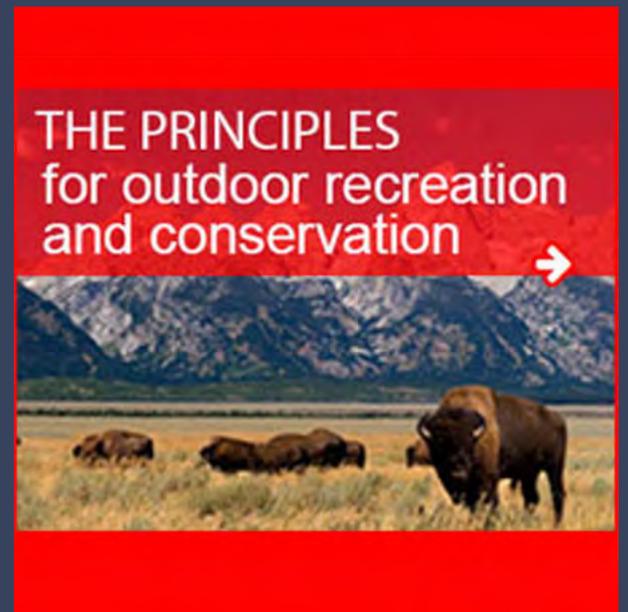


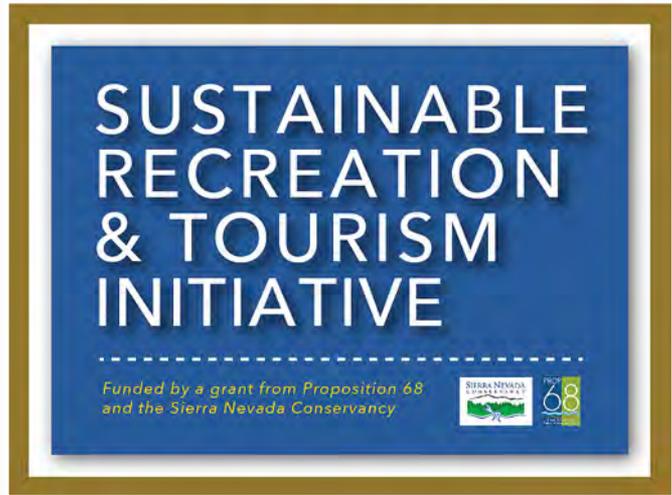
INSPIRING THE OUTDOOR  
RECREATION/CONSERVATION PARTNERSHIP



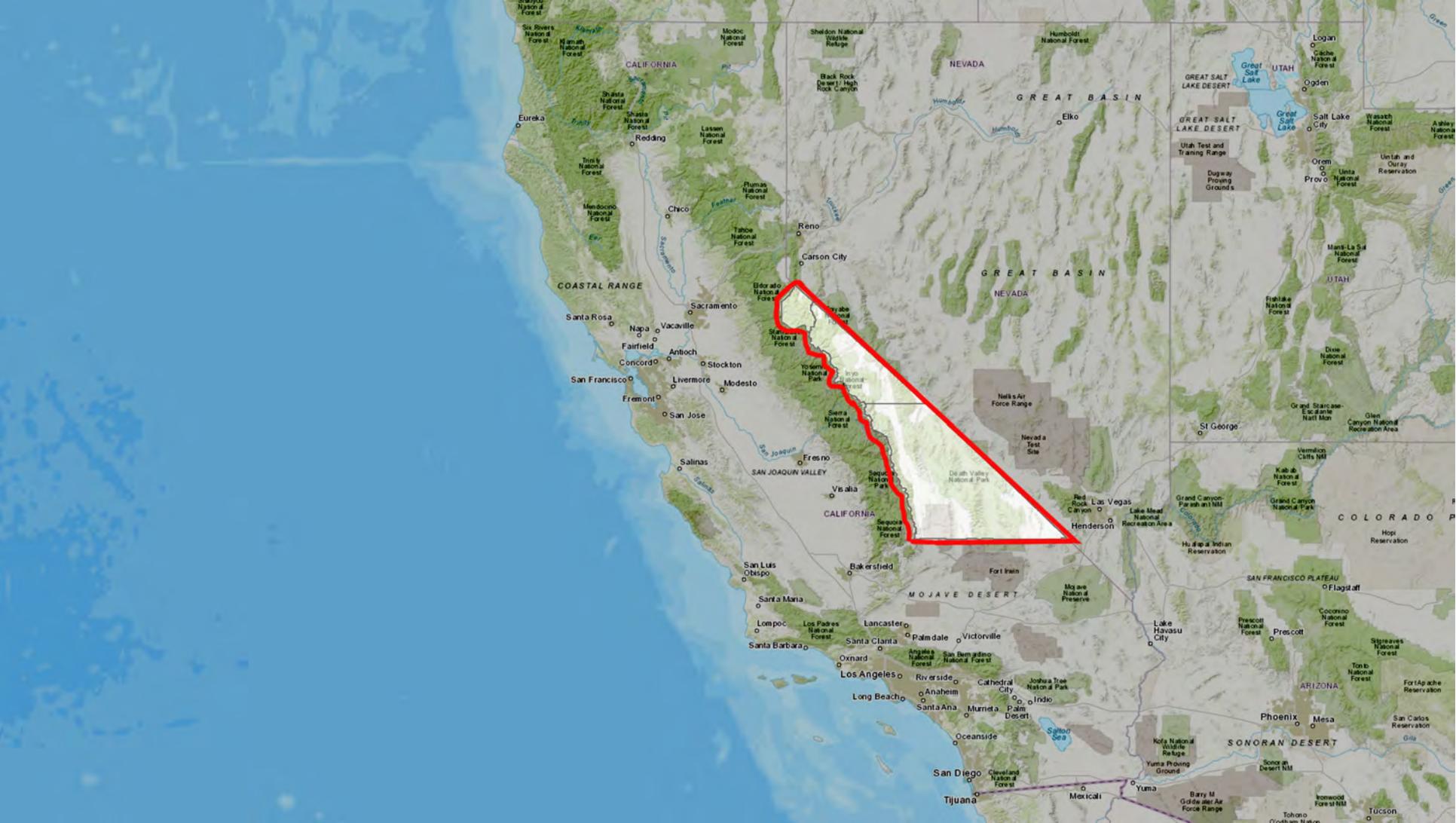
SHIFT - 2015

- “Outdoor recreation in natural settings is and always has been an indispensable part of conservation.”
- “Outdoor recreation adds economic stability, diversity, resilience, and prosperity to communities across the country while creating a broader constituency for protecting our natural resources.”
- “When unmanaged or poorly managed, outdoor recreation can adversely affect our public lands, as well as the quality of experiences and the numerous benefits they provide.”





- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process
- “Yes And...”
- Unique to California











United States Department of Agriculture

# Land Management Plan for the Inyo National Forest

Fresno, Inyo, Madera, Mono, and Tulare Counties, California;  
Esmeralda and Mineral Counties, Nevada



Forest Service

Pacific Southwest Region

R5-MB-303

2018

# Inyo National Forest Draft Plan Focus Areas

✓ Fire Management

# Inyo National Forest Draft Plan Focus Areas

- ✓ Fire Management
- ✓ Ecological Integrity

# Inyo National Forest Draft Plan Focus Areas

- ✓ Fire Management
- ✓ Ecological Integrity
- ✓ Sustainable Recreation

# California Climate Strategy



**CALIFORNIA REPUBLIC**





National Park Service  
U.S. Department of the Interior

Rivers, Trails & Conservation Assistance Program

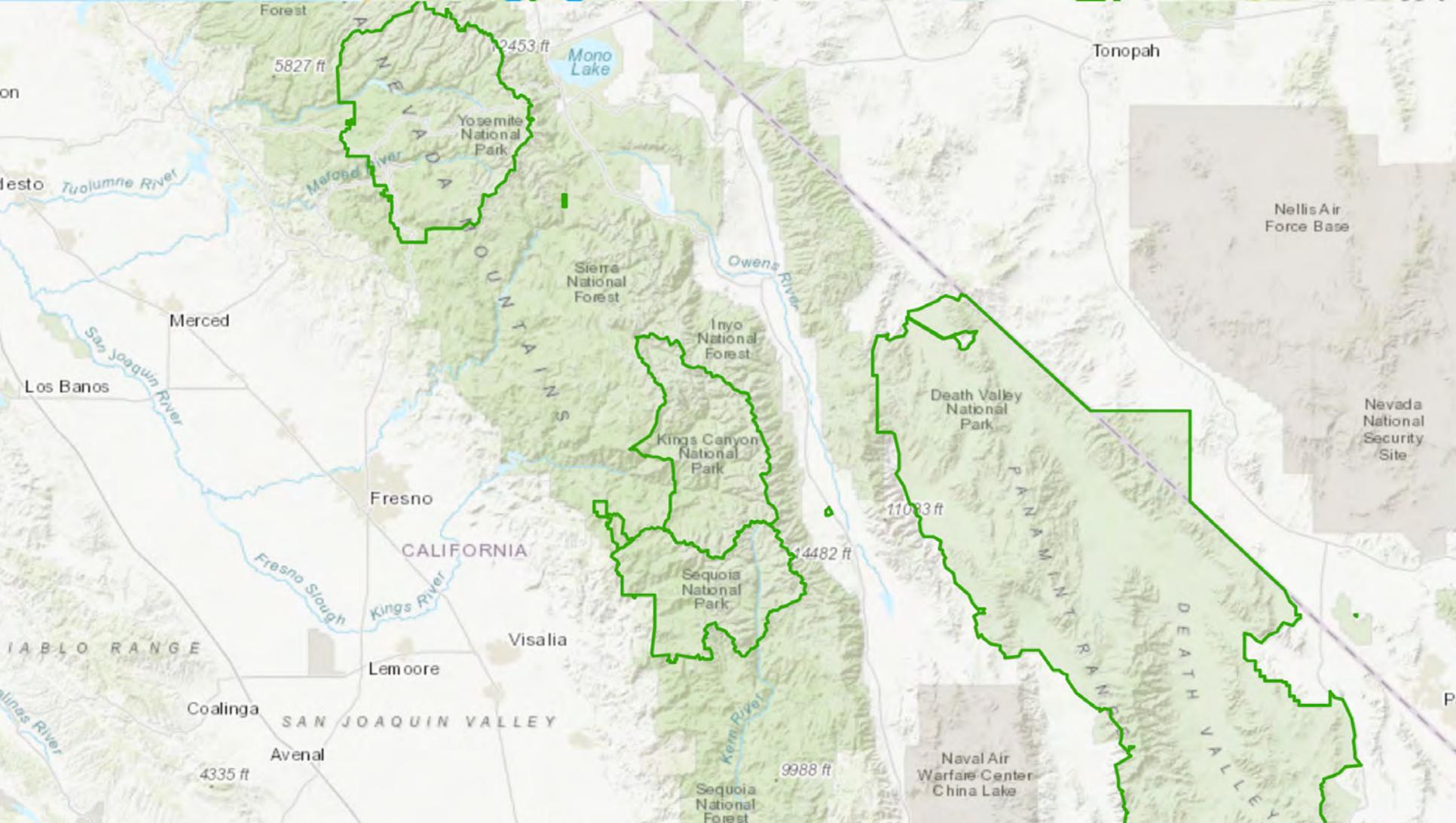
## Application Guidelines & Form



### About Us

The National Park Service – Rivers, Trails and Conservation Assistance program (RTCA) supports community-led natural resource conservation and outdoor recreation projects across the nation. Our conservation and recreation planning professionals partner with community groups, nonprofit organizations, tribes, and government agencies. This partnership assists local communities in realizing their conservation and outdoor recreation vision and goals by providing a broad range of services and skills. National Park Service (NPS) staff share their expertise to help your team turn an idea into reality. We offer this assistance on an annual basis with extensions based on mutual agreement. *No monetary grants are made.*





5827 ft

12453 ft

Mono Lake

Tonopah

Yosemite National Park

Sierra National Forest

Inyo National Forest

Kings Canyon National Park

Sequoia National Park

Death Valley National Park

Nellis Air Force Base

Nevada National Security Site

Naval Air Warfare Center China Lake

CALIFORNIA

SAN JOAQUIN VALLEY

Los Banos

Merced

Fresno

Visalia

Lemoore

Coalinga

Avenal

4335 ft

9988 ft

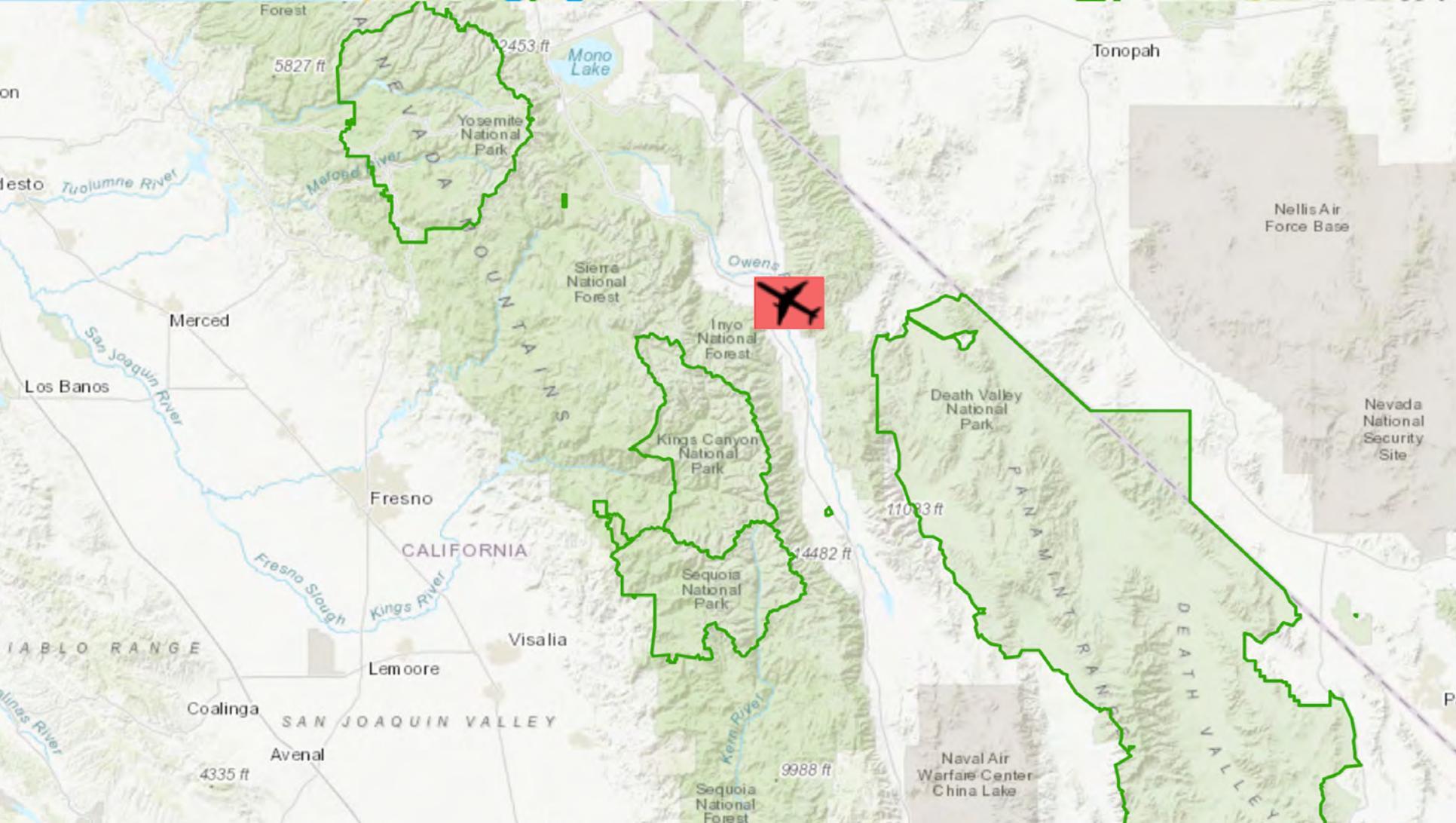
11013 ft

14482 ft

DIABLO RANGE

PANAMINT RANGE

DEATH VALLEY



# CALIFORNIA

STATE OUTDOOR  
RECREATION GENERATES:



**\$92.0 BILLION**  
IN CONSUMER  
SPENDING ANNUALLY



**691,000**  
DIRECT JOBS



**\$30.4 BILLION**  
IN WAGES  
AND SALARIES



**\$6.2 BILLION**  
IN STATE AND LOCAL  
TAX REVENUE

SOURCE: OUTDOOR INDUSTRY ASSOCIATION

## THE OUTDOOR RECREATION ECONOMY GENERATES

**691,000**

Direct Jobs

**\$92 BILLION**

In Consumer Spending

**\$30.4 BILLION**

In Wages and Salaries

**\$6.2 BILLION**

In State and Local Tax  
Revenue



# Outdoor Industry Association: Recreation Economy Report - 2017



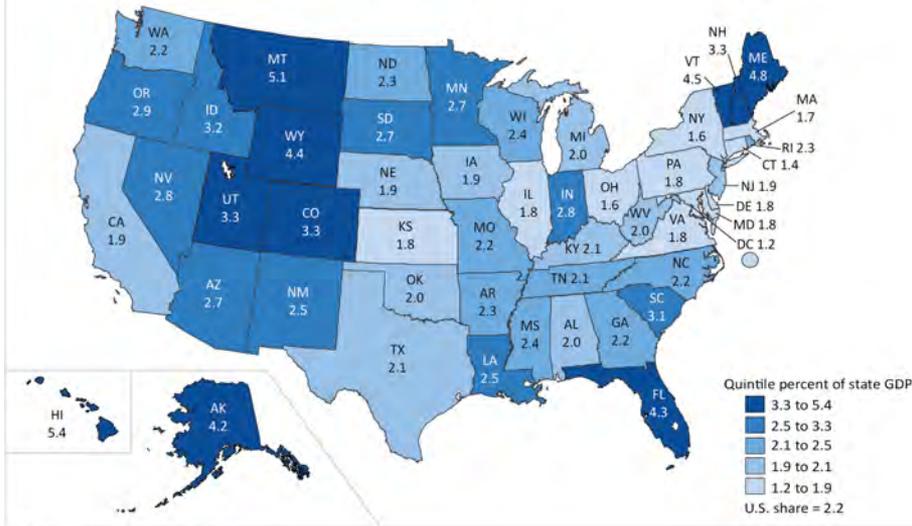
## The Outdoor Recreation Economy:

- **\$887 BILLION IN CONSUMER SPENDING ANNUALLY**
- **7.6 MILLION AMERICAN JOBS**
- **\$65.3 BILLION IN FEDERAL TAX REVENUE**
- **\$59.2 BILLION IN STATE AND LOCAL TAX REVENUE**

September 20, 2019



Outdoor Recreation Value Added: Percent of State GDP, 2017



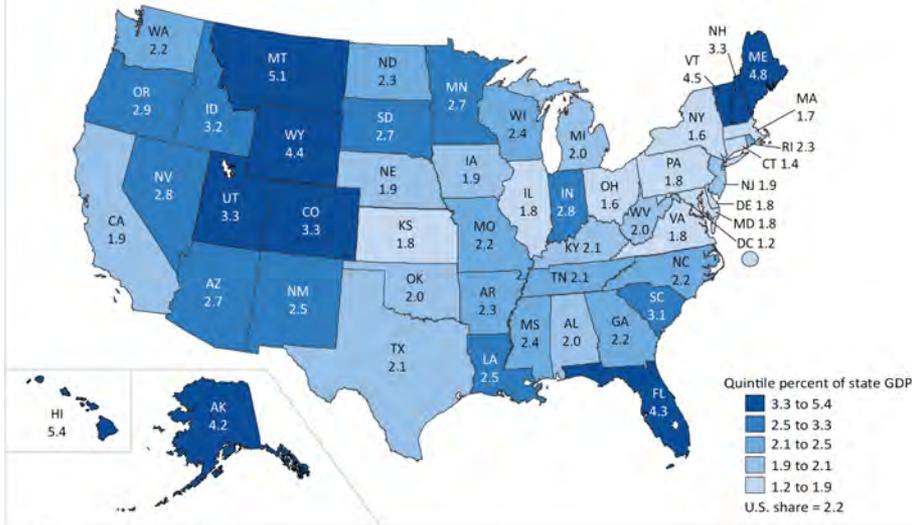
U.S. Bureau of Economic Analysis

“The Outdoor Recreation Satellite Account (ORSA) also shows that inflation-adjusted (real) GDP for the outdoor recreation economy grew by 3.9 percent in 2017, faster than the 2.4 percent growth of the overall U.S. economy. **Real gross output, compensation, and employment all grew faster in outdoor recreation than for the economy as a whole.**”

September 20, 2019

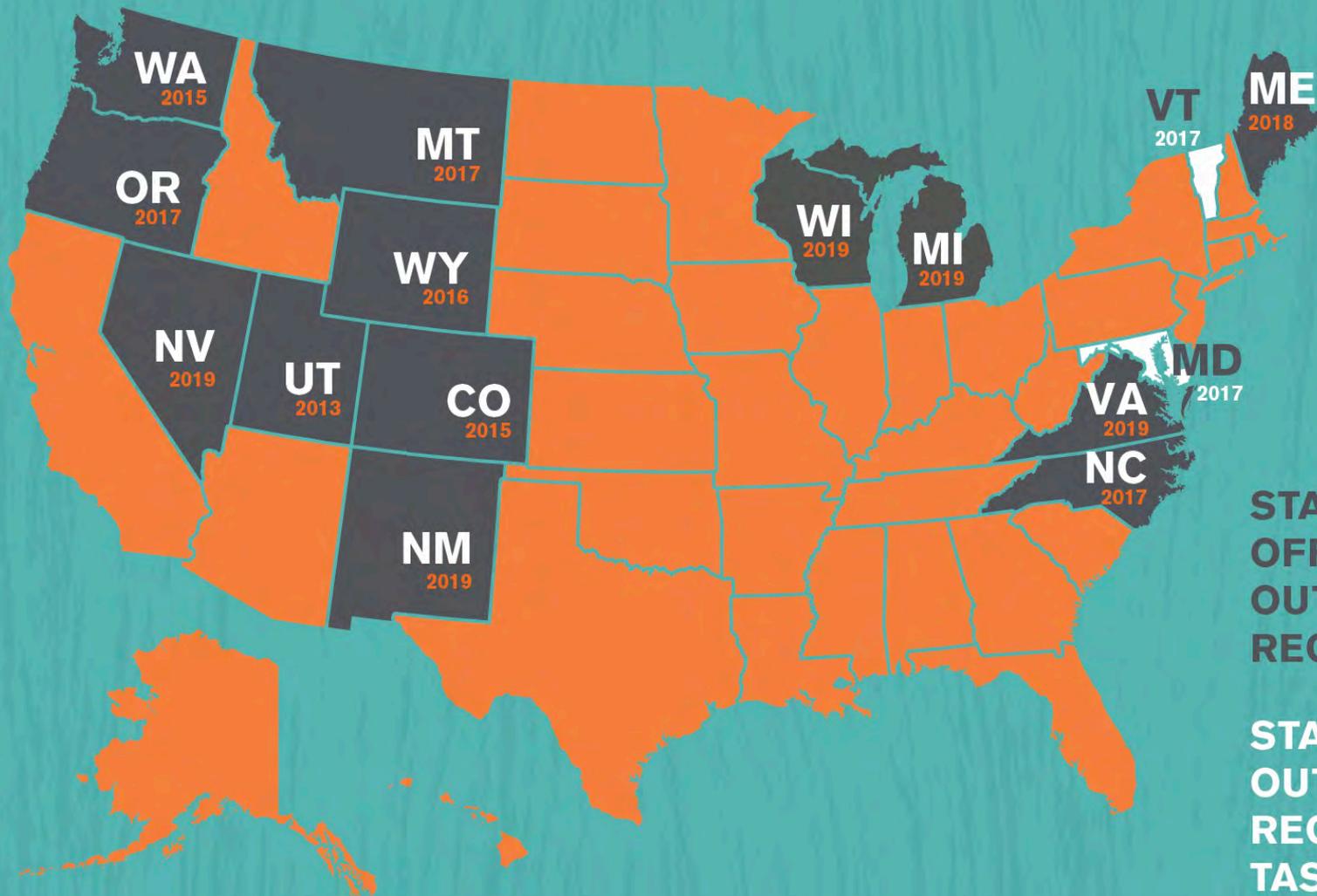


Outdoor Recreation Value Added: Percent of State GDP, 2017



U.S. Bureau of Economic Analysis

“The Outdoor Recreation Satellite Account (ORSA) also shows that inflation-adjusted (real) GDP for the outdoor recreation economy grew by 3.9 percent in 2017, faster than the 2.4 percent growth of the overall U.S. economy. **Real gross output, compensation, and employment all grew faster in outdoor recreation than for the economy as a whole.**”



**STATES WITH  
OFFICES OF  
OUTDOOR  
RECREATION**

**STATES WITH  
OUTDOOR  
RECREATION  
TASK FORCES**



**2018**

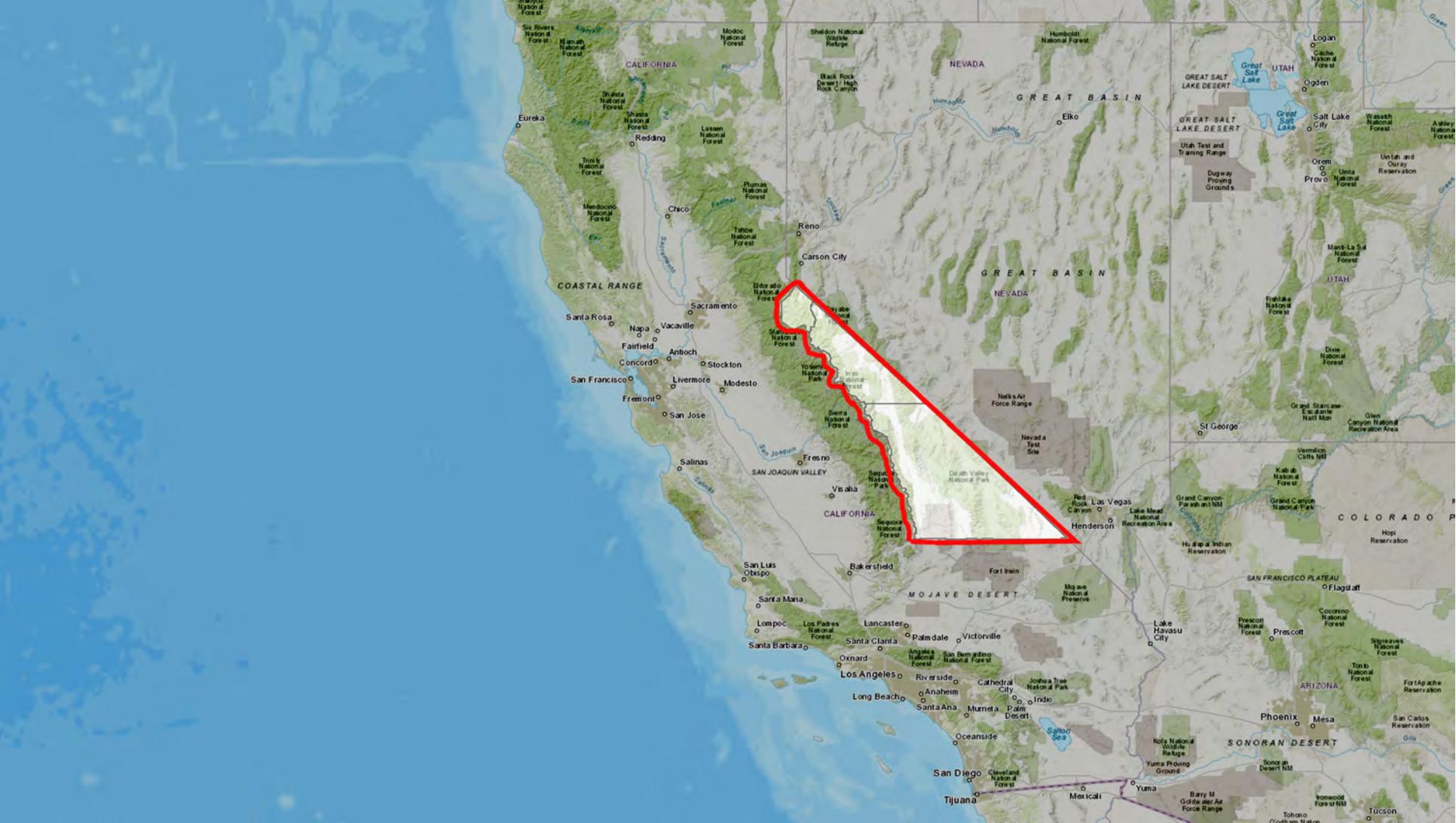


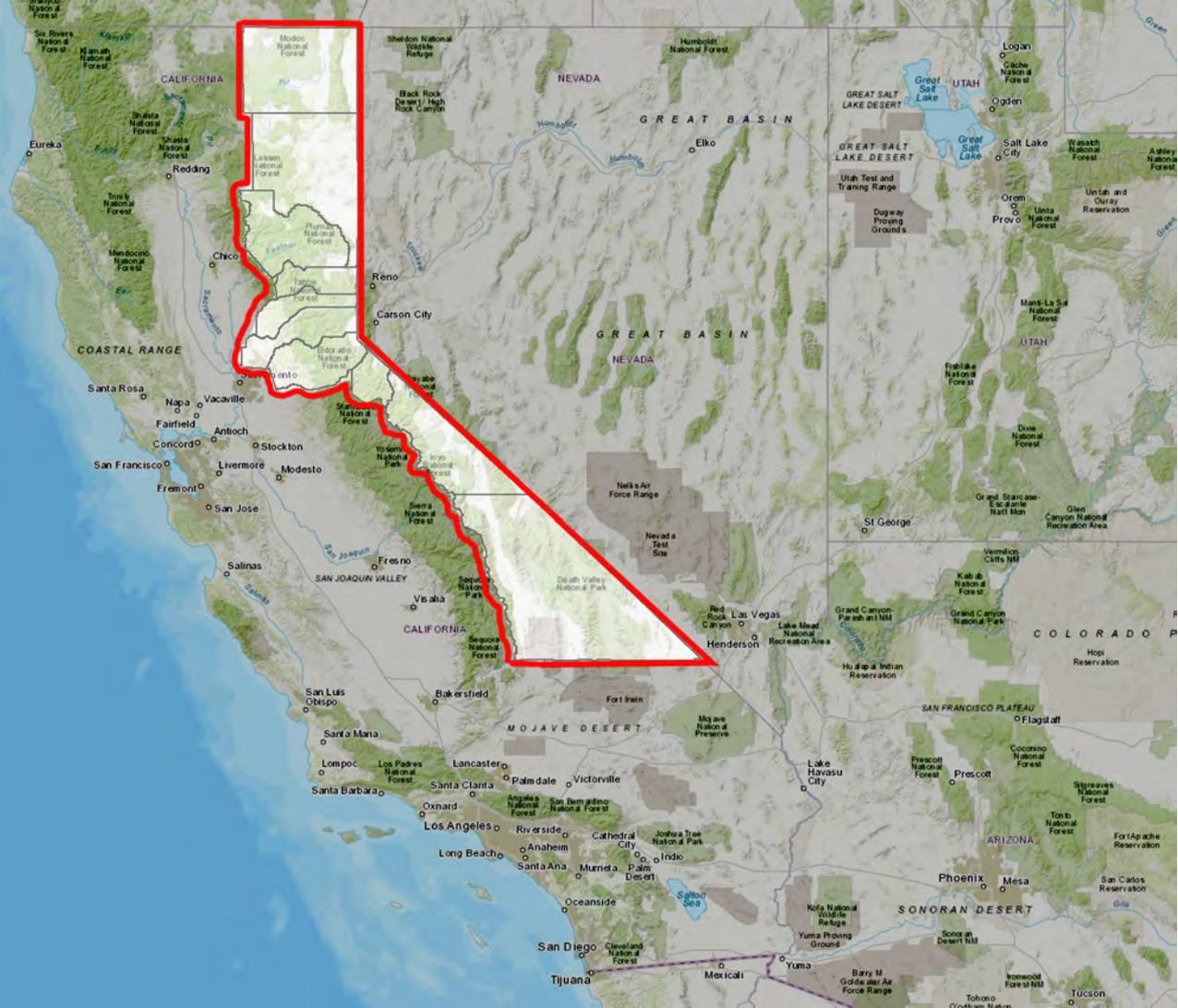
2018



2019









# Regions Rise Together

***Achieving inclusive and  
sustainable growth across  
all of California***

◀ [BACK TO PROGRAMS](#)



## Destination Stewardship



**D**estination stewardship is critically important to ensure California's tourism economy remains an economic engine for all Californians. More people are traveling than ever before, and the tourism industry's long-term viability depends on its ability to protect, preserve and promote the traveler experience.

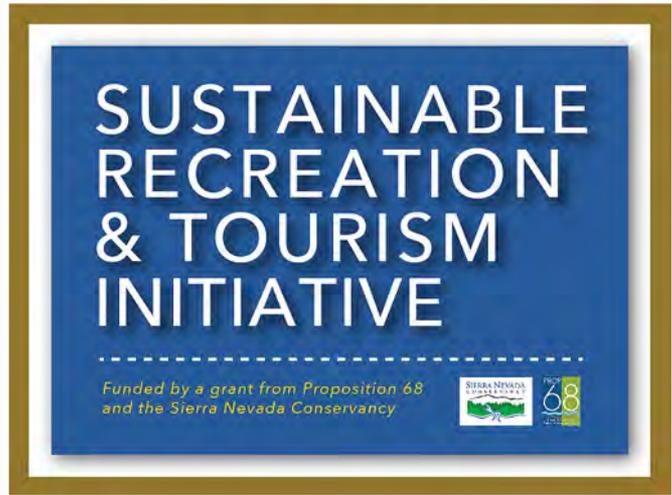
◀ BACK TO PROGRAMS



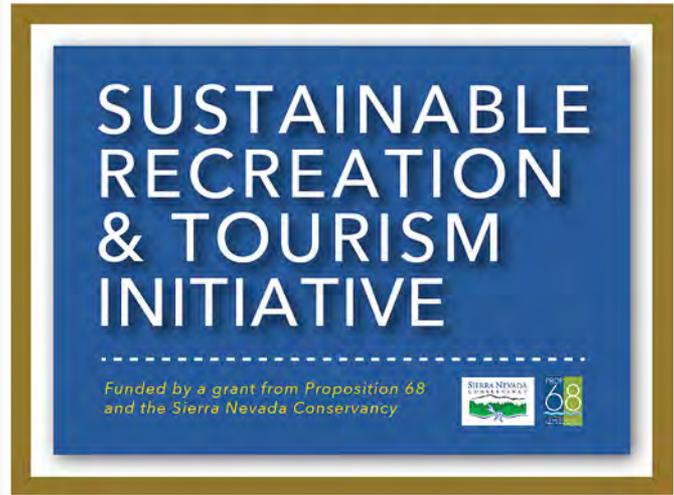
## Destination Stewardship



**D**estination stewardship is critically important to ensure California's tourism economy remains an economic engine for all Californians. More people are traveling than ever before, and the tourism industry's long-term viability depends on its ability to protect, preserve and promote the traveler experience.



- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process
- “Yes And...”
- Unique to California
- Not Unique in the Nation



- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process
- “Yes And...”
- Unique to California
- Not Unique in the Nation
- A Critical Opportunity

# OUTDOOR *RETAILER*



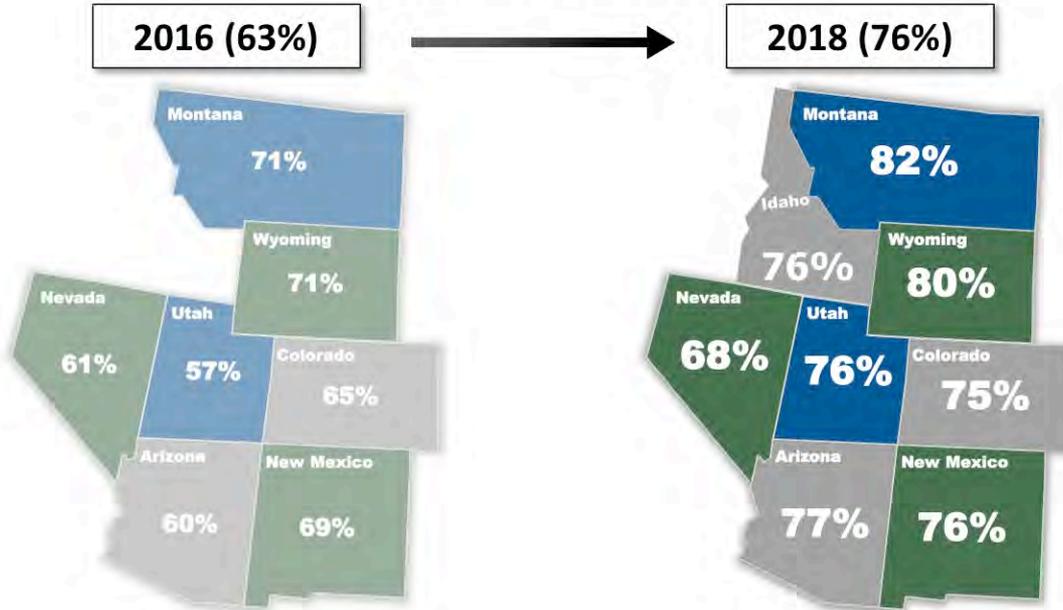


**COLORADO COLLEGE**

**State of the  
Rockies Project**



# Western voters are FAR more likely to identify as a conservationist today than just two years ago; increases in every single state.



*Do you consider yourself to be a conservationist?*

## Three-quarters of Westerners identify as an outdoor recreation enthusiast.

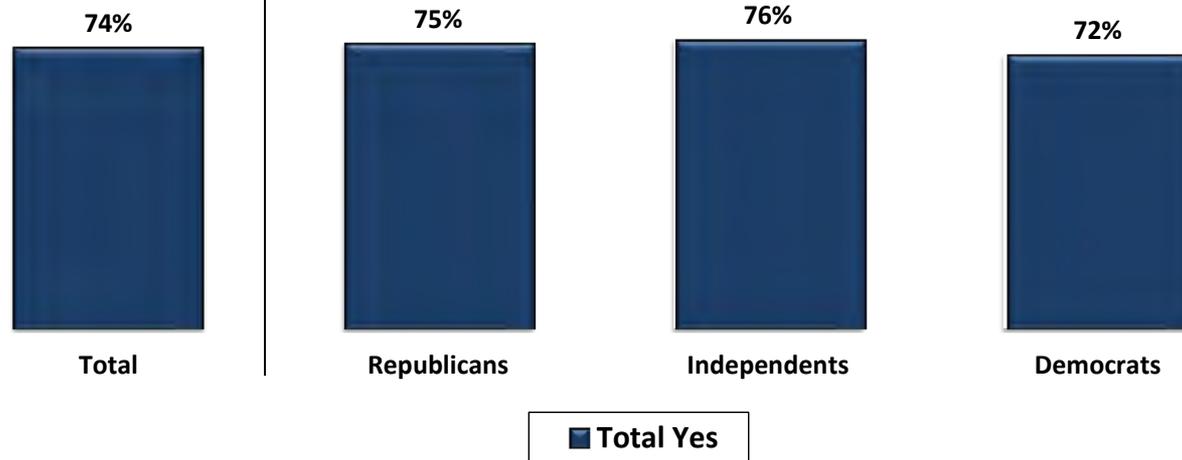


Consider Themselves an  
Outdoor Recreation  
Enthusiast

*Do you consider yourself to be an outdoor recreation enthusiast?*

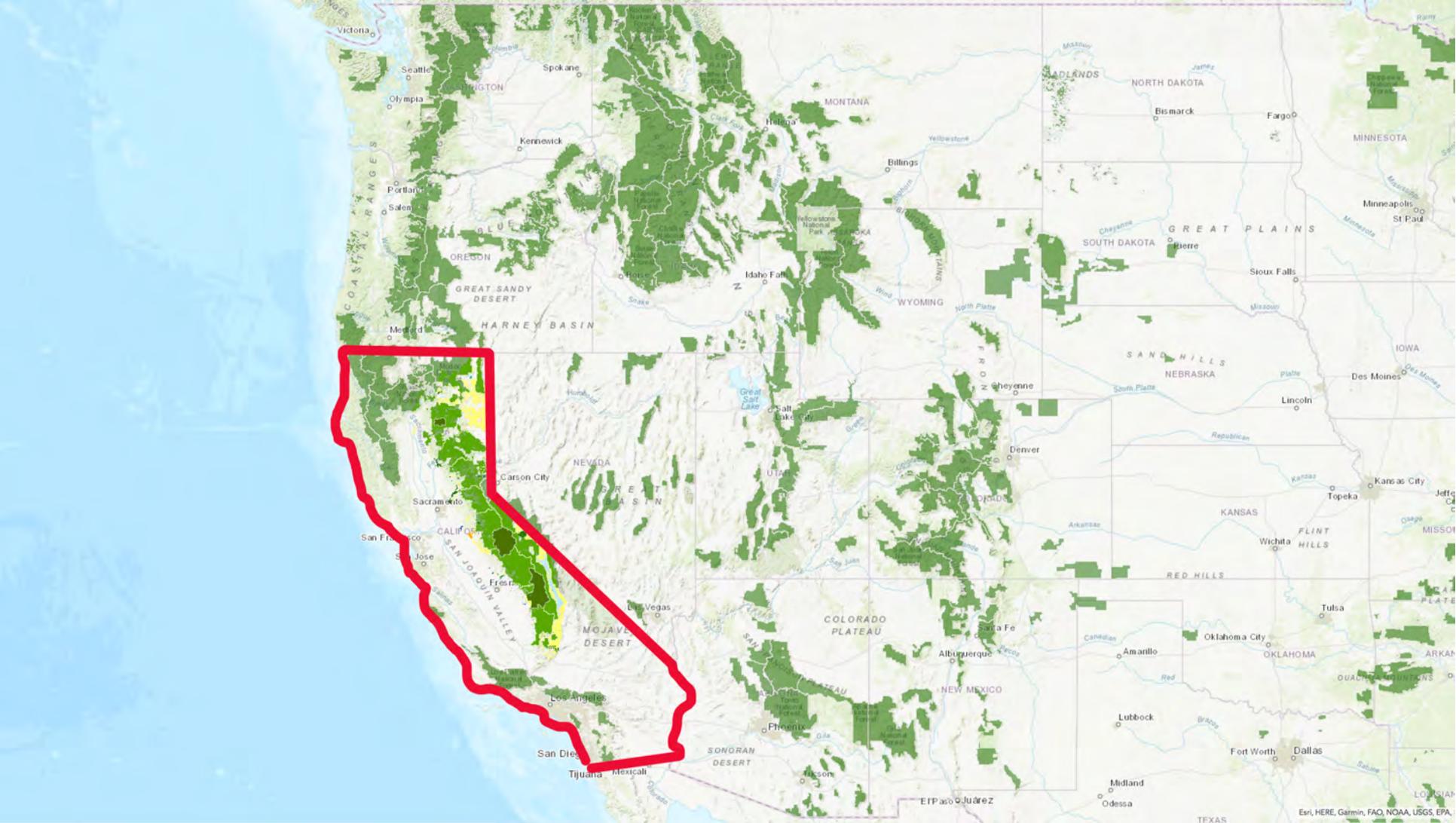
# Voters of all political stripes view themselves as outdoor recreation enthusiasts in the West.

Outdoor Recreation Enthusiast – By Party



*Do you consider yourself to be an outdoor recreation enthusiast?*





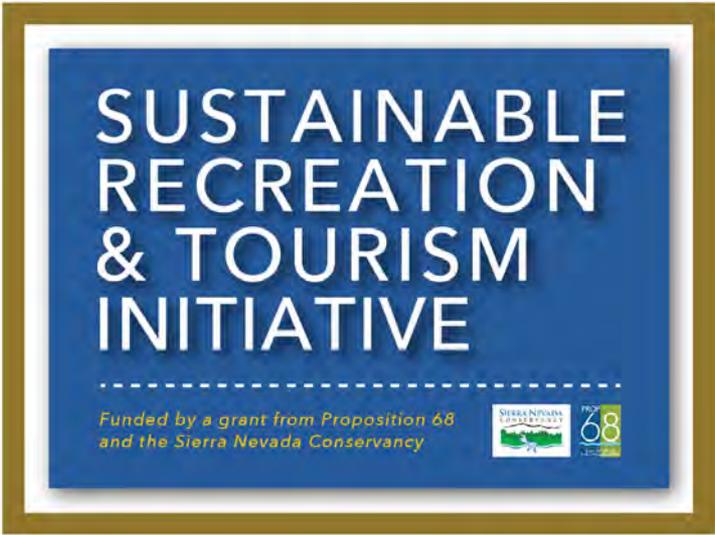


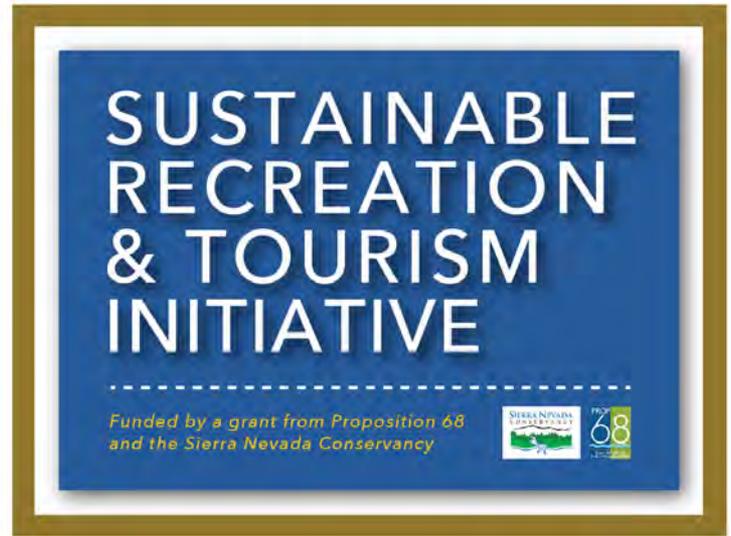


**EASTERN SIERRA**

Sustainable Recreation Partnership

---





*Thank You!*