

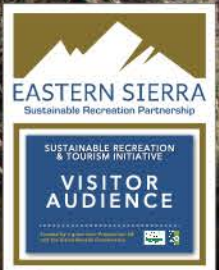


SUSTAINABLE
RECREATION
& TOURISM
INITIATIVE

Funded by a grant from Proposition 85
and the Sierra Nevada Conservancy



CONNECTION TO THE EASTERN SIERRA VISITOR AUDIENCE MEETING #2 – “Understanding”



Agenda

Meeting Purpose

- Welcome and Introduction to Day - *15 Min*
- What Will Be Produced & How We Will Do It – *45 Minutes*
- Part 1: Review the “Homework” Results: What are our regions’ resources/assets – *45 Minutes*
- Part 2: What are the problems we are trying to solve? Who is our audience? What insight do we need from visitors and residents? - *45 mins*
- Part 3: Review examples to inform our regional approach – *30 mins*

Summary of the day

Next Steps

Welcome and Introduction to Day

- Land Acknowledgment

Welcome and Introduction to Day

- Land Acknowledgment
- Welcome Back

Welcome and Introduction to Day

- Land Acknowledgment
- Welcome Back
- Meeting Goals
 - Review grant deliverables and introduce the “Visitor Connection Package”
 - Create a group agreement to guide our interactions
 - Understand the communication & stewardship assets from this group
 - Identify regional problems or challenges to connecting with the visitor audience
 - Discuss target visitor audience
 - Review examples of successful programs in other regions

What Will Be Produced + How

- Grant Deliverables
 - “Visitor Connection Package”
 - “Connection Strategy for the Eastern Sierra” – Regional Strategy
 - Project recommendations for the SRTI Projects Track

“Visitor Connection Package”

- Establish Visitor Connection Working Group Assets (survey)

"Visitor Connection Package"

- Establish Visitor Connection Working Group Assets (survey)
- Discuss who our region needs to connect with and why
 - *What problems are we trying to solve?*
 - *Who is the target audience?*
- Develop what we want to say
 - *Messages and Stories*
- Visualize the Eastern Sierra now and in the future.
 - *How does our region want to be seen?*

"Visitor Connection Package"

- Establish Visitor Connection Working Group Assets (survey)
- Discuss who our region needs to connect with and why
 - *What problems are we trying to solve?*
 - *Who is the target audience?*
- Develop what we want to say
 - *Messages and Stories*
- Visualize the Eastern Sierra now and in the future.
 - *How does our region want to be seen?*
- Decide channels to connect with the visitor audience.
- Review "Visitor Connection Package"
- Project Idea Development for Implementation.
- Recommend Project Ideas to SRTI.

EASTERN SIERRA

VISITOR AUDIENCE CONNECTION PACKAGE



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

VISITOR AUDIENCE CONNECTION

TABLE OF CONTENTS

- ★ Introduction
- 1 Current Assets (Survey)
- 2 The Regional Connection
 - *What problem needs to be solved*
 - *Who is the target audience*

VISITOR AUDIENCE CONNECTION

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1 Current Assets (Survey)

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- *What problem needs to be solved*
- *Who is the target audience*

3 Messages & Stories

- *What needs to be said*
- *How it will be said*

4 Visualizing the Eastern Sierra

- *What needs to be seen*
- *Present and future*

5 Communication Channels

- *How the region will best communicate with its audience*

VISITOR AUDIENCE CONNECTION

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- *What needs to be seen*
- *Present and future*

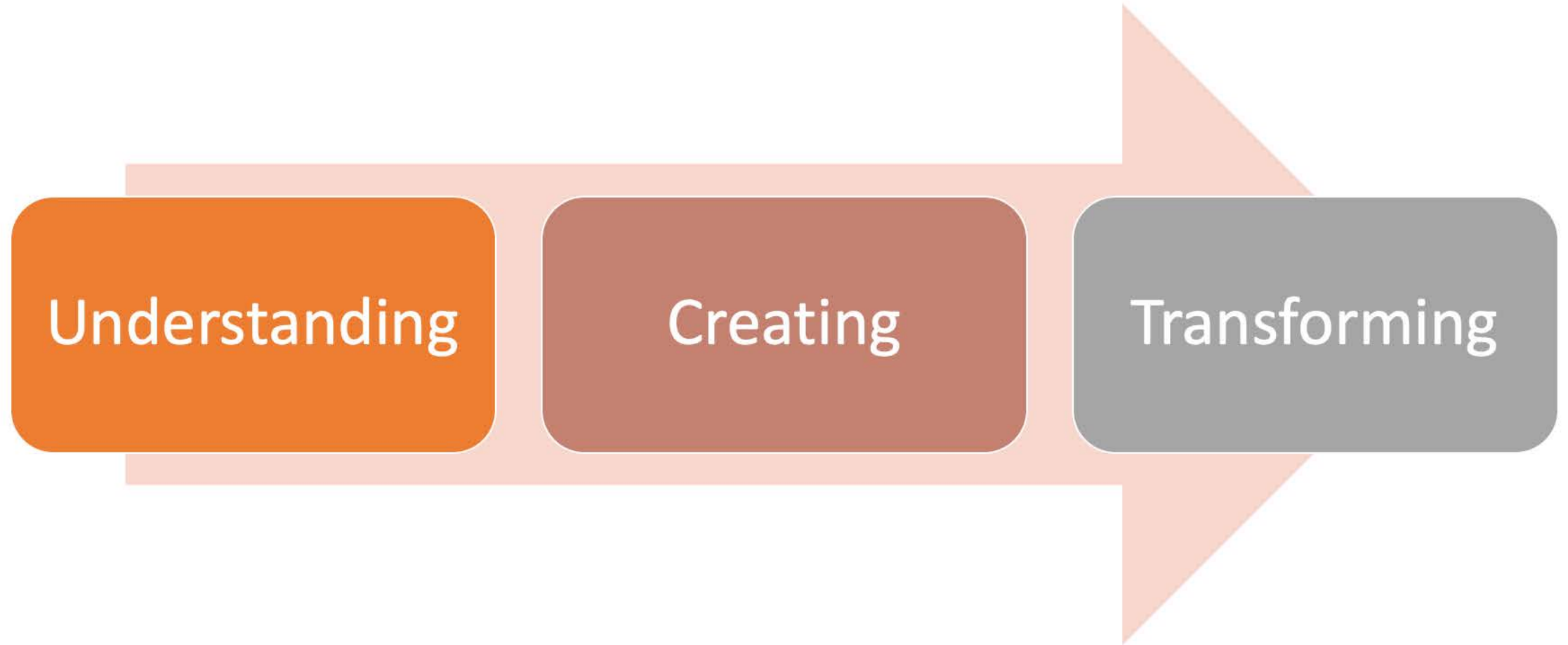
5 Communication Channels

- *How the region will best communicate with its audience*

6 Action Plan for Implementation

- *Priorities and sequence*
- *Project ideas for the Sustainable Recreation & Tourism Initiative*

The Strategy Framework



Small Group Work

Create a Group Agreement

Establish How We Will Work Together

Break - 15 Min

Part 1: Review “Homework” Results*

What Are Our Region’s Assets

- Stewardship programs
- Areas of public contact
 - Photo Library
 - Collateral
 - Maps
 - Guidebooks
 - Website
- Video
- Newsletter
- Public information /communications person
- Special events
- Public presentations
- Other

** Includes responses from 20 organizations*

Asset Survey Results – The Numbers*

Annual Visitation: 7.7 million

Individual organizations range from 0 – 4 million

Social Media:

| | |
|----------------------|---------|
| Facebook Followers: | 967,090 |
| Instagram Followers: | 640,092 |
| Twitter Followers: | 149,810 |
| Pinterest Followers: | 54,013 |

Website Users

| | |
|--------------------|------------|
| Annual Page views: | 30,949,253 |
|--------------------|------------|

Visitor Database:

| | |
|-------------|---------|
| Electronic: | 587,409 |
| Mailing | 34,327 |

Online Video Presence

YouTube
Vimeo

Other

Linked In
Phone Interactions

** Includes responses from 20 organizations*

Asset Survey Results – The Numbers *

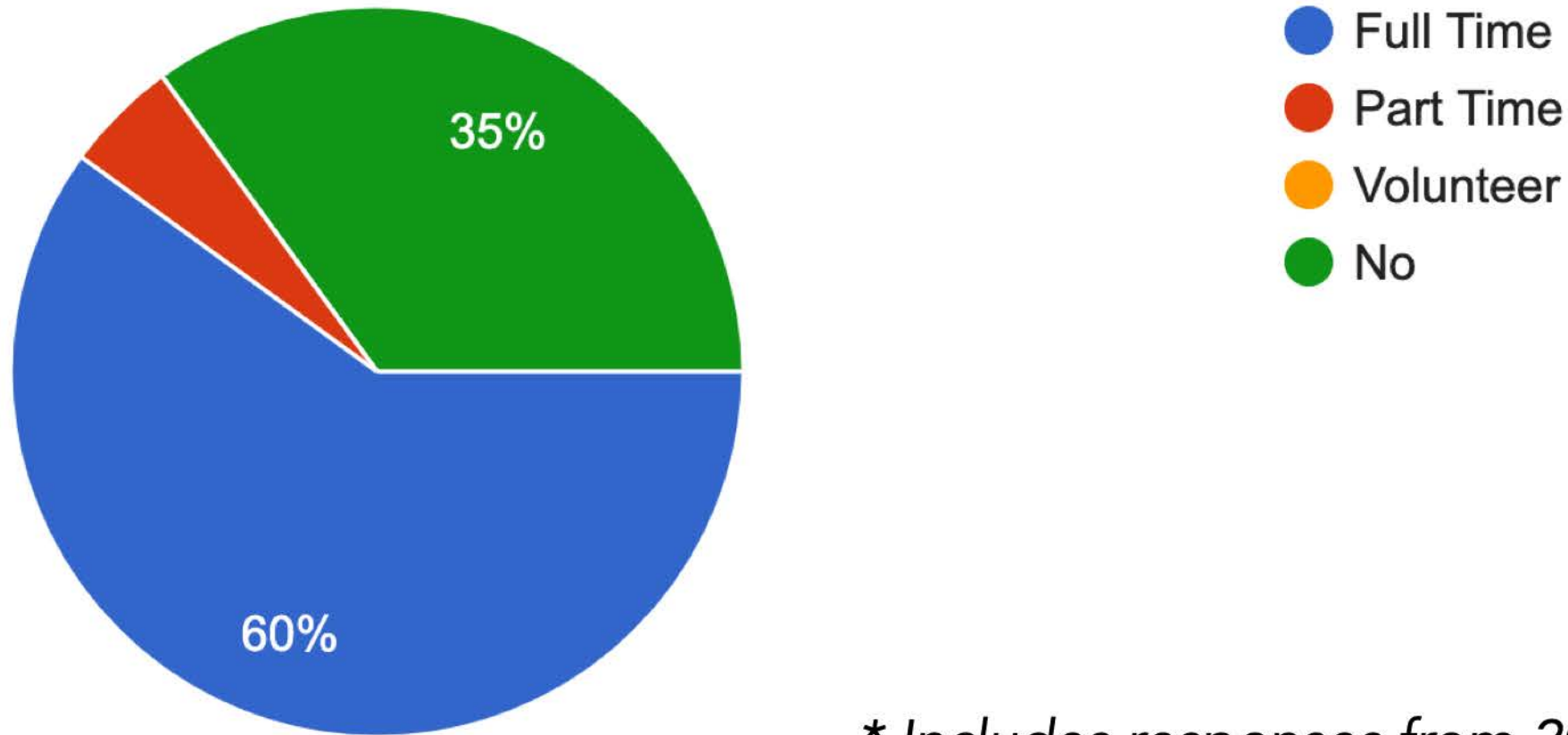
Do you produce the following?

| | | |
|----------------------|-----|----------|
| Website | 90% | (18 yes) |
| Brochures | 80% | (16 yes) |
| Email Communications | 80% | (16 yes) |
| Videos | 80% | (16 yes) |
| Maps | 50% | (10 yes) |
| Photo Library | 40% | (8 yes) |
| Guidebooks | 35% | (7 yes) |
| Print Newsletter | 20% | (4 yes) |

** Includes responses from 20 organizations*

Asset Survey Results – The Numbers *

Do you have a designated public information /communications person?



** Includes responses from 20 organizations*

Asset Survey Results – Signature Events*

Clean-up/Restoration/Revegetation * The Deathride * Blake Jones Trout Derby *
Whiteout Extravaganza * Spring Expo * Sierra Cycle Challenge * In The
Wilderness * .5k Fun Run * Eastern Sierra History Conference * Winter
Adventures Series * Mountainfilm on Tour * Owens Lake Bird Festival * TriCounty
Fair * Mule Days * Village Events * Business Excellence Awards/Gala * Customer
Service Management Training Lunch * Trail Days * POOch Patrol * Film Events *
Night of Lights * Gran Fondo * US Grand Prix * Eastern Sierra ATV Jamboree *
Bridgeport Founder's Day Celebration * June Lake's Leaves in the Loop/Autumn
Beer Festival * Mono Basin Bird Chautauqua * Tioga Pass Run * Friends of Bodie
Day * Mono Basin Bird Chautauqua * Andrea Lawrence Award Dinner * Wild &
Scenic Film Festival * Trail Skills Colleges * Trail Dirt Live * Annual Meeting * July
4 Fireworks Spectacular * Haunted Halloween at the Rink * Softball Tournaments
* Markleeville Christmas Faire * Markleeville Star Gazing Event

** Responses range from events you produce to events you participate in*

Asset Survey Results – Event Based Stewardship Programs

Alabama Hills Stewardship Group, Inc.

- Our whole purpose is stewardship. We coordinate many volunteer days with the BLM throughout the year in the Alabama Hills. These include educational walks, re-vegetation of damaged sites, and clean-up of bad behavior.

Alpine County

- The County itself doesn't, but the Alpine Watershed Group and Alpine Trails Assoc. do.

Bishop Area Chamber of Commerce & Visitors Bureau

- We financially support the new Climbing Ranger program.

Asset Survey Results – Event Based Stewardship Programs

Eastern Sierra Conservation Corps

- **In the Wilderness Trips:** An introductory and immersive experiential learning program that provides 8-day, 40-mile wilderness backpacking experiences led by, and for, affinity spaces of women, women of color, or LGBTQ+ communities. It is entirely free of cost to participants, with leadership, training, gear, and transportation provided by ESCC.
- **SEKI - CC Crew** (Sequoia and Kings Canyon National Park Conservation Corps): A partnership with the Sequoia Parks Conservancy and the National Parks Foundation that allows young adults to serve for a minimum of 8 weeks with the National Parks Service.
- **WILDlands Technical Crews:** Our WILDlands (Wilderness Immersion Leadership and development) Technical Crews are geared specifically towards building the bench for the next generation of public lands leadership.

Asset Survey Results – Event Based Stewardship Programs

Eastern Sierra Interpretive Assn

- ESIA has a number of stewardship programs offered in conjunction with our Federal agency partners.

Friends of the Inyo

- ~ 15 stewardship events that are open to the public, from Lone Pine to Bridgeport, year-round.
- 12 stewardship events with different school, youth, or general groups (visiting and local) throughout the year (not generally open to the public).
- 3 week-long immersive backcountry volunteer projects, where we take volunteers into the back country to tackle a remote and important stewardship project.
- *Though these events, on a given year, we engage over 500 volunteers, for over 2000 volunteer hours.*

Asset Survey Results – Event Based Stewardship Programs

Mammoth Lakes Recreation

- **Trail Days** - MLR, MLTPA and TOML all partner on MLTS Trail Days events. These events are designed to allow the public to engage and participate in trail and trailhead restoration and improvement projects.
- **POOch Patrol** - MLR is partnered with Sierra Dog Ventures to hold POOch Patrol events throughout the year. These events are designed to address pet waste and litter issues in Mammoth Lakes and the surrounding communities.
- **Adopt-A-Trail** - MLR's Adopt-A-Trail program is designed to engage with businesses, groups and volunteers to support local trails. Adopters are able to both "sponsor" trails, or provide a set amount of volunteer hours to maintain and enhance a trail of their choosing.

Asset Survey Results – Event Based Stewardship Programs

Mammoth Lakes Recreation (contd.)

- **Tangle Free Waters** - MLR's Tangle Free Waters program is designed to reduce the amount of plastic monofilament fishing line that ends up in our local lakes, rivers, creeks and streams. Collection stations are placed near these bodies of water, along with signage encouraging fishermen to deposit their used or unwanted line, where it is subsequently collected and sent off for recycling.
- **Education/Outreach** - Mammoth Lakes Recreation typically hosts 3-4 outreach/educational events per year. These event often include a short movie, followed by a panel discussion. Past topics include climate change, public land use, diversity and health."

Asset Survey Results – Event Based Stewardship Programs

Humboldt-Toiyabe National Forest, Bridgeport Ranger District

- Not hosted by the Humboldt-Toiyabe National Forest, but partners such as Friends of Inyo host events on National Forest lands with our support and cooperation. We hope to increase these and develop more in the future.

Mammoth Lakes Tourism

- MLT Special Events Director Caroline Casey has begun major efforts on water conservation and waste diversion and minimization.

Mono County Economic Development

- Through Mono County Fish & Wildlife Commission and our co-funded Eastern Sierra Sustainable Recreation Coordinator, we support Tangle Free Waters program, Trails Maintenance programs, and Community Volunteer Trails Clean-up/Stewardship events, as well as annual financial support for Eastern Sierra Wildlife Care program, etc.

Asset Survey Results – Event Based Stewardship Programs

Mono Lake Committee

- We run the Mono Lake Volunteer program in partnership with the US Forest Service, California State Parks, and the Mono Lake Committee, with support from the Eastern Sierra Interpretive Association and the Bodie Foundation. Mono Lake Volunteers rove at visitation areas around the lake, staff a bird watching station, and answer questions at the Scenic Area Visitor Center.
- We also hold volunteer workdays for the public when needed. These are primarily for invasive weed pulling, tree watering, highway cleanup, and the Great Sierra River Cleanup.
- The Mono Basin Outdoor Education Center programs also have a stewardship component, where students do on the ground stewardship projects as part of their stay and learning experience in the Mono Basin.

Asset Survey Results – Event Based Stewardship Programs

Pacific Crest Trail Association

- We organize and run a series of volunteer training events called Trail Skills College; there are currently 8 of these weekend events scheduled throughout California, Oregon, and Washington. Each event teaches a broad range of trail maintenance skills—including managing volunteer crews, safety, tool handling, and more.

Town of Mammoth Lakes

- Town Clean Up Day

Asset Survey Results – Messaging Based Stewardship Programs

Alabama Hills Stewardship Group, Inc.

- We are just developing a new web page and making videos to counteract the damaging messaging and demonstrate how to help the Alabama Hills and recreation continue without the detrimental effects that now exist.

Alpine County

- The Alpine Biomass Collaborative has monthly meetings with presentations on forest and watershed health.

Bishop Area Chamber of Commerce & Visitors Bureau

- All our destination marketing strategically includes best practices messaging.

Eastern Sierra Interpretive Assn

- With Federal Agency partners ESIA is involved with a number of messaging/communications campaigns.

Asset Survey Results – Messaging Based Stewardship Programs

Friends of the Inyo

- Trail Ambassador program, where we staff trails in the Eastern Sierra, from Lone Pine to Bridgeport, educating the public on Leave No Trace best practices, though on-trail interactions, and scheduled interpretive hikes. Through this program, on a given year, we make contact with over 3000 individual visitor contacts on trails.
- We also do educational programs in the local schools, and with visiting school groups, in order to make sure the next generation of local and visiting land users know how best to recreate on our public lands.

Humboldt-Toiyabe National Forest, Bridgeport Ranger District

- Only at a Forest-level covering stewardship practices across the Humboldt-Toiyabe National Forest with periodic highlight of efforts on the Bridgeport Ranger District.

Asset Survey Results – Messaging Based Stewardship Programs

Inyo National Forest

- Yes via web and and social media.

Mammoth Lakes Recreation

- MLR works to educate and shape recreation and land use policy through the Eastern Sierra Sustainable Recreation Coordinator position. This position interfaces with both the public along with local and federal land managers to prioritize and fund sustainable recreation projects.
- MLR is a member of the Keep Long Valley Green coalition, which is working to preserve critical wetland habitat in Long and Little Round Valleys.

Mammoth Lakes Tourism

- Stewardship tips in our visitor guide, website and social media.

Asset Survey Results – Messaging Based Stewardship Programs

Mono Lake Committee

- The Committee runs a broad array of programs that are relevant to this survey. We are more than happy to explain how these work, our goals, participation, and philosophy behind them!

Mono County Economic Development

- **Mountain Manners:** Following Mono County's new branding message of "California's Great Beyond," we have incorporated an educational stewardship message into our communications - "With the Great Beyond comes great responsibility." Mountain Manners outlines the top best practices for behavior in the great outdoors in a friendly, informative, "no nonsense" way.
- As well, we include specific wildfire prevention information into our visitor communications.

Asset Survey Results – Messaging Based Stewardship Programs

Pacific Crest Trail Association

- We maintain a blog on our website and publish between 40-50 posts a year (roughly weekly) on a variety of stewardship-related topics; we also send a monthly email newsletter with topics covering the PCT and stewardship, as well as a volunteer email newsletter. We also publish trail information for permit holders on topics such as Leave No Trace.
- Our organization is the leading source on the web for information about the Pacific Crest Trail. Our stewardship efforts are widespread and take many forms—including partnering with federal agencies such as the US Forest Service, BLM, and CA State Parks, and working with corporate partners who recognize our stewardship efforts through their own campaigns (such as Hydro Flask's "Parks For All" campaign).

Town of Mammoth Lakes

- Proper dog etiquette.


Part 2: What Are the Problems We Are Trying to Solve?


- Who is Our Audience?
- What Insight Do We Need from Visitors and Residents?


Small Group Work


- What is the Problem we are Trying to Solve in Connecting the Region to Visitors?
 - Task: Develop a Problem Statement
 - *Note: A problem statement is a concise description of an issue to be addressed or a condition to be improved upon. It is the gap between the current situation and the goal.*
 - Do We Need Any Insight from Visitors or Residents?
 - If So, How Should We Obtain It?


Part 3: Review Examples to Inform A Regional Approach

[Discover the High Sierra](#)

 E-NEWS

 MAP





Northern California




DISCOVER THE HIGH SIERRA


SCROLL TO DISCOVER

Thomas H. Story / Sunset Publishing

Snow-covered peaks in winter, gushing waterfalls in spring, wildflower meadows and glistening lakes in summer, vibrant colors in fall—this is a land of dramatic and wild beauty. World-class mountain resorts circling turquoise-blue Lake Tahoe, and at Mammoth Lakes cater to all, with scenic ski trails in winter and trails and vistas in summer.

Yosemite Valley...is always a sunrise, a glitter of green and gold and wonder in a vast edifice of stone and space." -





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FEBRUARY AVERAGE (°F)

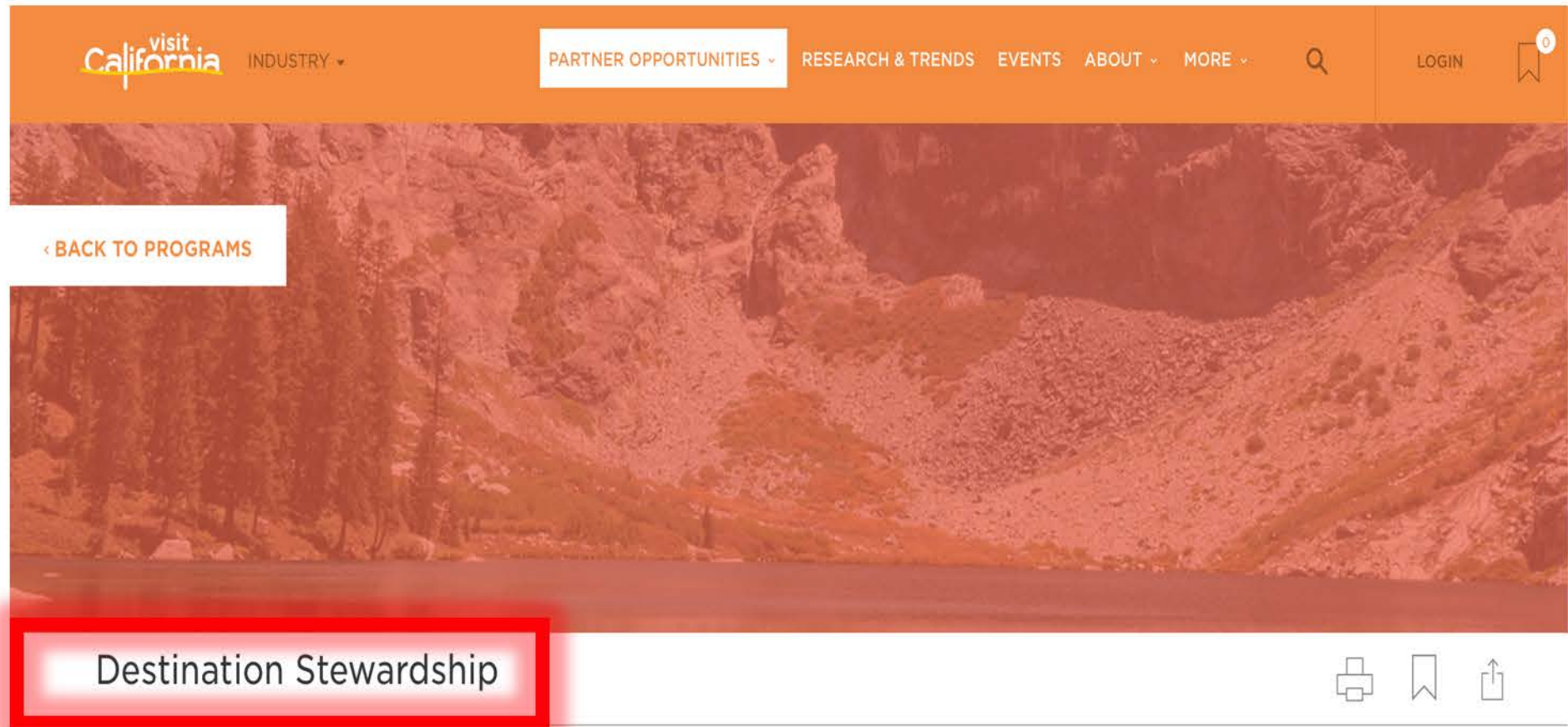
DEC - FEB

39°
High

21°
Low

VIEW FULL FORECAST >

Part 3: Review Examples to Inform A Regional Approach



Destination 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.

Part 3: Review Examples to Inform A Regional Approach

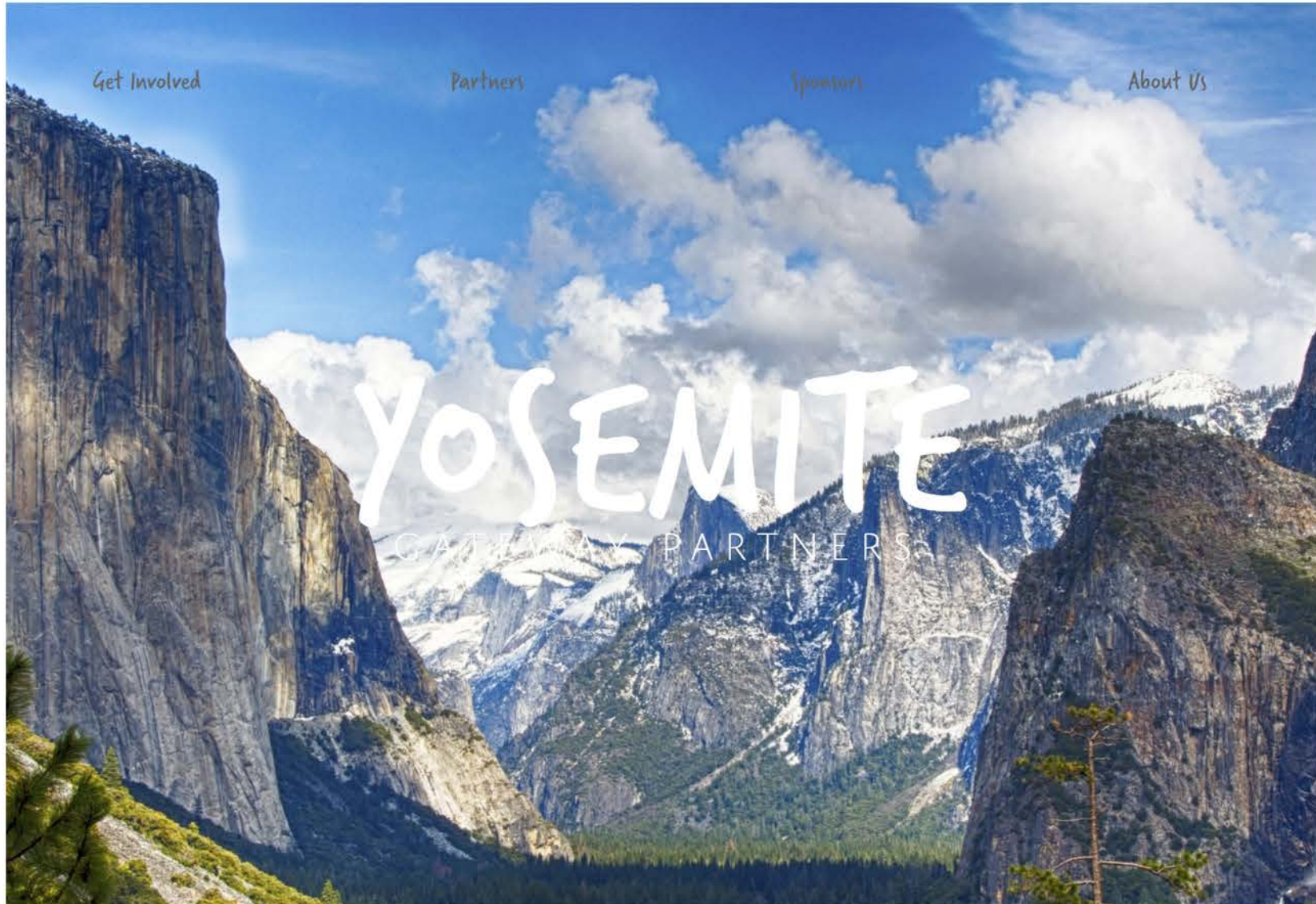


Part 3: Review Examples to Inform A Regional Approach

San Louis Coast Wine

- Description- Set up by the vintner's association to promote wine from the San Louis Obispo region.
- Jointly promotes the region and 28 wineries and 20 varietals.
- The objective is to create awareness of the wine and the regions, educate consumers about their wines and to be a catalyst for purchase.

Part 3: Review Examples to Inform A Regional Approach



Part 3: Review Examples to Inform A Regional Approach

Yosemite Gateway Partners

- Description-Yosemite Gateway Partners is a partnership of government agencies, non-profit organizations, tribes, individuals and businesses that acknowledge the interdependence of Yosemite National Park and the surrounding communities.
- Set up to collaborate on and address issues of regional importance to create sustainable cultural, natural and economic prosperity.

Part 3: Review Examples to Inform A Regional Approach

Regional Framework

- What are the common themes of how they work together?
- A central idea
- Recognition for big and small partners
- A shared mindset

Part 3: Review Examples to Inform A Regional Approach

Can the Eastern Sierra Work as a region?

- What are the potential benefits? Opportunities?
- What are the obstacles? Are they real or perceived?

Part 3: Regional Recognition

"Congrats to our Visit Mammoth team and our partners from Mono County Tourism - California's Eastern Sierra Visit Bishop and Inyo County on winning Visit California Poppy award for best co-op marketing program for our efforts to promote Fall in the Eastern Sierra.
#outsideontheeastside"

- John Urdi personal Facebook post



OREGON TOURISM STUDIO

TRAVEL



OREGON

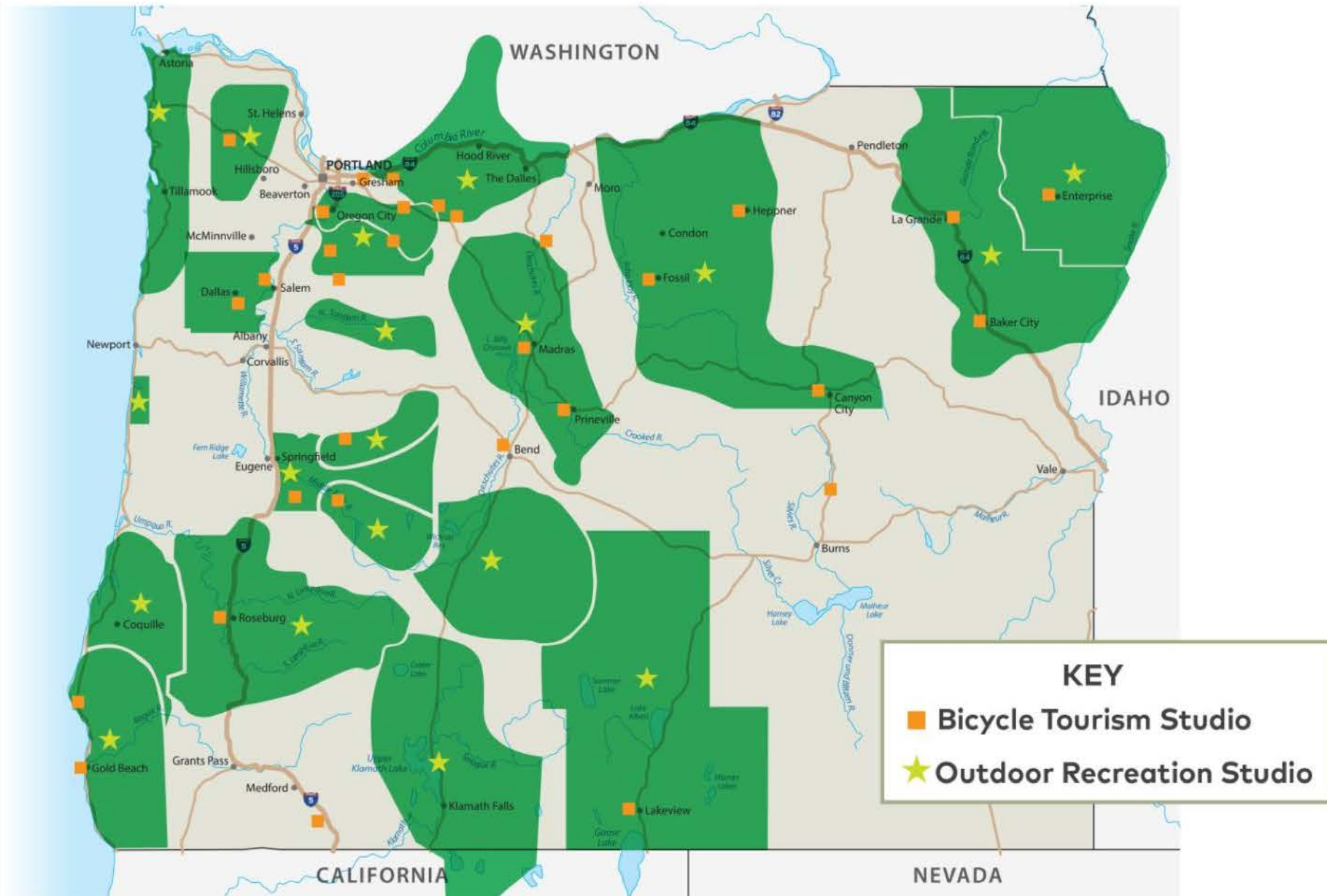
OREGON TOURISM STUDIO TYPES

- **RURAL TOURISM
STUDIO**
- **EXPERIENCE
DEVELOPMENT
STUDIO**
- **DESTINATION
MANAGEMENT
STUDIO**



Oregon Tourism Studio Delivery Areas (2009 - 2019)

Outdoor Recreation and Bicycle Tourism





Regions Rise Together

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

Summary of the Day

Meeting #3: Thursday, April 16, 2020 – Mammoth

Next Up:
“Messages and Stories”



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

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