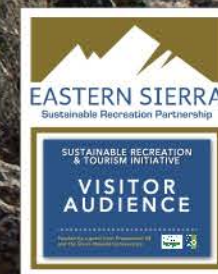


CONNECTION TO THE EASTERN SIERRA VISITOR AUDIENCE

MEETING # 1



The Staff

- Kristy Williams – Project Manager

The Staff

- Kristy Williams – Project Manager
- Carl Ribaud – Visitor Audience Strategist

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- Kristy Williams – Project Manager
- Carl Ribaud – Visitor Audience Strategist
- Kiersten Puusemp – Creative Director

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- Trevor Van Winkle – MLTPA Photographer



Eastern Sierra Sustainable Recreation Partnership
Sustainable Recreation and Tourism Initiative

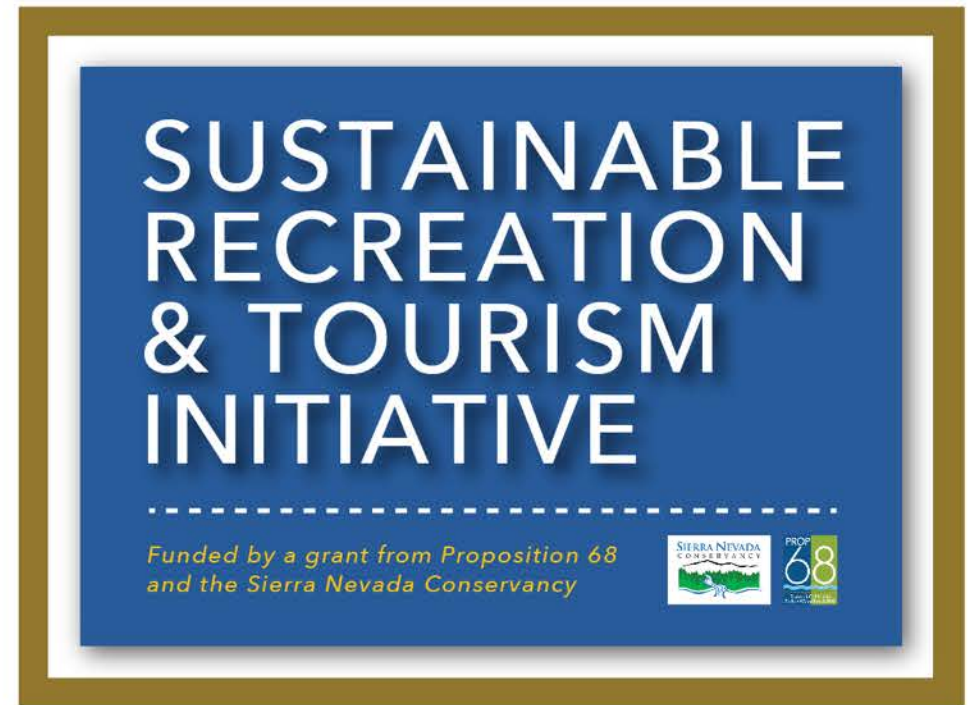
Introduction

John Wentworth, MLTPA
December 11, 2019



EASTERN SIERRA

Sustainable Recreation Partnership



The Eastern Sierra Region





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

Local/Regional Tribes

A Public/Public Partnership

Washington Office of the USFS

BLM - National Park Service – LADWP

Local/Regional Tribes

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."

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Sign up to stay informed
about the *Sustainable
Recreation and Tourism
Initiative* funded by a grant
from Prop 68 and the Sierra
Nevada Conservancy

SIGN ME UP!

THE EASTERN SIERRA SUSTAINABLE RECREATION PARTNERSHIP

A UNIQUE PUBLIC/PUBLIC PARTNERSHIP BETWEEN
THE UNITED STATES FOREST SERVICE AND LOCAL AGENCIES



A REPLICABLE SUSTAINABLE RECREATION PROGRAM
IN CALIFORNIA'S MAGNIFICENT EASTERN HIGH SIERRA

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<https://www.essrp.org>



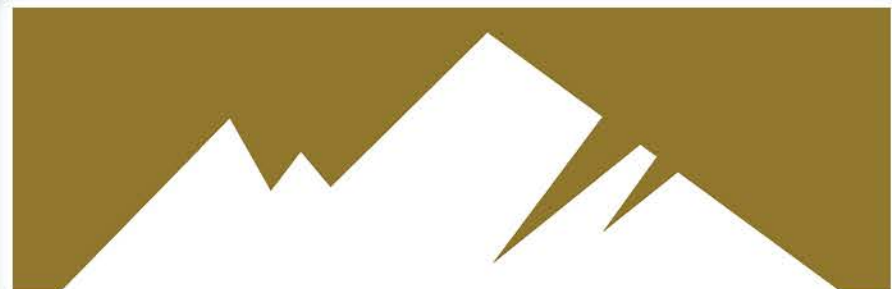
EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION & TOURISM INITIATIVE

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and the Sierra Nevada Conservancy*





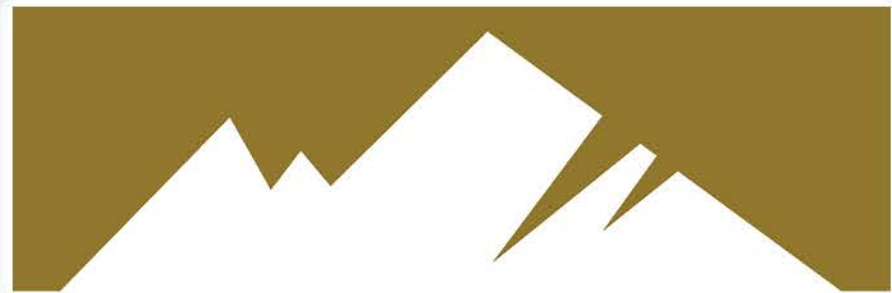
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EASTERN SIERRA

Sustainable Recreation Partnership

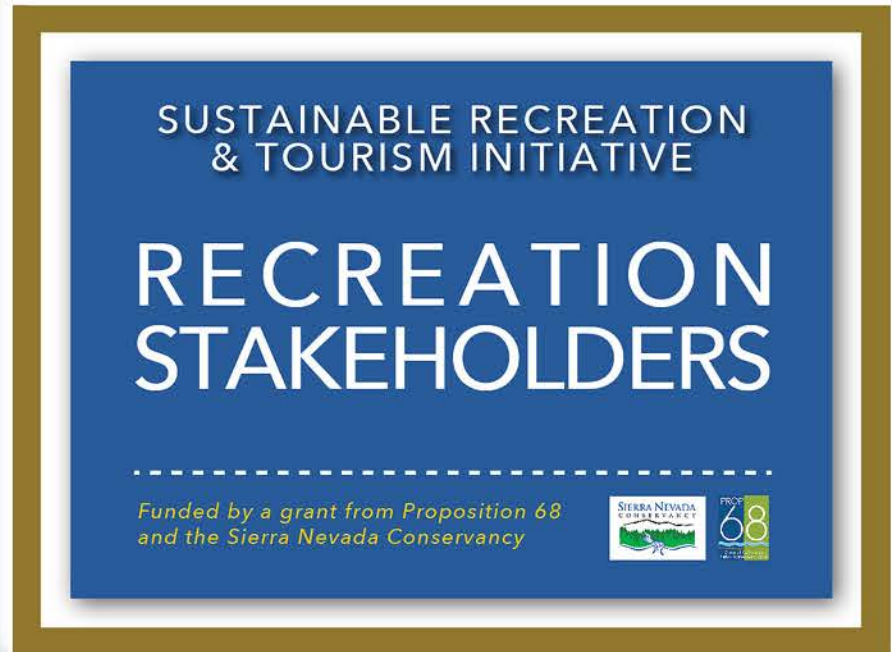
**SUSTAINABLE
RECREATION
& TOURISM
INITIATIVE**

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



\$618,750

March 7, 2019

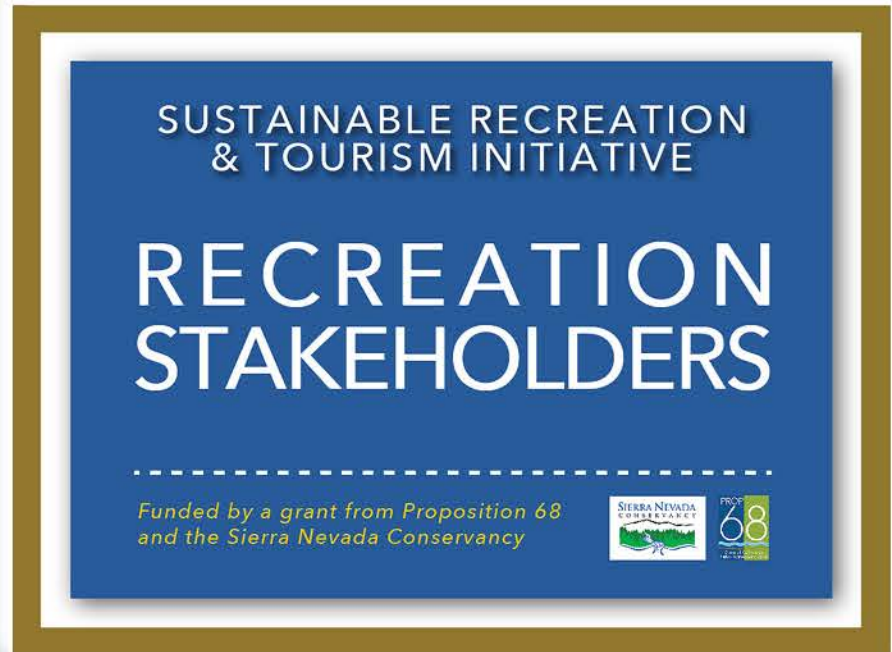


Recreation Stakeholders

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.

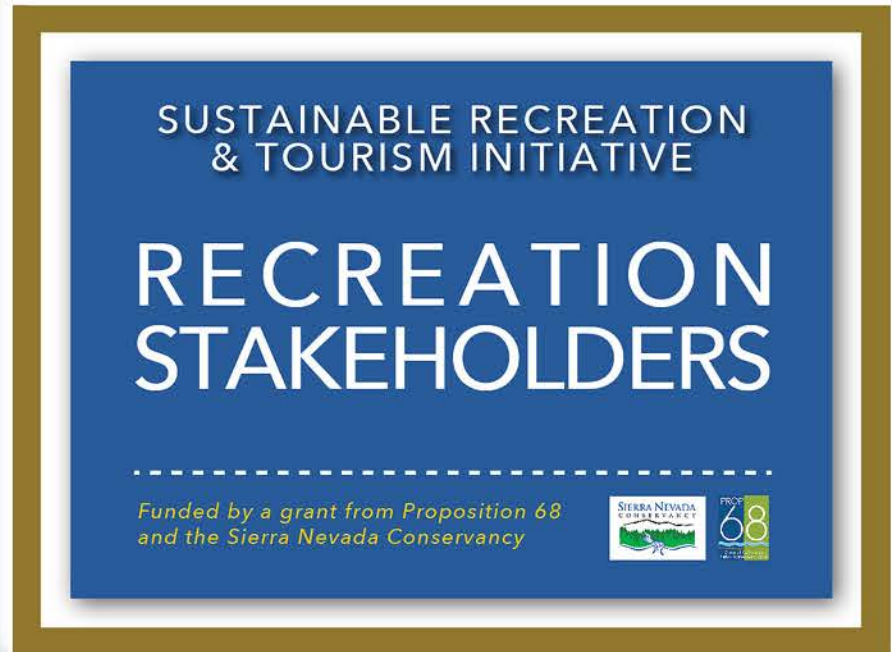


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*** SAVE THE DATES ***

2020

GATEWAY COMMUNITY WORKSHOPS!

- | | |
|----------------|--|
| JAN 16 | Southern Inyo County, Lone Pine |
| MAR 22 | Southern Mono County, Mammoth Lakes |
| MAY 21 | Central Mono County, Lee Vining |
| JULY 16 | Northern Mono & Alpine Counties, Walker |
| SEPT 17 | Central Mono County, Bridgeport |
| NOV 19 | Northern Inyo County, Bishop |

Track #1

EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

RECREATION STAKEHOLDERS

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

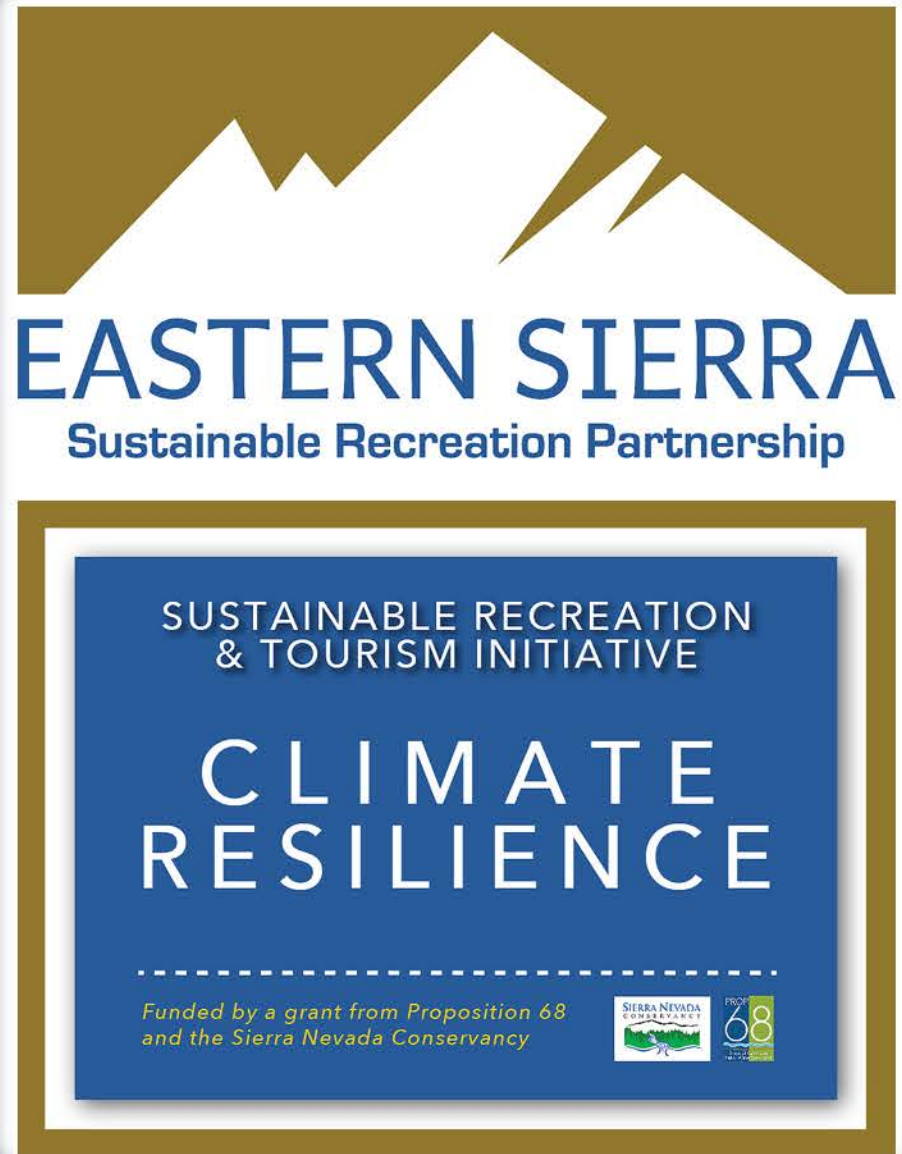


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Climate Adaptation and Resilience

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.



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

CLIMATE RESILIENCE

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



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Track #2

EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

CLIMATE RESILIENCE

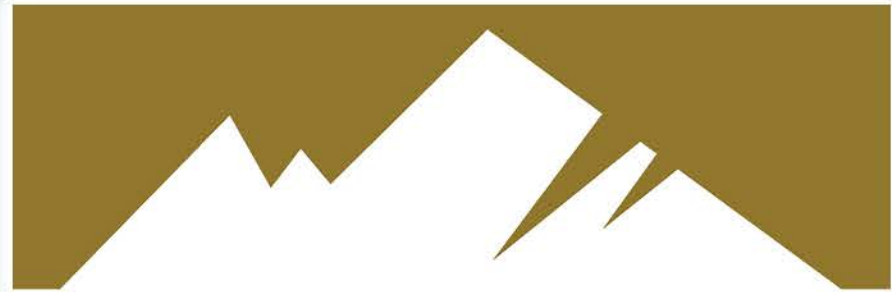
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EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

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and the Sierra Nevada Conservancy*

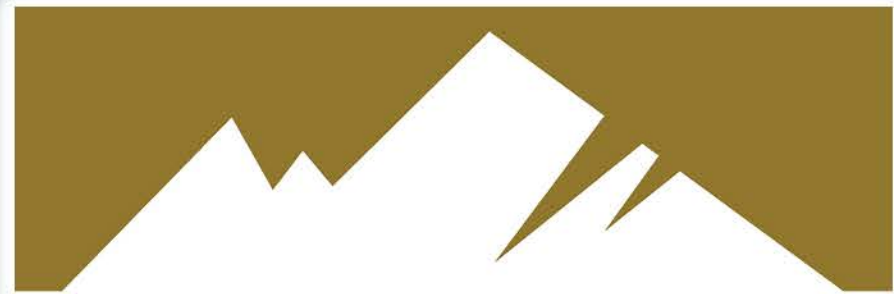


Connection to the Eastern Sierra Visitor Audience

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

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

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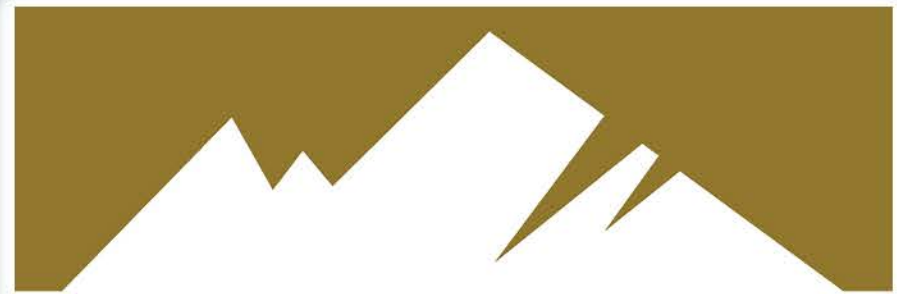


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ARE YOU COLO-READY?

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?

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Track #3

EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

Funded by a grant from Proposition 68
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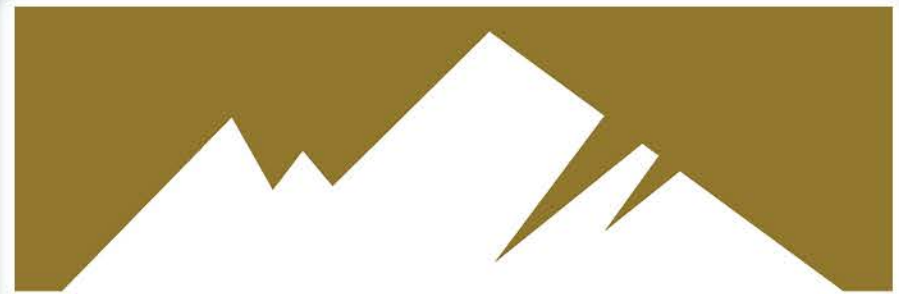
Connection to the audience – not marketing



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.



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

PROJECTS & FUNDING

*Funded by a grant from Proposition 68
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Track #4

EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

PROJECTS & FUNDING

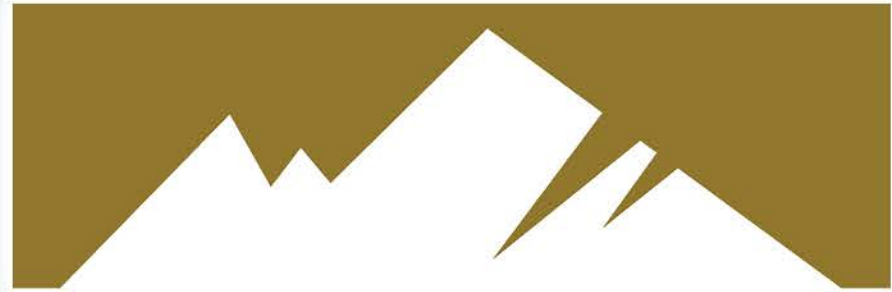
Funded by a grant from Proposition 68
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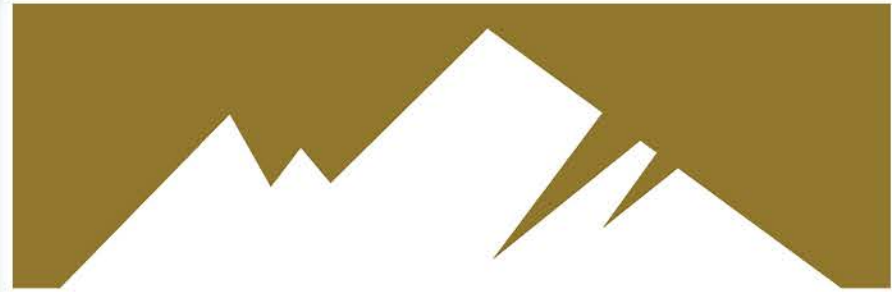
Sustainable Recreation Partnership

SUSTAINABLE RECREATION & TOURISM INITIATIVE

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- 2 Year Effort: 2019 - 2021



EASTERN SIERRA

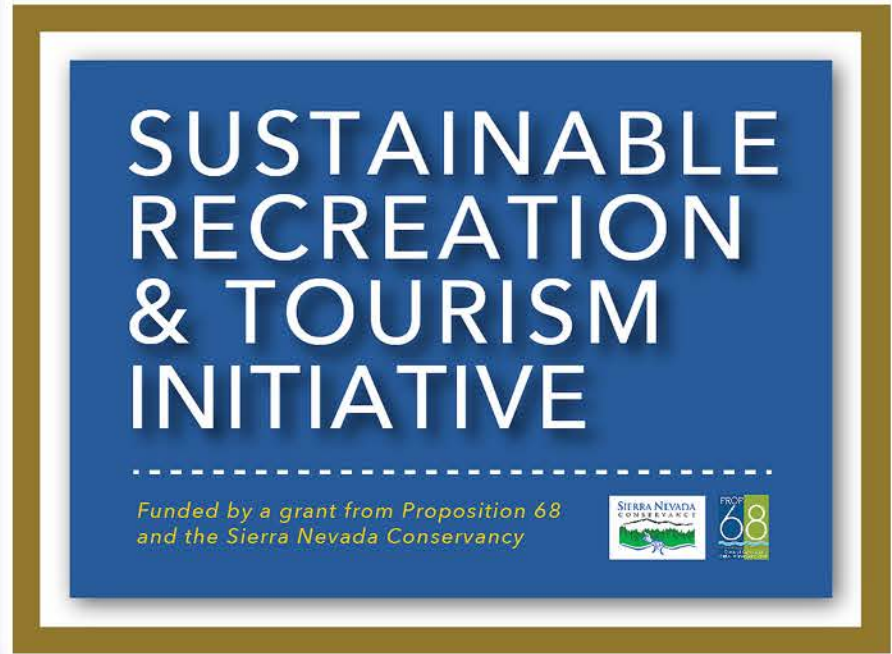
Sustainable Recreation Partnership

**SUSTAINABLE
RECREATION
& TOURISM
INITIATIVE**

*Funded by a grant from Proposition 68
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- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process



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



- ✓ CONSERVATION & STEWARDSHIP
- ✓ EDUCATION & WORKFORCE TRAINING
- ✓ ECONOMIC DEVELOPMENT
- ✓ PUBLIC HEALTH & WELLNESS

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



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- ✓ PUBLIC HEALTH & WELLNESS

- "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."



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- "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."



- ✓ CONSERVATION & STEWARDSHIP
- ✓ EDUCATION & WORKFORCE TRAINING
- ✓ ECONOMIC DEVELOPMENT
- ✓ PUBLIC HEALTH & WELLNESS



EASTERN SIERRA

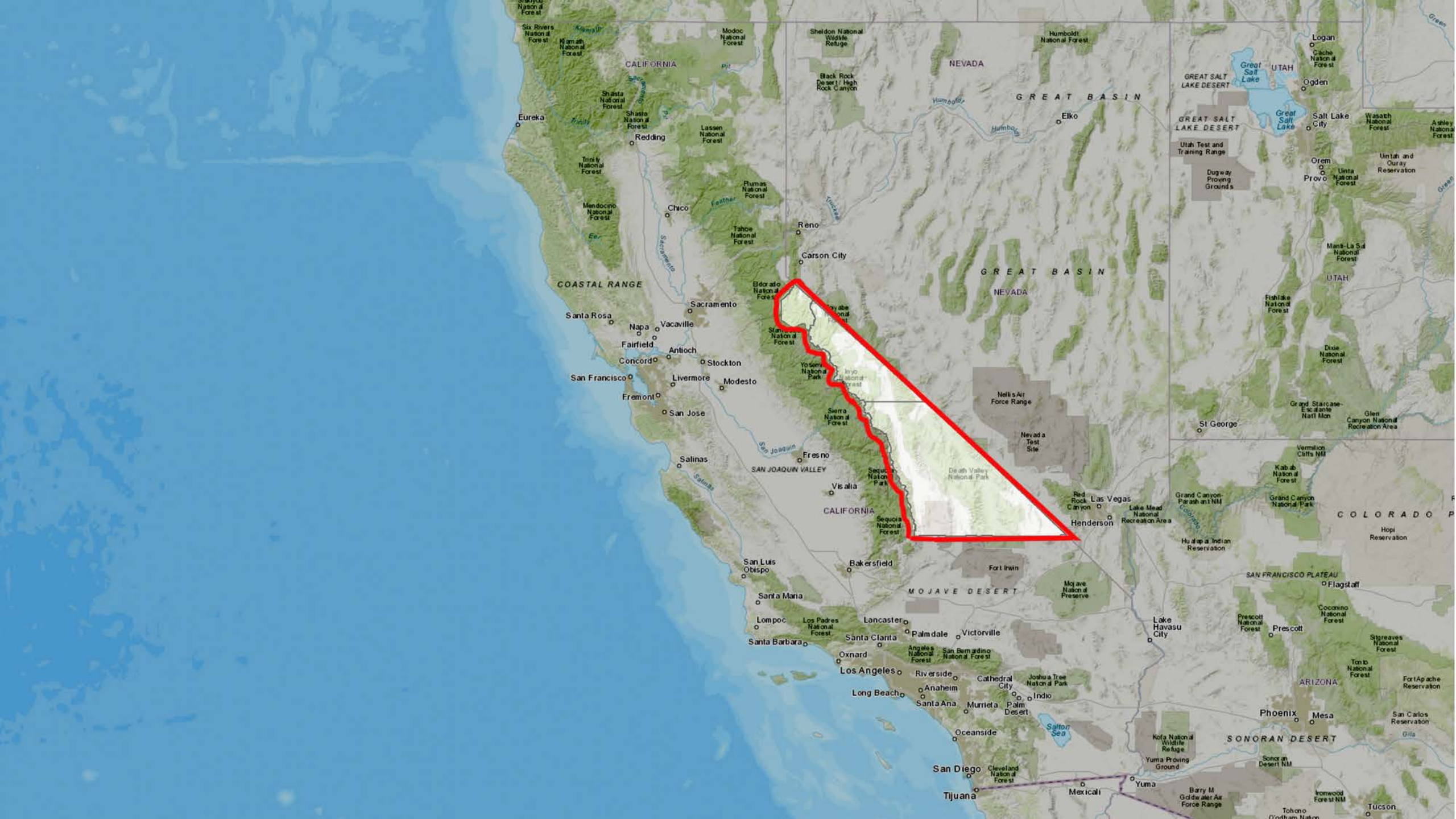
Sustainable Recreation Partnership

**SUSTAINABLE
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INITIATIVE**

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- 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



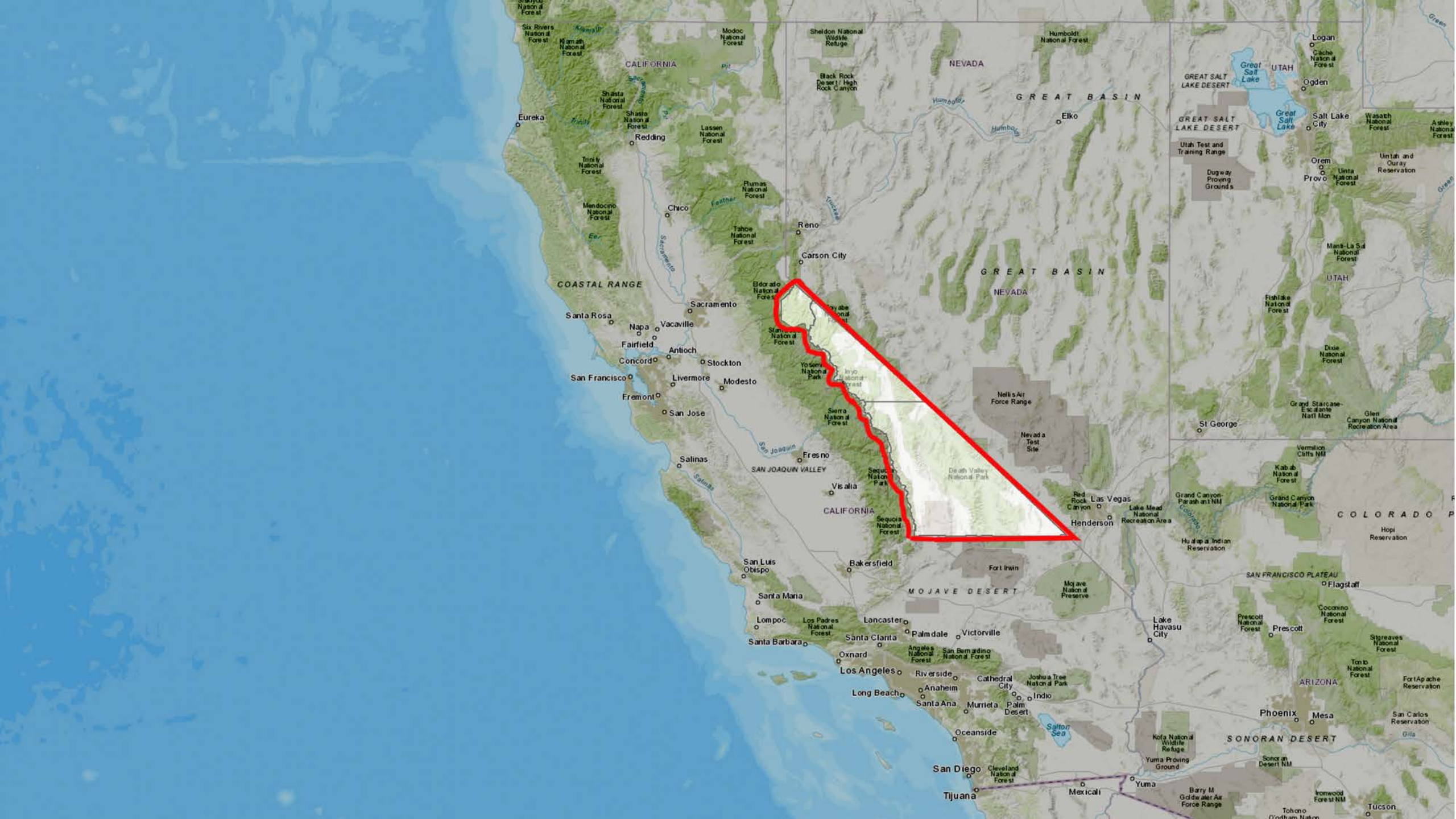
CALIFORNIA REPUBLIC

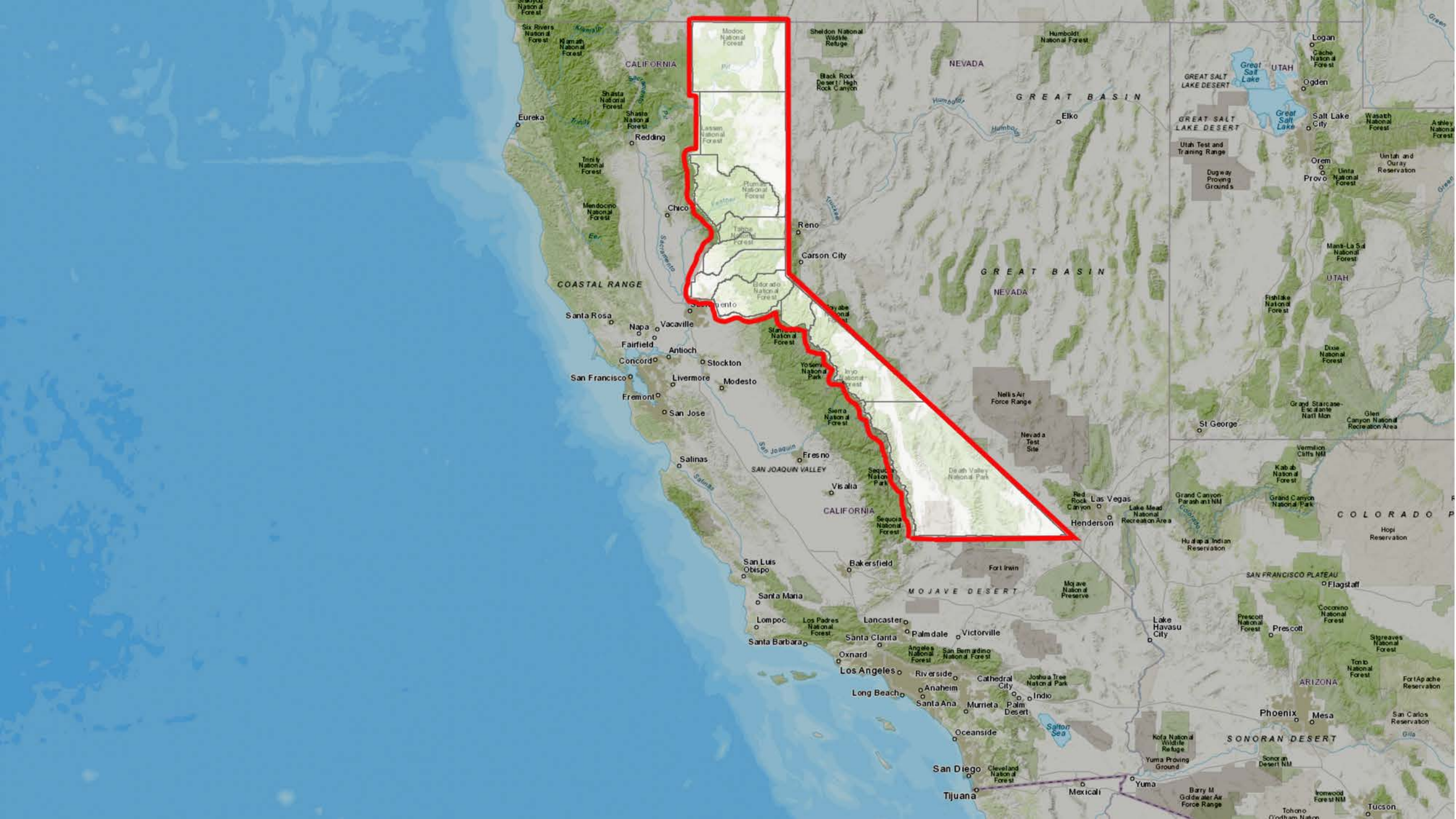










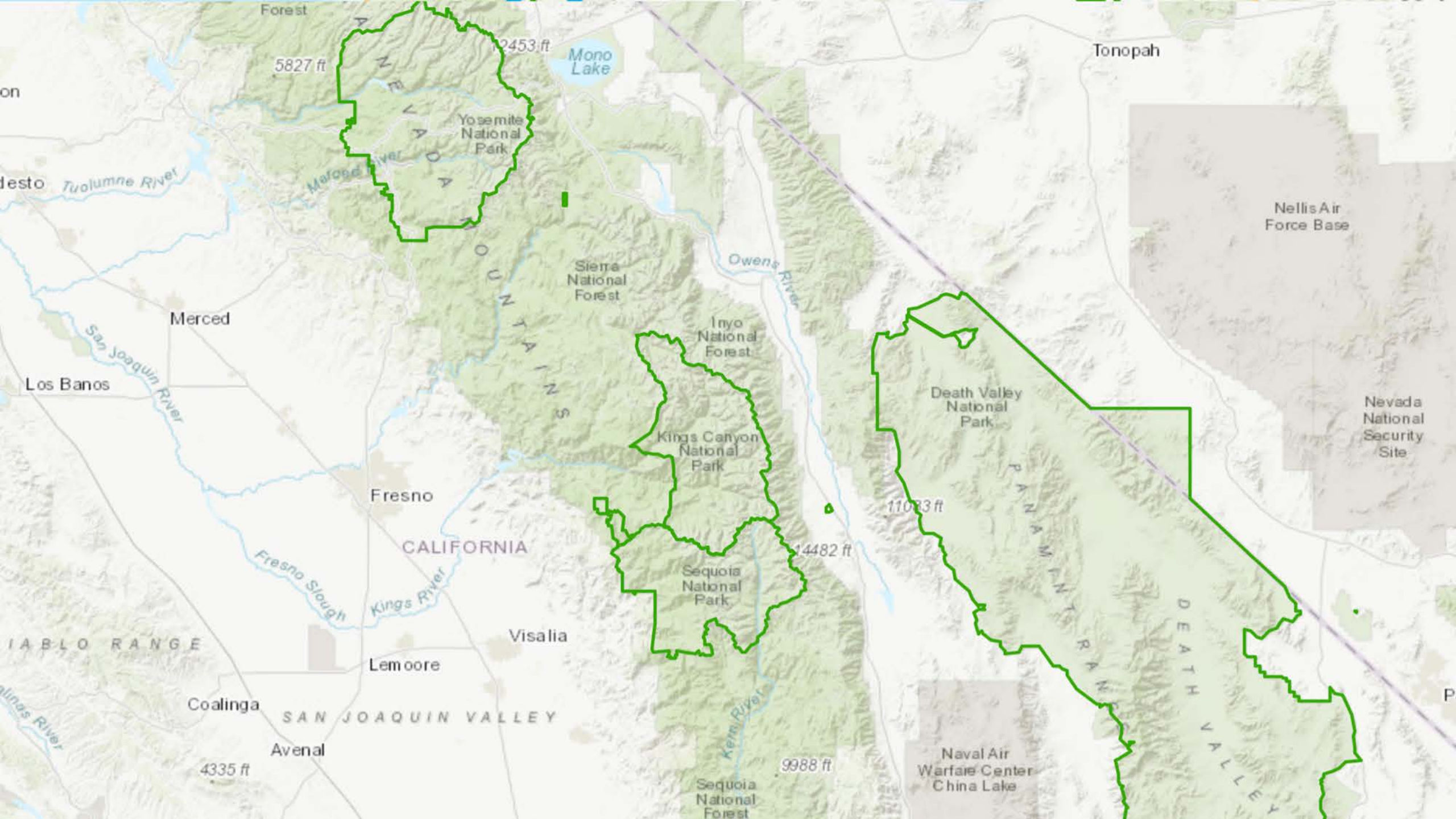


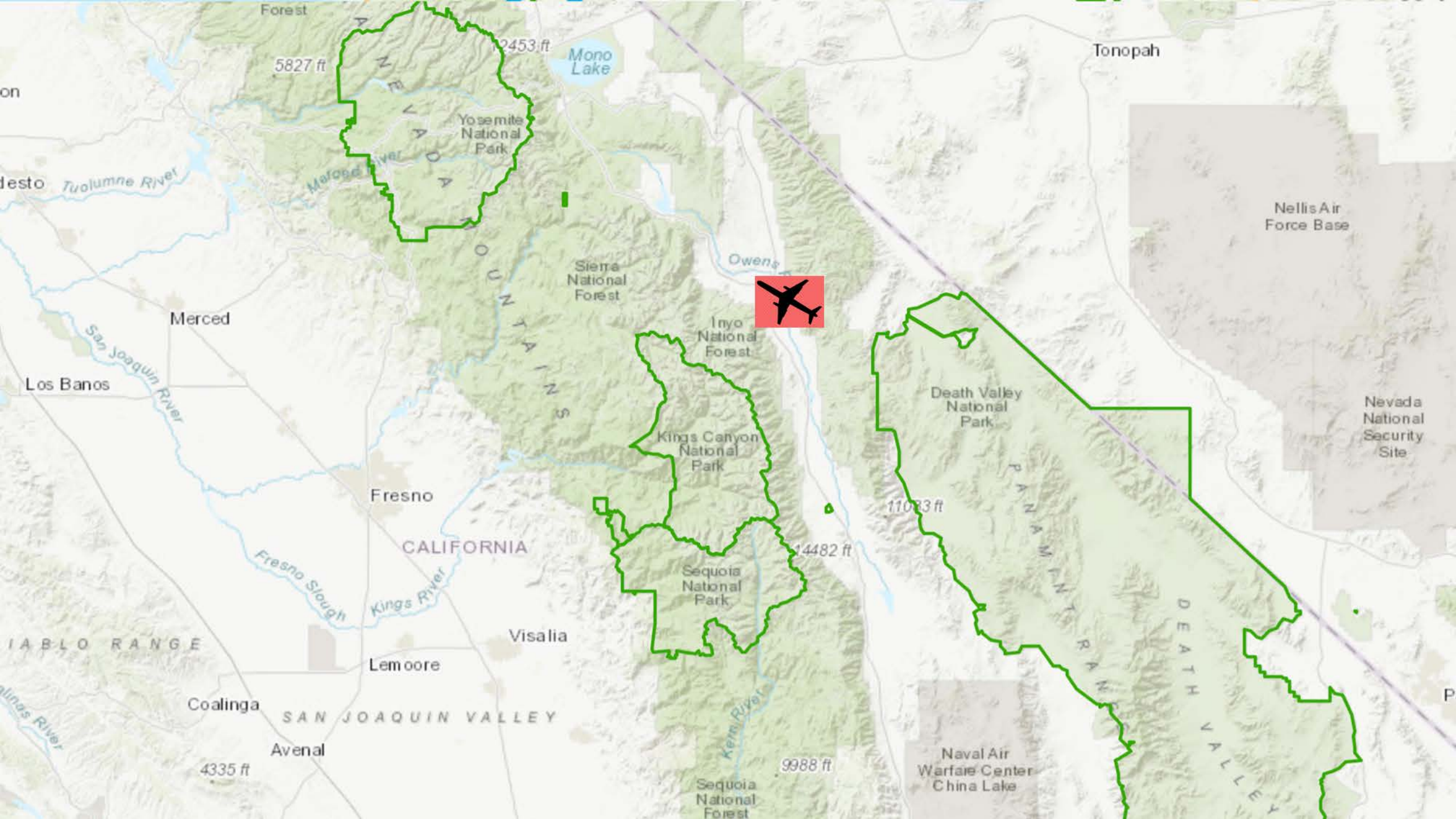


EASTERN SIERRA

Sustainable Recreation Partnership









National Park Service
U.S. Department of the Interior

Rivers, Trails & Conservation Assistance Program

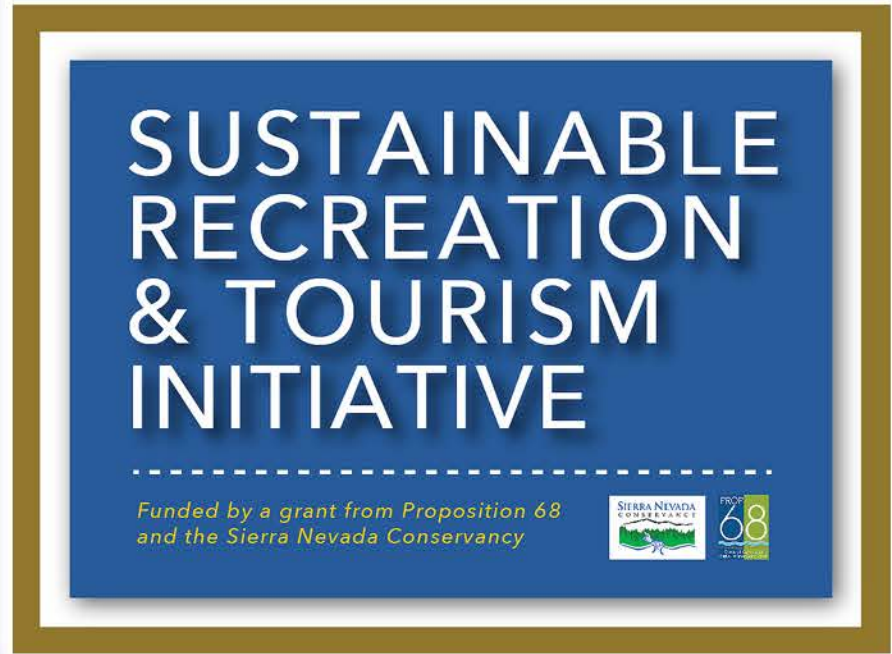
Application Guidelines & Form



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.*





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

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



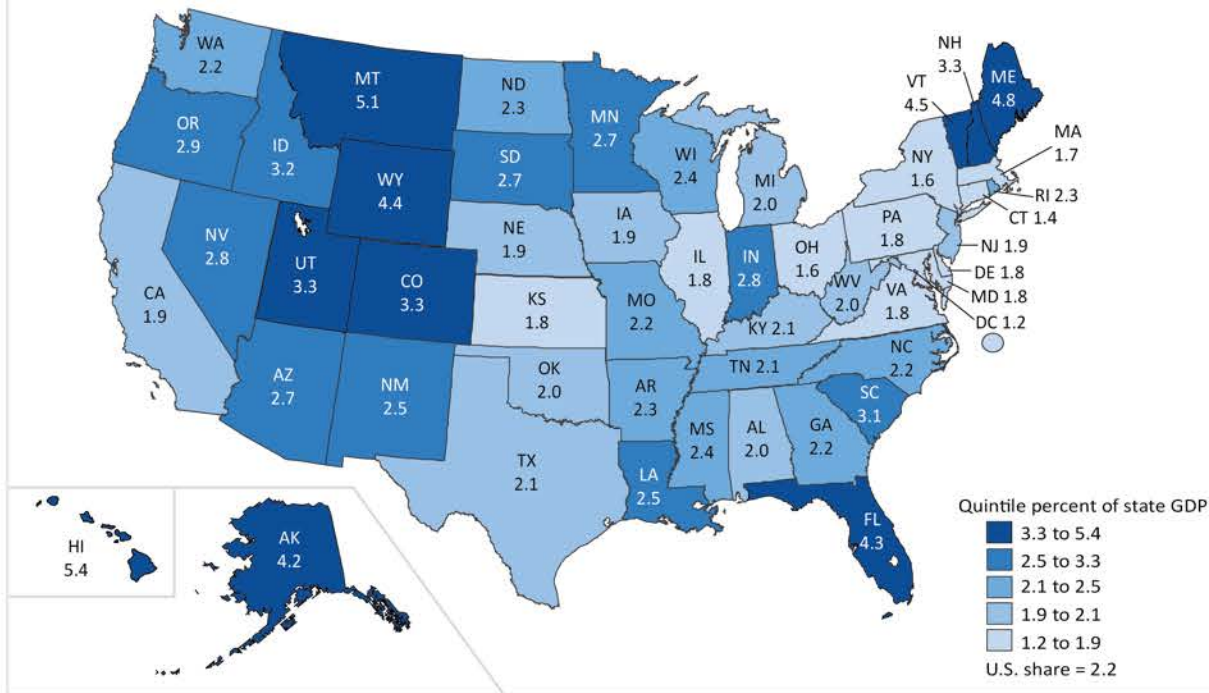
The Outdoor Recreation Economy:

- **\$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

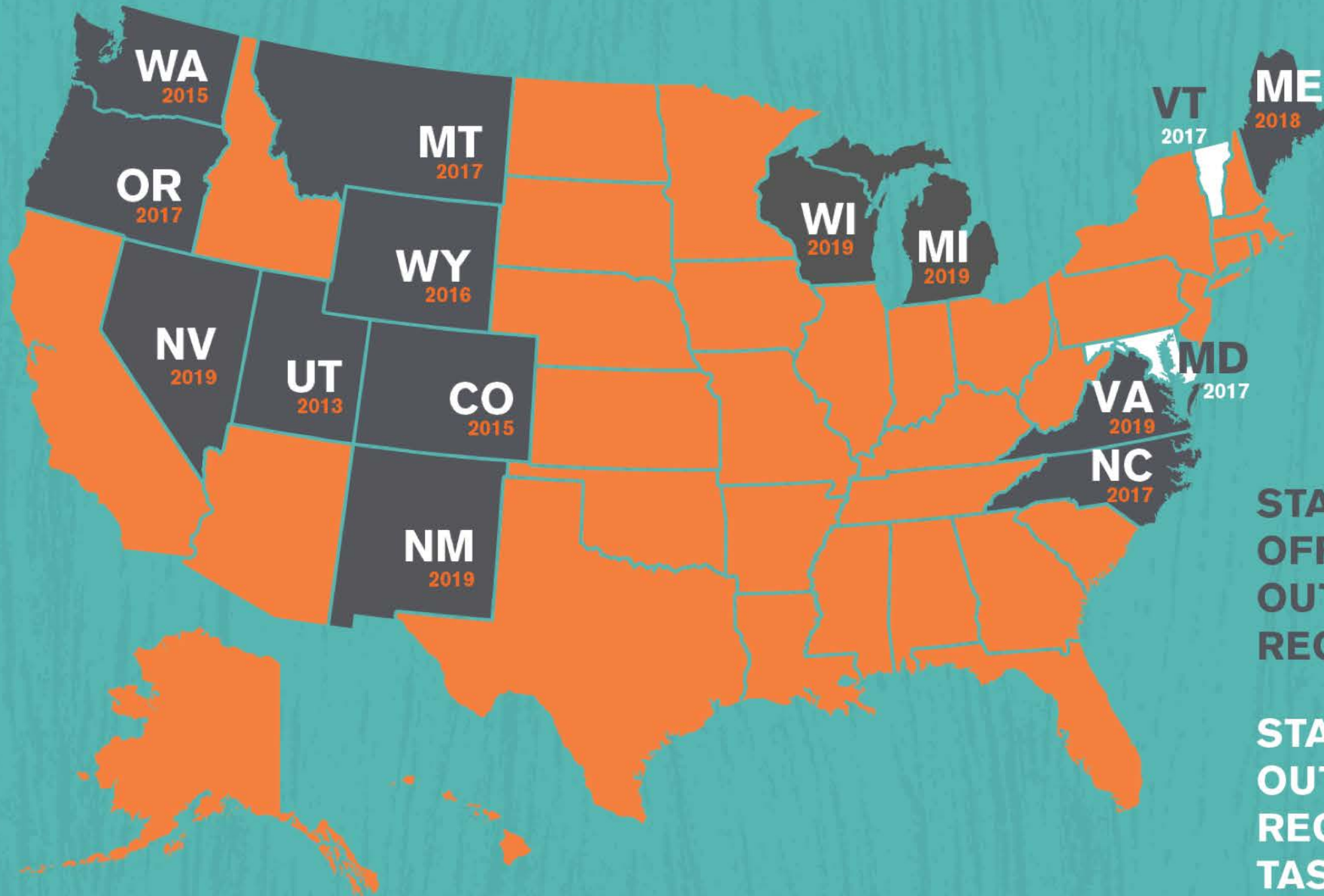


Outdoor Recreation Value Added: Percent of State GDP, 2017



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."



**STATES WITH
OFFICES OF
OUTDOOR
RECREATION**

**STATES WITH
OUTDOOR
RECREATION
TASK FORCES**



Regions Rise Together

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

September 2019

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Destination Stewardship



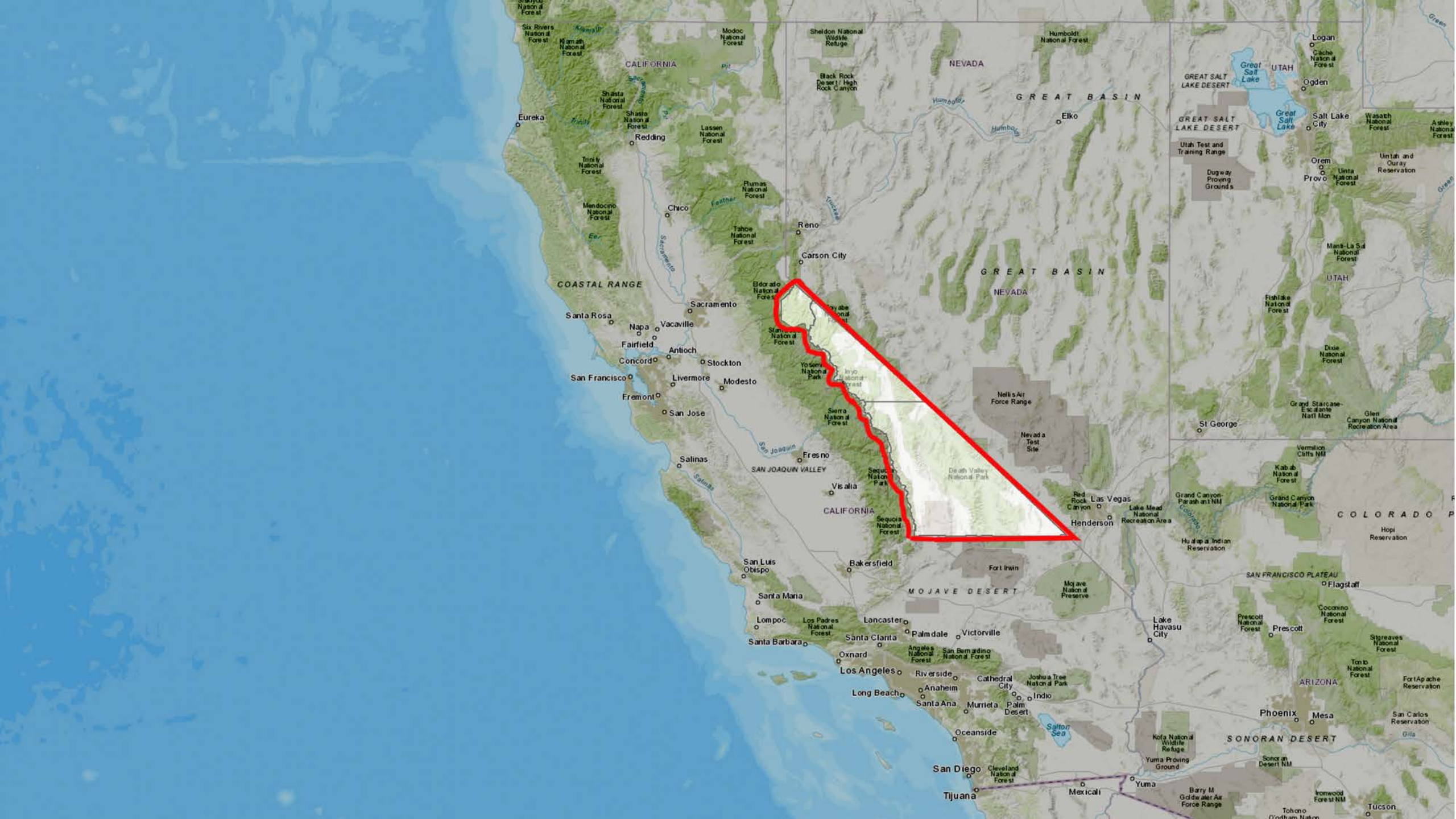
Destination stewardship is critically important to ensure California's tourism economy remains an economic engine for all Californians. More people are traveling than ever before, and the tourism industry's long-term viability depends on its ability to protect, preserve and promote the traveler experience.

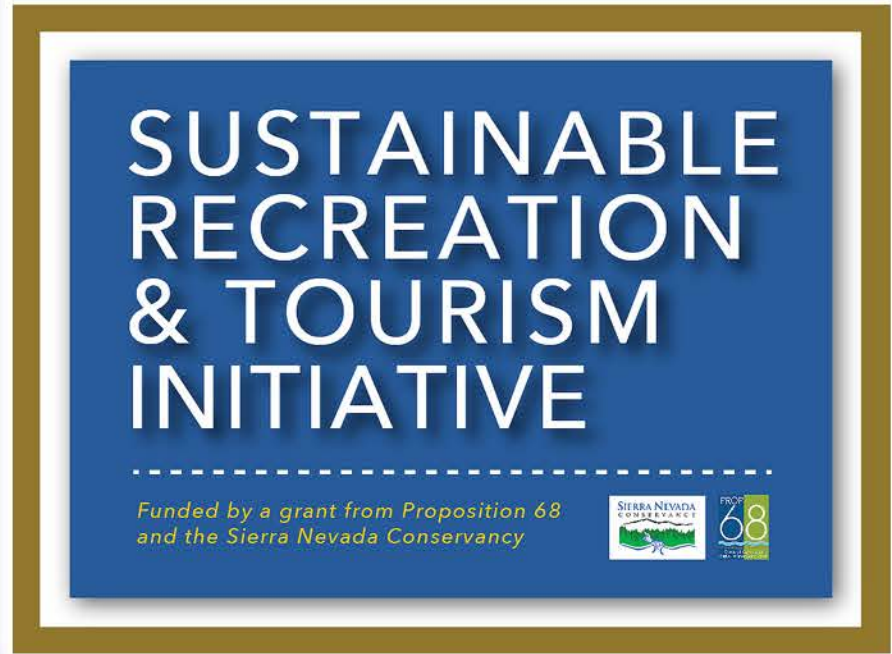
[< BACK TO PROGRAMS](#)

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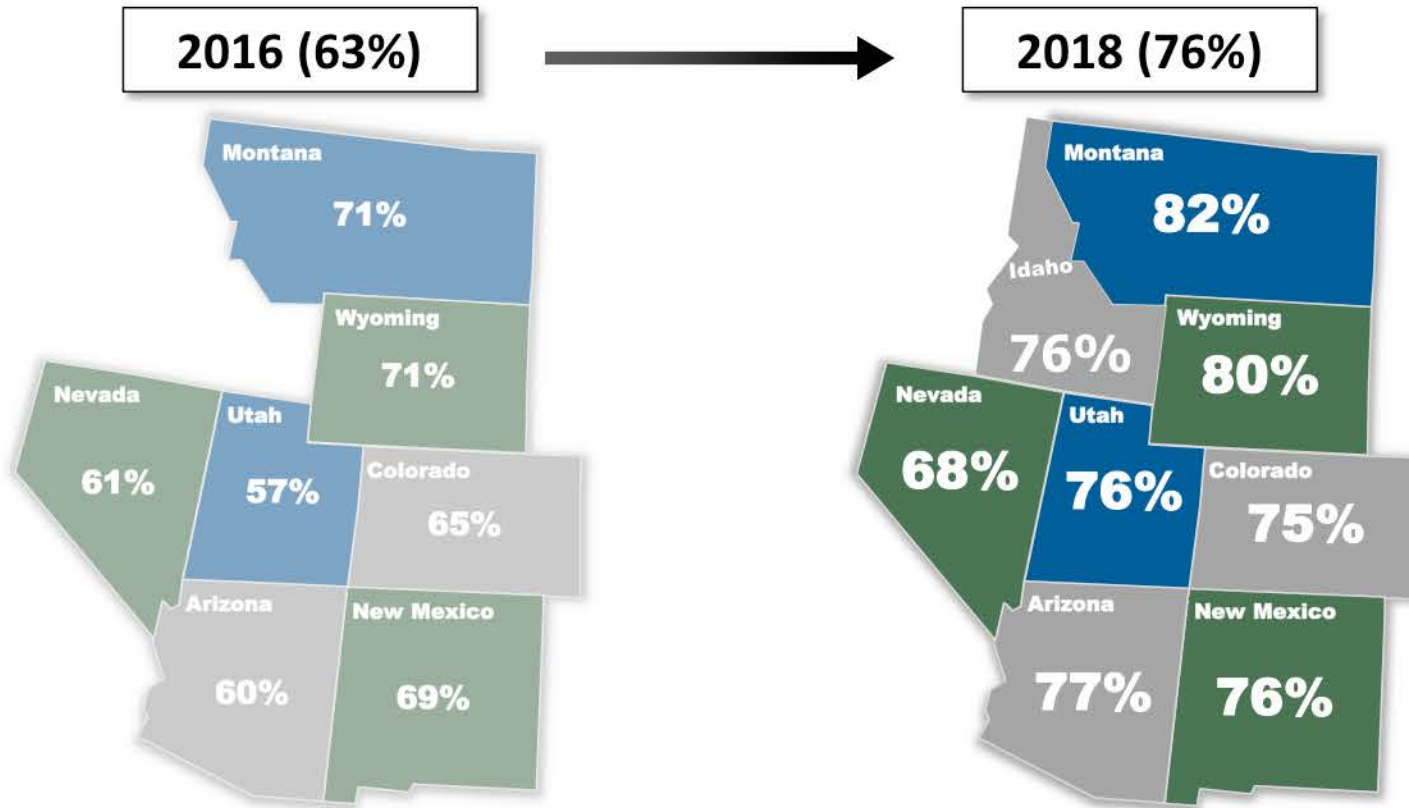


- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process
- "Yes And..."
- Unique to California
- Not Unique in the Nation
- A Critical Opportunity



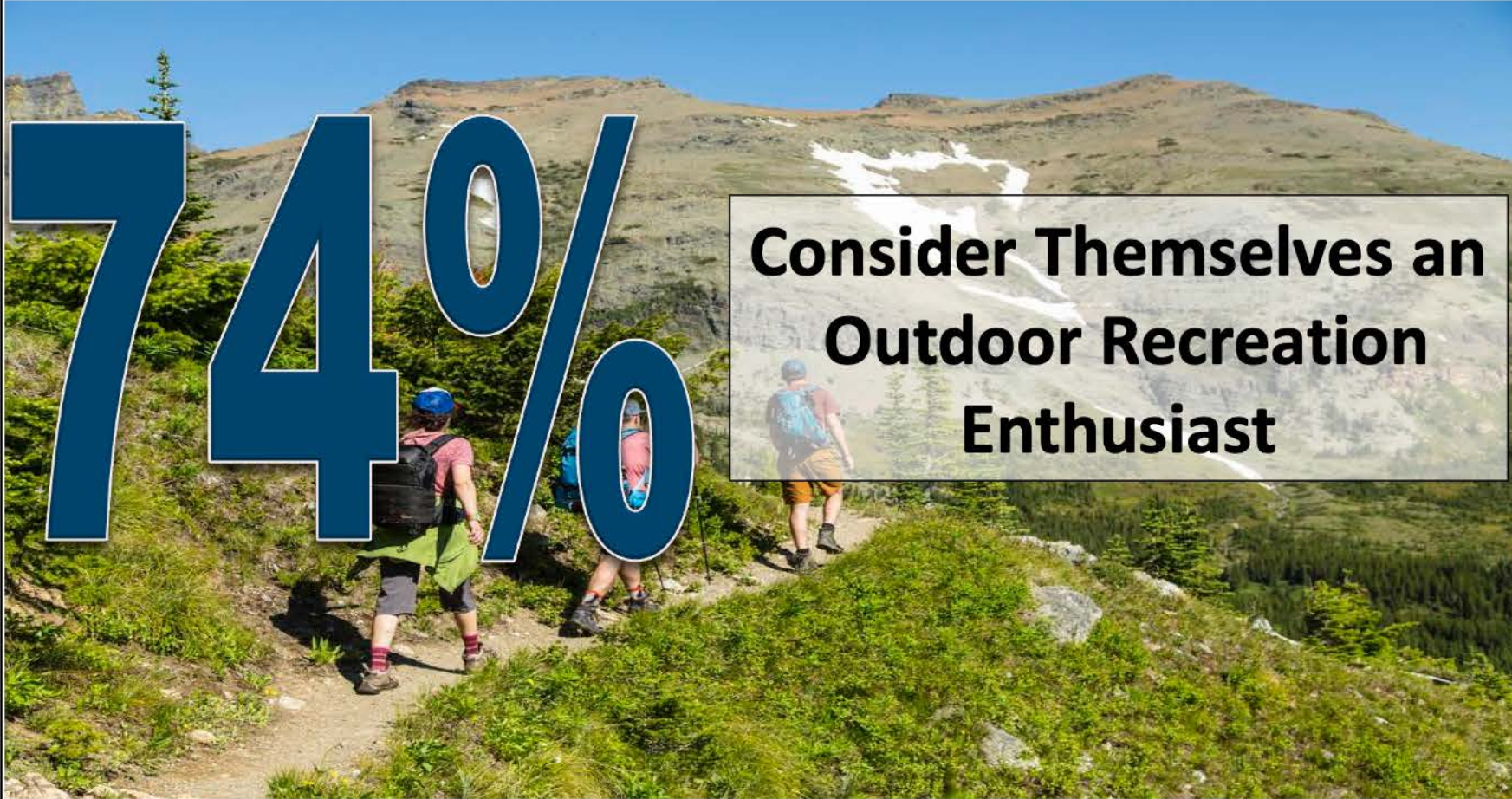


Western voters are FAR more likely to identify as a conservationist today than just two years ago; increases in every single state.



Do you consider yourself to be a conservationist?

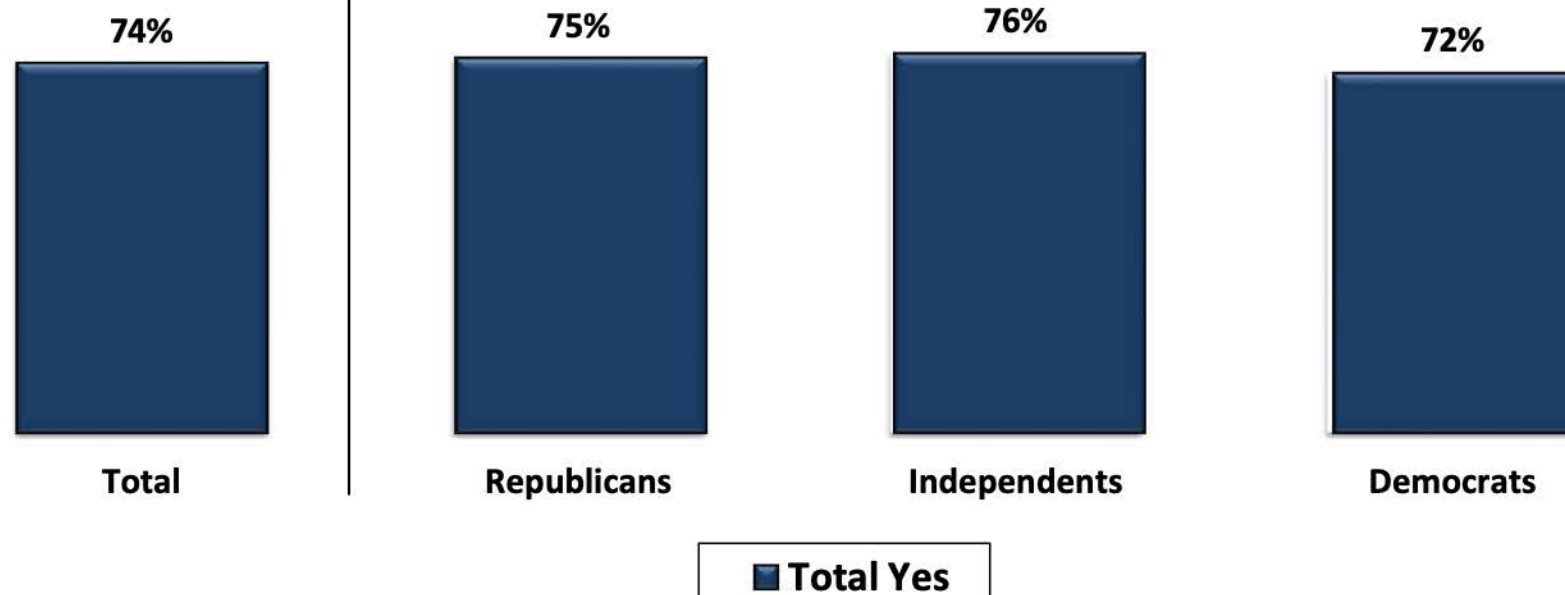
Three-quarters of Westerners identify as an outdoor recreation enthusiast.



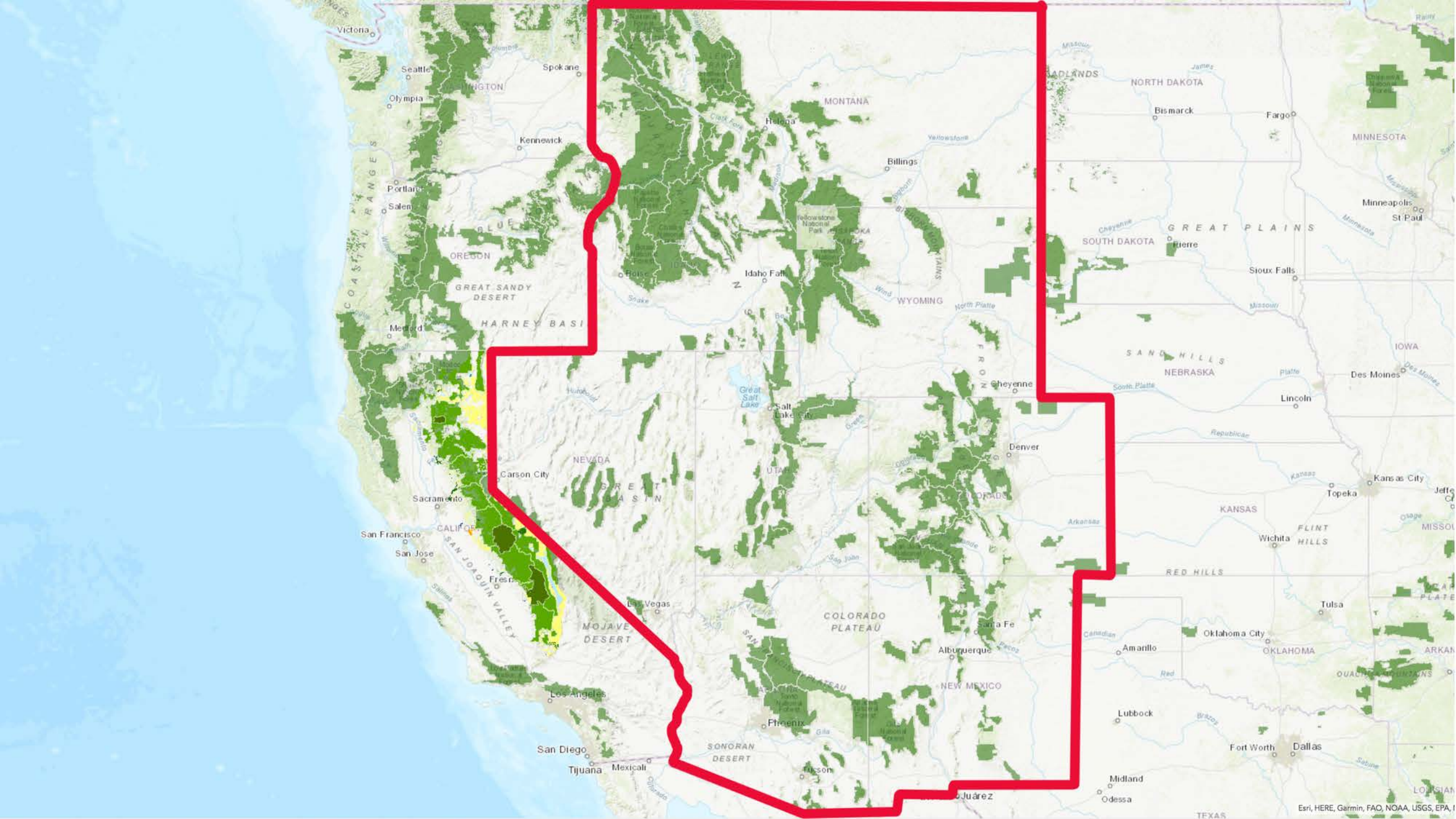
Do you consider yourself to be an outdoor recreation enthusiast?

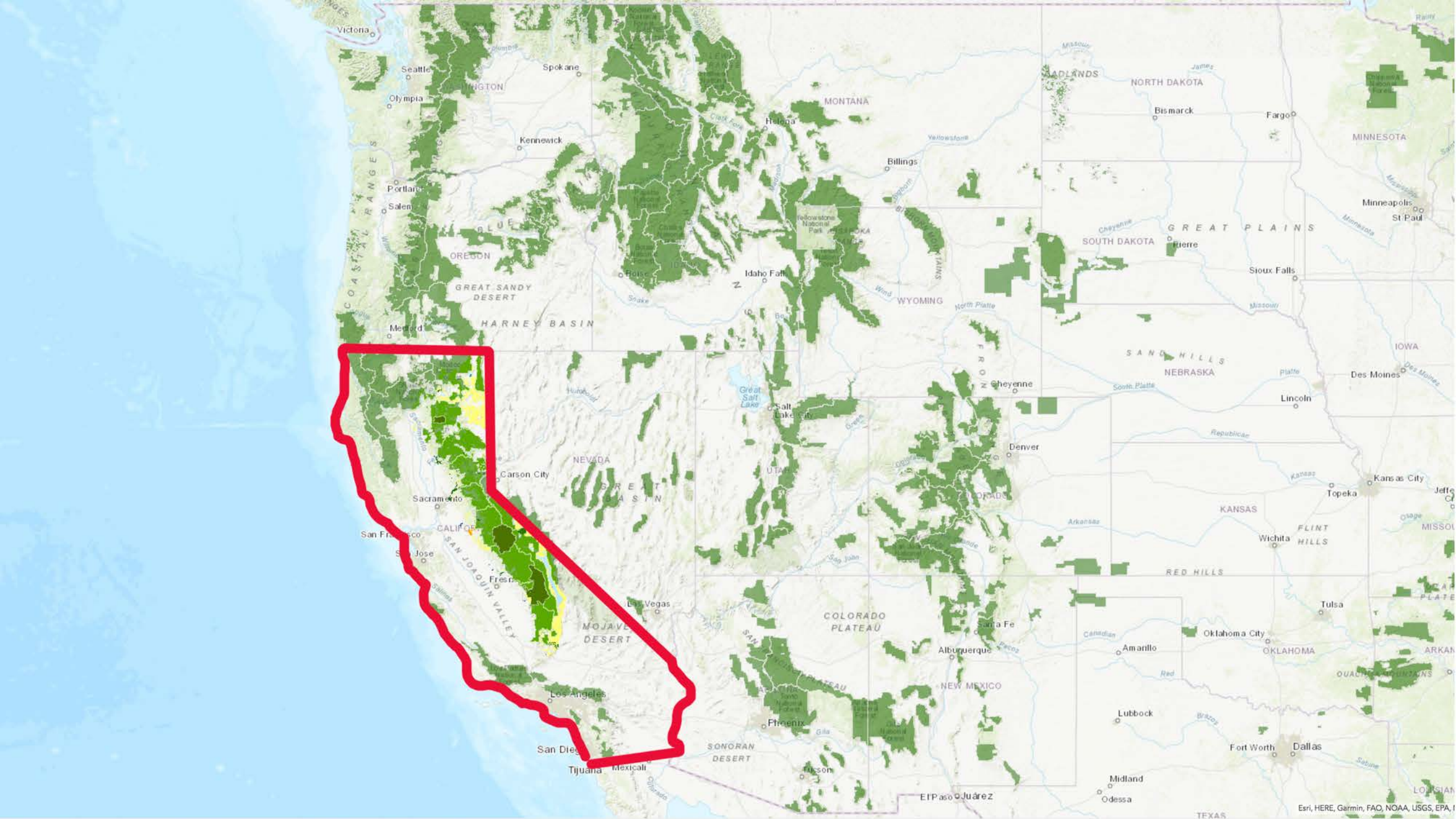
Voters of all political stripes view themselves as outdoor recreation enthusiasts in the West.

Outdoor Recreation Enthusiast – By Party



Do you consider yourself to be an outdoor recreation enthusiast?

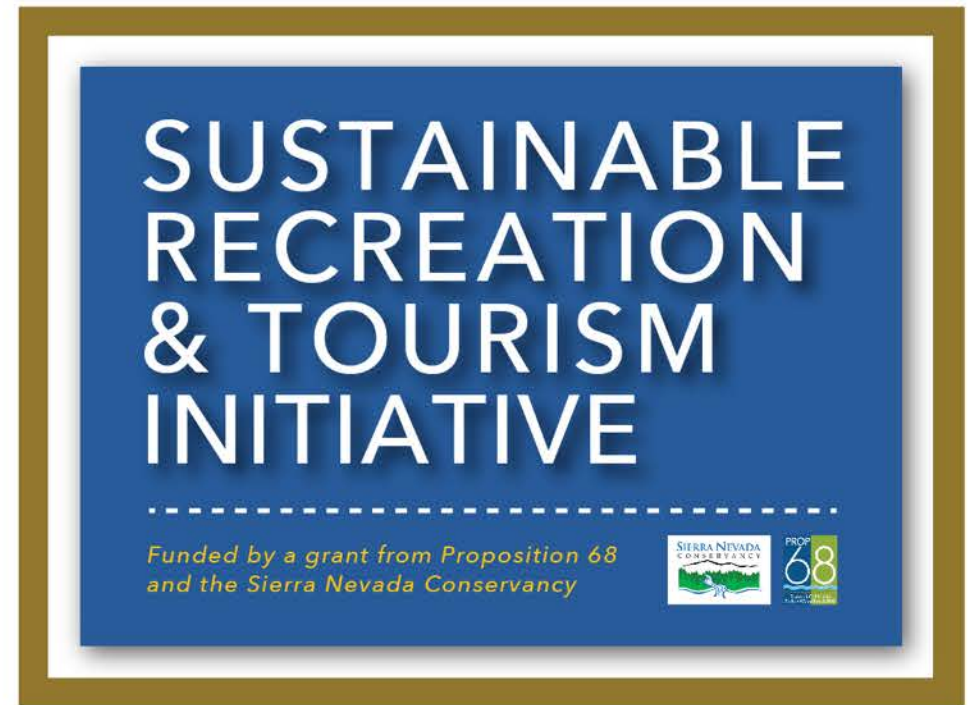






EASTERN SIERRA

Sustainable Recreation Partnership



Agenda



Welcome and introductions



The overall program



Housekeeping

Meetings, times schedules etc.
Other



Program of work-Discussion-
What is the outcome?

What is the end game?
What does connection mean?
The strategy process



Next meetings



About Me

- ◆ President of SMG Consulting
 - ◆ Tourism and Recreation Industry
- ◆ Tourism industry consultant for over 25 years
 - ◆ Worked in over 40 destinations across the country
- ◆ Adventure Motorcycle Rider
 - ◆ Ridden throughout the Western United States and Canada
- ◆ Visit California
 - ◆ Research and ROI Committee
- Travel Nevada
 - Marketing Committee
- ◆ Writer
 - ◆ Op-Ed and Travel Writer



Alabama Hills
Stewardship Group

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Squarespace Gallery

Squarespace Page

Create a Page



Like

Follow

+ Create Fundraiser

...

Send Message



Write a post...



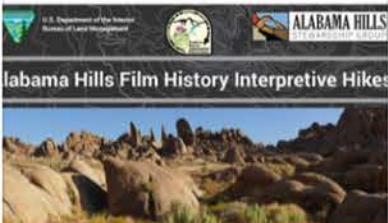
Photo/Video

Tag Friends

Check in

...

Photos



No Rating Yet

Community See All

- Invite your friends to like this Page
- 200 people like this
- 221 people follow this
- Jeff Gabriel and 5 other friends like this or have checked in
- 3 check-ins

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Alpine County Chamber of Commerce

Site Keyword Search



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The background of the entire page is a photograph of a person in a blue shirt and brown pants climbing a rock face. In the background, there is a vast mountain range under a clear sky. The text and navigation elements are overlaid on this image.

HOME

WHO WE ARE

NEWS

LOCAL BETA

HAPPEN

WE ARE THE BISHOP AREA CLIMBERS COALITION

JOIN US



The City of **BISHOP** *California*



Small Town...
with a BIG Backyard

Search



HOME

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GOVERNMENT

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CONTACT US



*87 Degrees North
Michael McDermott*



BISHOP, CALIFORNIA

SMALL TOWN WITH A BIG BACKYARD ~
WHERE ALL ARE WELCOME





U.S. DEPARTMENT OF THE INTERIOR
**BUREAU OF LAND
MANAGEMENT**



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Home > California State Office > Central California District Office

CENTRAL CALIFORNIA DISTRICT OFFICE

BAKERSFIELD FIELD OFFICE

BISHOP FIELD OFFICE

CENTRAL COAST FIELD
OFFICE

MOTHER LODE FIELD OFFICE

UKIAH FIELD OFFICE



BISHOP FIELD OFFICE

The Bishop Field Office cares for a unique vestige of wild California, emphasizing conservation, education and partnerships. Our mission is to sustain the health, diversity

CONTACT

Mailing Address:

351 Pacu Lane, Suite 100
Bishop, CA 93514

Email:

BLM_CA_Web_BI@blm.gov

Phone: 760-872-5000

Fax: 760-872-5050

TTY/Federal Relay System:
1-800-877-8339

Hours:

8:30am-4:30pm M-F

RECREATION AREAS

[Alabama Hills](#)



DISABLED
SPORTS
EASTERN
S·I·E·R·R·A

Celebrating 10 Years and Beyond



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CONTACT US

Email: [info\(at\)easternsierra.org](mailto:info(at)easternsierra.org)

Phone: (760) 935-3877

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Eastern Sierra 4x4 Club

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Like us on...

facebook!

UPCOMING

September 28, 2019

Run: National Public
Lands Day

October 9, 2019

Meeting: [Bishop Pizza
Factory](#) at 6:30 PM

October TBD, 2019

Run: Fall Colors

The Mammoth Lakes Eastern Sierra 4 Wheel Drive Club was established in 1998 and is comprised of outgoing, fun loving, patriotic and responsible members who share the same love of off-roading and the outdoors. In 2008 the Club's name was shortened to Eastern Sierra 4 Wheel Drive Club. We have members throughout California.

Our monthly off-road club runs vary from the technical steep white knuckle mountain climb to scenic day and overnight trips.

We are actively involved in the Eastern Sierras and surrounding area and enjoy performing services benefiting the local community.

JOIN US! - It doesn't matter what kind of 4X4 you have, from Samari to Suburban, the more the merrier!!!

Monthly meetings are the 2nd Wednesday of every month at 6:30pm.

(See Calendar page for details.)

CLUB GOALS: The Eastern Sierra 4WD Club takes the responsibility of promoting safe and sane



Educate ▾

Inspire

Explore

Join or Give



[Explore Events and Programs >>](#)

Educate. Inspire. Explore



Eastern Sierra

As one of the oldest nonprofits in the region, the Eastern Sierra Interpretive Association (ESIA) was established in 1970 by



FRIENDS
OF THE INYO
SINCE 1986

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Protect the Land you Love from the
Eastern Slopes of Yosemite to
Death Valley.

[JOIN NOW](#)

[WHAT WE DO](#)[WHO WE ARE](#)[GREEN BUSINESS](#)[INITIATIVES](#)[RESOURCES](#)[CONTACT](#)

HIGH SIERRA ENERGY FOUNDATION

Connecting People to Programs and Purpose

Promoting the culture of energy efficiency and sustainability in the Eastern Sierra.

What's the difference between efficiency and conservation?



[Forest Service Home](#)

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**Humboldt-Toiyabe
National Forest**

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- ▶ [Land & Resources Management](#)
- ▶ [Learning Center](#)
- ▶ [Working Together](#)
- ▶ [About the Forest](#)
- ▶ [News & Events](#)

Contact Information

Supervisor's Office

Bill Dunkelberger, Forest Supervisor

Teresa McClung, Deputy Forest Supervisor

1200 Franklin Way
Sparks, NV 89431
(775) 334-6111

WELCOME TO THE **HUMBOLDT-TOIYABE NATIONAL FOREST**

The Humboldt-Toiyabe National Forest's spectacular 6.3 million acres makes it the largest national forest in the lower 48 states. Located in Nevada and a small portion of eastern California, the Forest offers year-round recreation of all types.



Website Under Construction

**For up-to-date recreation
information, please
contact Ranger Districts
directly while the site is
being updated.**



Quick Links

- [Fort McDermitt Cooperative Domestic Horse Removal](#)
- [Christmas Tree Permits](#)
- [Closures & Restrictions](#)
- [Contact Us](#)
- [Fire Management](#)
- [Know Before You Go](#)
- [Motor Vehicle Use Maps](#)
- [NEPA Projects](#)
- [Recreational Shooting](#)
- [Road and Trail Conditions](#)

Highlights

- [Galena Creek Visitor Center \(Reno, NV\)](#)
- [Spring Mountains Visitor Gateway \(Las Vegas\)](#)
- [Humboldt-Toiyabe National Forest Vicinity Map](#)





BIG PINE, BISHOP, DEATH VALLEY, INDEPENDENCE, & LONE PINE

INYO COUNTY

www.theothersideofcalifornia.com

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BISHOP

Where stars shine not street lamps. Home to world-class fishing and...



Golf

Horseback Riding &
Pack Trips

Rock Climbing &
Bouldering



◦ [Site Map](#)

Inyo National Forest

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Contact Information

Inyo National Forest
351 Pacu Lane
Suite 200
Bishop, CA 93514
760-873-2400

Stay Connected



Located in California's scenic Eastern Sierra, Inyo National Forest is home to **Mt. Whitney**, **Mono Lake**, **Reds Meadow**, **Mammoth Lakes**, and the **Ancient Bristlecone Pine Forest**.

Watch **Experience Inyo**—a video to help orient you to this beautiful forest.

Tags

[Eastern Sierra : Map](#) [Wilderness Permits](#) [Jobs](#) [News](#)
[Mt. Whitney](#) [Transportation](#) [Special Places](#) [FAQ](#)

ABOUT
THE FOREST



[About The Inyo National Forest](#)



[Our Maps](#)

Recreation Quick Links

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- [Visitors Guide \(4 MB\)](#)
- [Campgrounds](#)
- [Mt. Whitney Trail](#)
- [Wilderness Permits](#)

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- [Public Transportation](#)



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A photograph of a group of people at a social event, possibly a networking gathering or a business meeting. They are standing in a room with large windows and a television in the background. Some people are holding glasses, suggesting a toast or a celebratory occasion. The overall atmosphere is professional yet relaxed.

Are you ready to elevate your business?

[Grow Your Business](#)

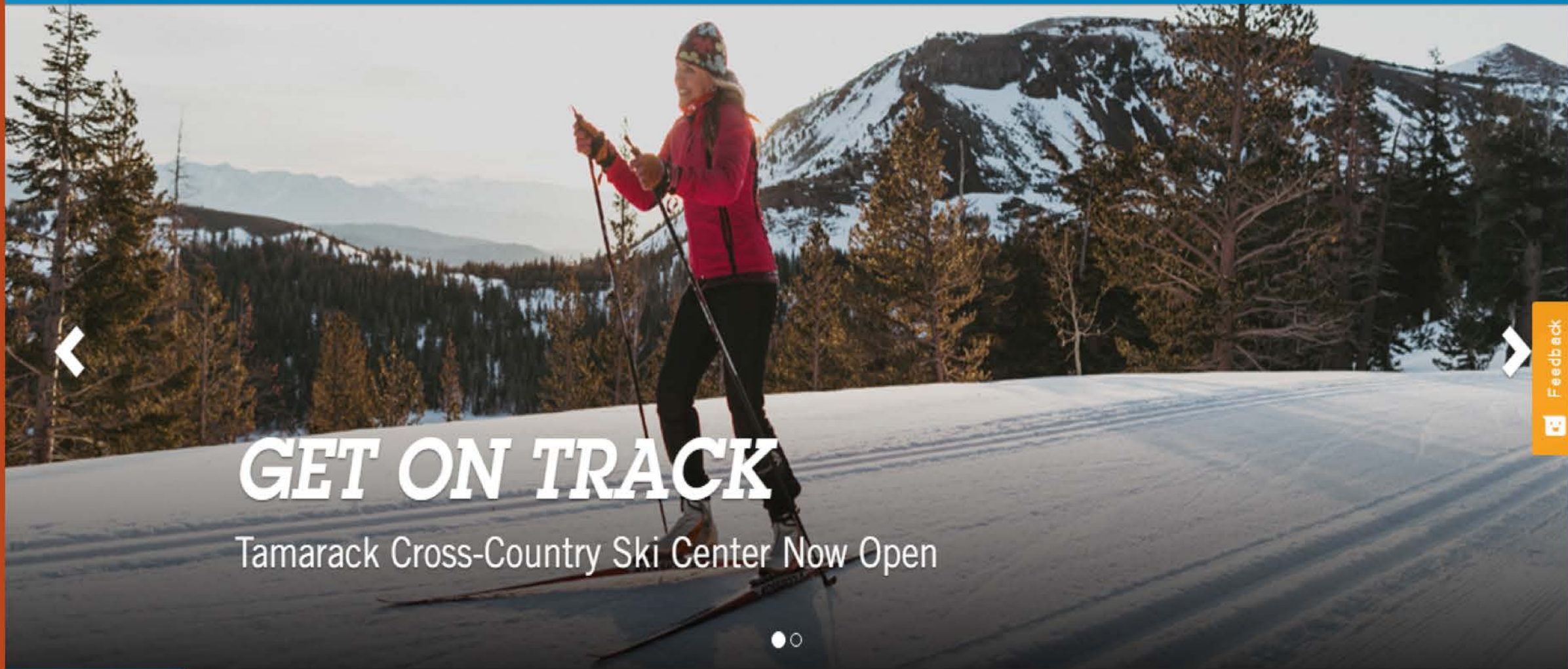
WHO WE ARE

Mammoth Lakes Recreation is a 501(c)3 dedicated to enhancing recreation, arts, culture and mobility in the Eastern Sierra.

[LEARN MORE](#)

6 FEET OF SNOW IN MAMMOTH LAKES AND MORE ON THE WAY!





Feedback



GET ON TRACK

Tamarack Cross-Country Ski Center Now Open



I'M
LOOKING
FOR



TICKETS



LESSONS



RENTALS



SEASON PASSES



LODGING



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CALIFORNIA'S EASTERN SIERRA

[PLACES TO GO](#)

[THINGS TO DO](#)

[WHERE TO STAY](#)

[PLAN YOUR TRIP](#)

The background of the main section is a photograph of a snowy forest path. Two hikers are visible in the lower right, walking away from the camera. The path is covered in snow and is flanked by tall evergreen trees heavily laden with snow. The sky is a clear, bright blue.

Celebrate
**WINTER
WONDER**

IN THE EASTERN SIERRA

[MORE](#)



[Download and enable Adobe Flash for the full panorama movie](#)

mono lake

Member Login

6417'
level, 1941
level
6392'
6383'
6372'

Located in California's spectacular Eastern Sierra, Mono Lake is an oasis in the dry Great Basin and a vital habitat for millions of migratory and nesting birds. For over 40 years

the Mono Lake Committee has been working to protect Mono Lake from destruction, to heal the damage done in the Mono Basin, and to educate the

From The Mono-logue

Features

- Giving Tuesday is over, but your donation for Mono Lake can still be matched
- Tioga Inn development proposes significant adverse impacts
- Amazon will donate 5.5% of your purchase to the Mono Lake Committee

Latest Posts

- Giving Tuesday is over, but your donation for Mono Lake can still be matched
- Join us for a snowy sunrise at Mono Lake for Giving Tuesday
- Patagonia is matching all gifts to the Mono Lake Committee through December
- We are thankful for your support

Donate





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Association

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Pacific Crest Trail
Association



Protecting America's Greatest Wild and Scenic Trail Experience

SEARCH...



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Meetings & Agendas



Report It



Jobs



Engage With Us



Parks & Rec



Alpine County



Mono County



Inyo County

What is the deliverable?

A strategy that can be implemented

and

integrated into other State approaches and programs.

We are walking out of here at the end of 2020 with a strategy to transform what we have.

What is the end game?

(A regional approach)

The Question

What does it look like?

(For us to determine)

Why a Regional Approach?

- ◆ To develop an Eastern Sierra sustainable opportunity
- ◆ To get people to do the right thing when they get here.
- ◆ Break down silos and different organizations and leverage networking, knowledge and resources. Leverage opportunities.

Connection to the Eastern Sierra Visitor & Non -Visitor

Question(s)

1. What does connection mean?
 - A. Visitor perspective
 - B. Agency/organizational perspective
 - c. Regional perspective
2. What is it we are trying to do?
 - A. Is this a marketing exercise?
 - B. Is this a regional competitive dynamic issue?
 - C. Is it a way of thinking about a place and communicating it?
 - D. Other??
3. How will we do it?

Connection- a couple of thoughts

- ◆ Telecommunication- In telecommunication and computing in general, a **connection** is the successful completion of necessary arrangements so that two or more parties (for example, people or programs) can **communicate** at a long distance.
- ◆ Human-to-human **connections** happen when at least one person takes the time to get to know the other by taking a genuine interest in them.

Connection-Tools

◆ **Branding**

Branding is the marketing practice of creating a name, symbol/ design and messaging that identifies and differentiates a product or service. Creating an engaging brand that fully represents the broadband service while consistently using this brand across all platforms is a necessary and impactful tool.

◆ **Messaging Development**

Brand messaging refers to the underlying value proposition conveyed and the language used in your content. It's what makes people relate to your brand by inspiring them, persuading them, motivating them, and ultimately making them want to use the broadband service. Consistency and a clear, concise message are key in order to build connection for this region.

◆ **Story Telling**

Telling stories is a powerful way to teach, persuade, and help residents understand the benefits of broadband and for tourists to understand that broadband is available in the Eastern Sierra region.

◆ **Special Events**

In-person events are the best method for reaching and educating non-users. This also provides a forum for communicating directly with a large number of non-users.

◆ **Collateral**

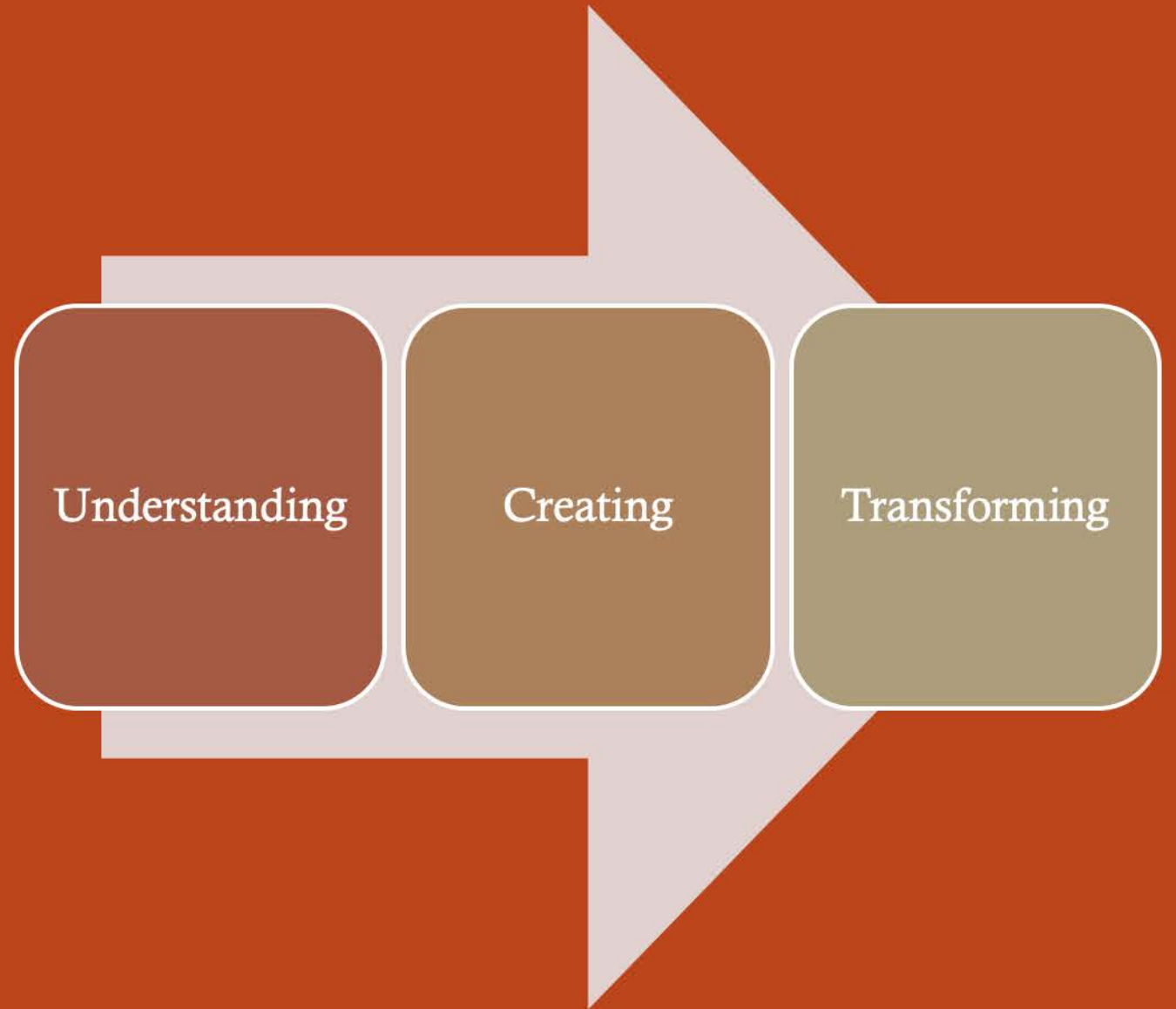
The collection of printed media used to support the messaging.

Communication Channels

- Website
- Social Media
- Email
- Content & SEO
- Word of Mouth/Meetings
- Collateral Distribution
Locations

Connection-
Channels

The Strategy Framework



Understanding

◆ **Phase 1 – Information/Data Collection**

- ◆ What is the existing visitor information? How is it organized? How is it presented?
- ◆ What are the “tools”?
- ◆ What are the connection resources?
 - ◆ Consumer channels
- ◆ Identify current stewardship programs and organizations.
- ◆ Destination culture and values?
- ◆ What are the macro issues impacting the Eastern Sierra?
- ◆ What is the competition for the Eastern Sierra?
- ◆ Benchmarking other efforts nationally
 - ◆ Who should we take a look at?

Creating

Identifying opportunities
Adjacent possibilities
Reframing assets

◆ **CREATING Phase 2 – Creating Strategy and Direction**

- ◆ What are the objectives?
- ◆ Strategy and policy development.
 - ◆ Develop a sustainable tourism strategy and model that integrates existing stewardship programs, local culture, and community values.
 - ◆ How do we rethink the assets to deliver on the goal?
 - ◆ Develop a strategic consumer communication program that leverages existing efforts to motivate desired stewardship behavior from existing segments, as well as targeted conscious travel market segments.
 - ◆ Develop policies at partner organizations that support identified strategies and marketing connection communication programs.
 - ◆ Understand how the strategies can impact the broader issues of the Eastern Sierra community.

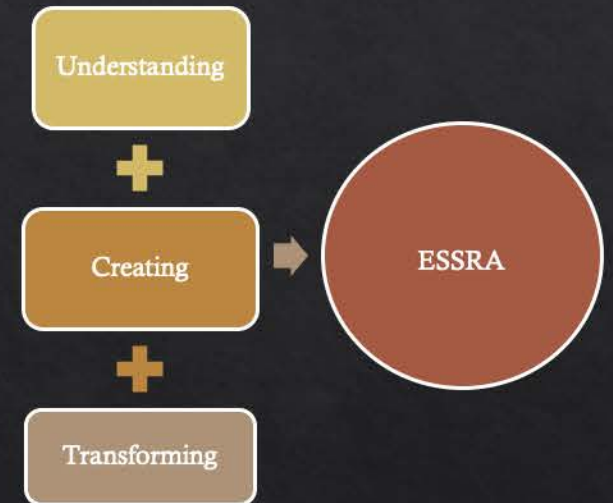
TRANSFORMING

- ◆ **Phase 3 – Transforming and Implementation**

- ◆ Information Consolidation

- ◆ Action Steps

- ◆ Each step will have objectives, measurements and timelines to achieve the goals of this transformative strategy.



TRANSFORMING

- ◆ What are the characteristics of the structure needed to connect with visitors and potential visitors?
- ◆ A DMO?
- ◆ A regional organization?
- ◆ A gateway?

HOUSEKEEPING

2019

Meeting 1: Wednesday, December 11, 1:30-4:30

2020

All meetings 1:30PM-4:30PM

Meeting #2: Thursday, February 20

Meeting #3: Thursday, April 16

Meeting #4: Thursday, June 18

Meeting #5: Thursday, August 20

Meeting #6: Thursday, October 15

Meeting #7: Thursday, December 3

2021

Meeting #8: TB



Next steps

Next Steps

- ◆ Inventory the assets of each organization
- ◆ - Provide a summary of your organization's assets
- ◆ Review the library for ideas

- ◆ Next meeting(s)



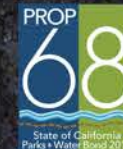
EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

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



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.