

Proposed Strategies include sample actions reflecting various funding scenario options. The dollar signs in front of each action represent the three potential financial scenarios that may result from the June and November elections. Strategies 3, 6, 8 and 9 will be implemented regardless of funding changes.

- \$: Neither Proposition 68 nor the Meral Water bond pass
- \$\$: Proposition 68 passes giving the SNC \$55 million in new funding
- \$\$\$: Proposition 68 and/or the Meral Water bond pass giving the SNC between \$250 and \$305 million in new funding

### **Regional Goal: Vibrant Recreation and Tourism**

*Enhance, promote and develop sustainable recreation and tourism opportunities in the Sierra Nevada Region.*

### **Needs Assessment**

Strategy 1: Assess conditions, existing resources, needs and opportunities to support or promote recreation and tourism throughout the Region and identify highest priority activities for the organization. This could include:

- \$: Identifying and connecting current and planned programs that address issues in this area; determining how SNC can strengthen these efforts through staff support, advocacy and communications campaigns
- \$\$: Convening and engaging key partners to assess needs and inform SNC actions
- \$\$\$: Completing and/or updating critical Regional recreation and tourism needs assessment efforts undertaken by partners; using the outcomes in developing funding strategies and meeting policy and advocacy objectives; gathering new data and sharing it through the Watershed Information Network (WIN)

### **Developing Partnerships and Resources**

Strategy 2: Identify, create and enhance tools and partnerships to support the development of vibrant recreation and tourism throughout the Region. This could include:

- \$: Continuing to provide staff and technical assistance to recreation-based partnerships and coalitions across the Region
- \$: Identifying administrative tools (leases, licenses, easements, special use permits, JPAs, etc.) to maximize use of public lands for sustainable outdoor recreation
- \$\$: Working with partners to identify appropriate SNC roles in providing assistance for local efforts to secure federal designations, as appropriate
- \$\$: Identifying partners to engage with the regional Destination Marketing Organizations to leverage and maximize effective marketing and co-branding opportunities

\$\$\$: Establishing the Sierra Nevada's presence in the national outdoor recreation movement through Working Group participation; provide technical, financial and/or staff support for community-led efforts to establish funding streams for tourism and recreation development or marketing and for recreation facilities investment and development.

Strategy 3: Continuously adapt and respond to changing conditions/needs; new science and research; and new opportunities for funding, partnerships, and projects. Seek out and apply unique approaches to solving intractable problems that block progress in providing for vibrant, sustainable recreation and tourism opportunities throughout the Sierra Nevada Region with an eye towards the unique role SNC can/should play as it relates to partner efforts.

### **Funding and Investments**

Strategy 4: Advocate for and secure increased funding for sustainable recreation and tourism development in the Region, including funding for the SNC and other agencies and organizations. This can include:

- \$: Working with other partners to identify funding opportunities and assisting them in applying for funding
- \$: Directly competing for and distributing obtained grants and other funding to provide for sustainable recreation and tourism throughout the Region

Strategy 5: Distribute new bond funds for development of sustainable recreation and tourism throughout the Region in a timely and strategic manner to achieve maximum positive impact, coordinating with other state and federal funding agencies and partners. This could include:

- \$\$/\$\$\$: Establishing a directed funding program with other governmental entities, which may focus on the needs within a specific program and/or geographic region or other priority, as identified
- \$\$/\$\$\$: Establishing and implementing a simplified competitive grant program that focuses on getting work done on the ground as rapidly and effectively as possible

### **Policy**

Strategy 6: Identify and develop recreation and tourism-related research opportunities (e.g., Impacts of climate change on recreation, impacts of large damaging wildfires on recreation and tourism, industry trends, public-private partnerships, etc.) specific to the Sierra Nevada Region and its importance to the State of California, for use in Policy and Communications activities.

### **Design and Field Tests New Ways of Doing Business**

Strategy 7: Establish pilot projects or collaboratives that test innovative governance, finance and implementation tools that can achieve recreation and tourism objectives across the Region. This could include:

- \$\$/\$\$\$: Providing funding and/or technical support to partners in establishing pilot recreation collaboratives or regional initiatives like the model developed for the Tahoe Central-Sierra Initiative (TCSI)

### **Communications/Telling the Story**

Strategy 8: Promote and/or amplify partner efforts to brand and advance recreation efforts emerging throughout the Region.

Strategy 9: Utilize recreation and tourism data in communications and on the Sierra Nevada Watershed Information Network to inform policy decisions that enhance or protect recreation and tourism opportunities and support other Regional Goals.