

Agenda Item VIe

Recreation and Tourism Presentation

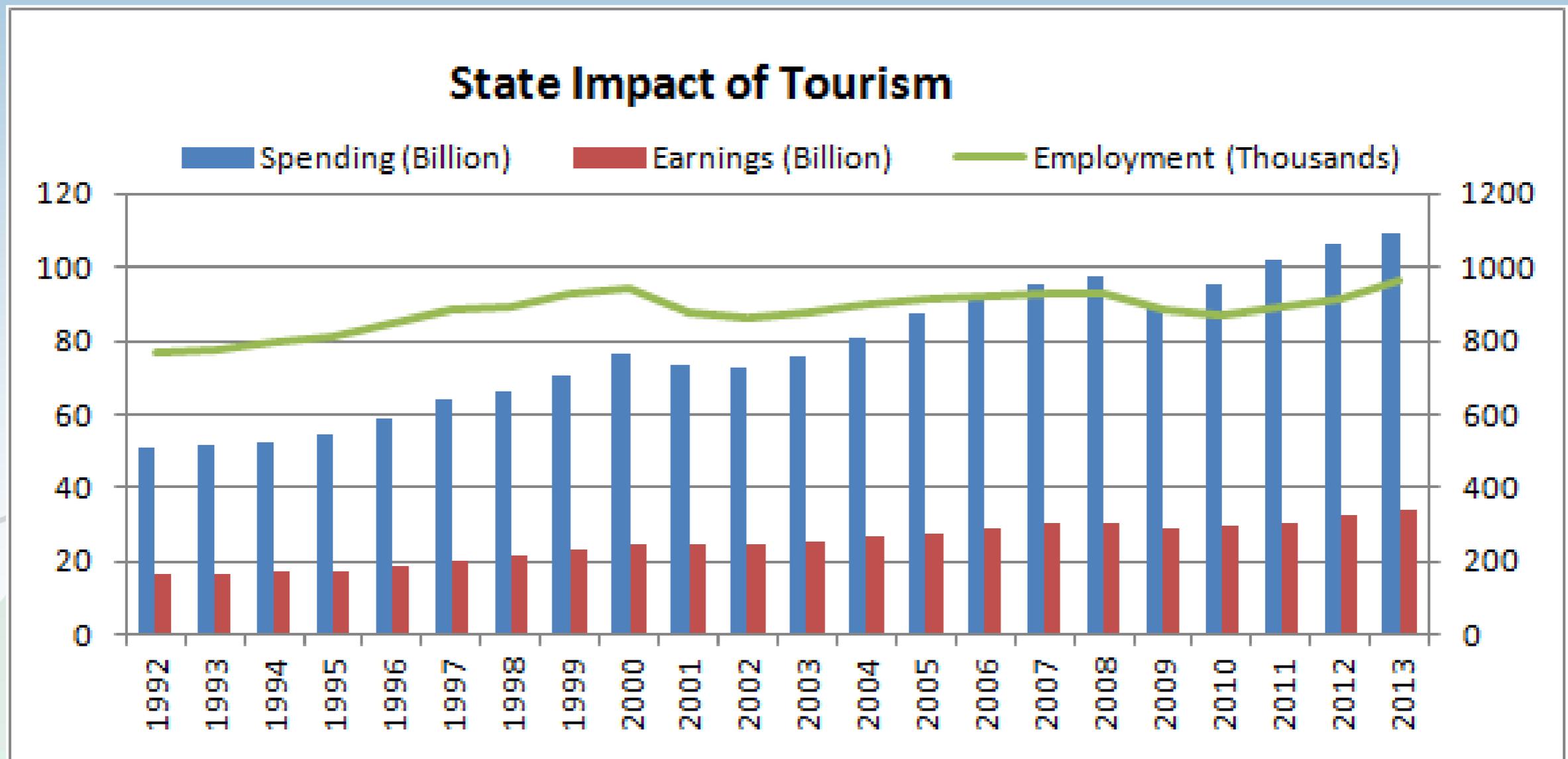
Presented by:
Mt. Lassen Area Manager, Bob Kingman

Promoting Recreation and Tourism ...

- A mandate that integrates and complements all other Conservancy Areas of Focus.
- Supports and promotes a critical segment of Sierra Nevada Economy.
- Connects Californians to regional issues through a common appreciation of recreation and travel experiences.

Economic Impacts of Tourism

- California – \$109.6 Billion in 2013
- Sierra Nevada – \$7.6 Billion in 2012



The Sierra Nevada offers a huge diversity of recreation and tourism opportunities

State Parks

National Parks and Monuments

Forests and Wilderness Areas

Historic Communities

Cultural and Native American Resources

Agriculture, Wine and Culinary Experiences



Threats to Sierra Nevada Tourism Economy

- General Economy
- Gas prices
- Weather
 - No snow or bad weather
- Catastrophes
 - Fire
 - Landslides
- Competition



Photo courtesy of the U.S. Forest Service

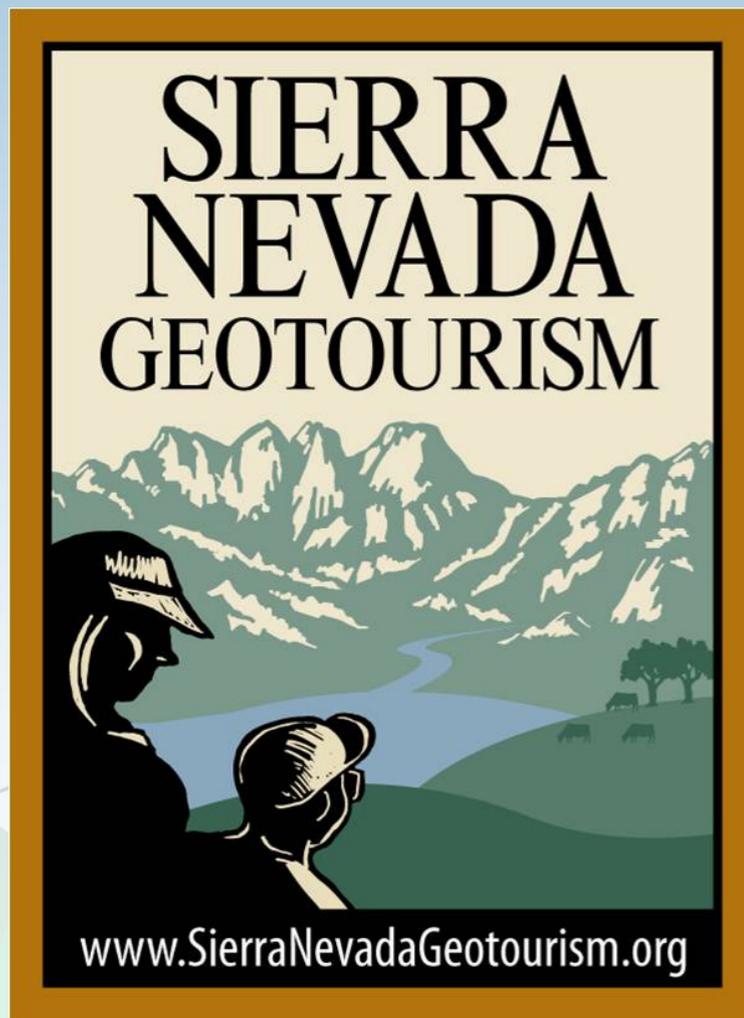
Changing Trends in Recreation and Tourism

- Types of Recreation
- Demographics/User Groups



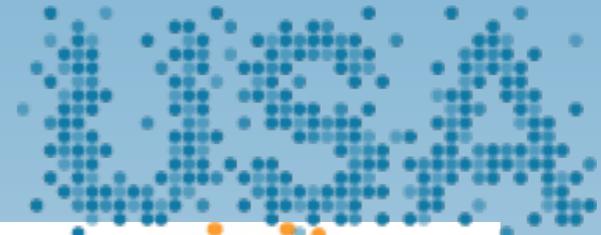
SNC Actions to Promote Tourism and Recreation

➤ Promotion / Marketing



SNC Actions to Promote Tourism and Recreation

- Capacity Building / Partnerships
- Product Development
 - Agritourism Development and Promotion
 - Water Trail Development and Promotion



Developing Sierra Nevada Water Trails

Delivering the Blue Network to Sierra Recreation

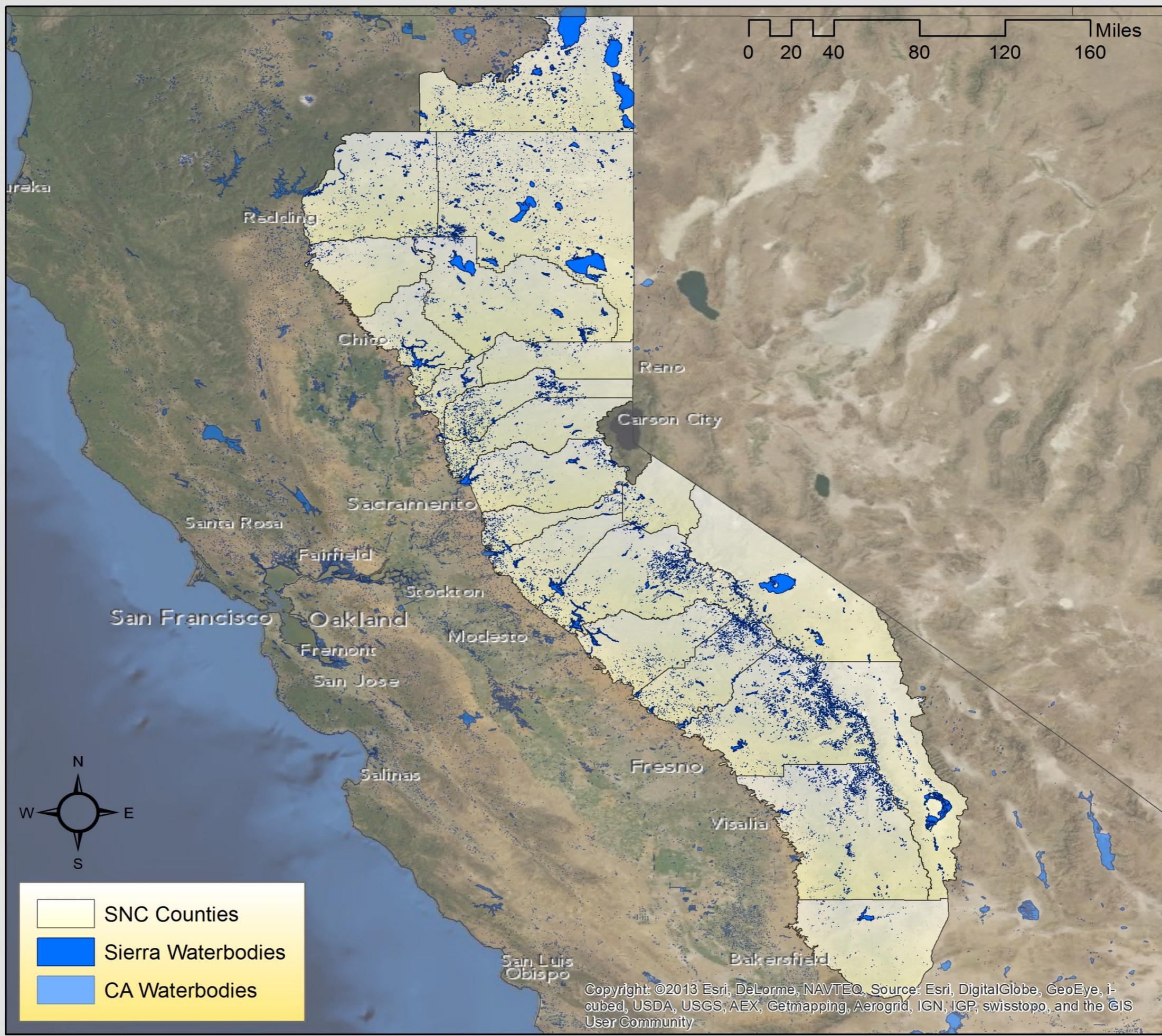
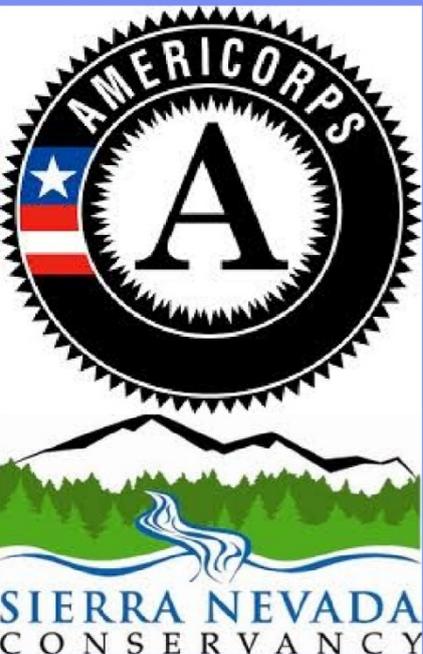
- Research
- Analysis
- Outreach



Sierra Waterbodies

National Hydrography Database

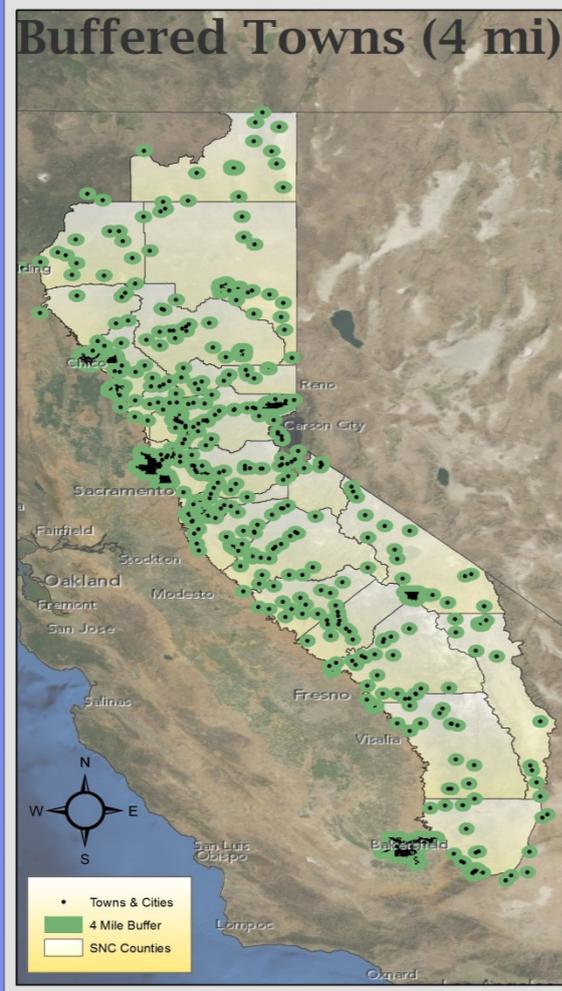
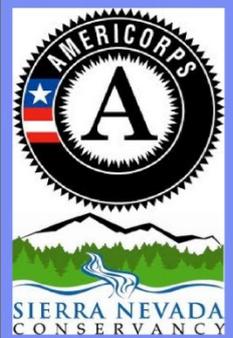
35,588 Waterbodies within the Sierra



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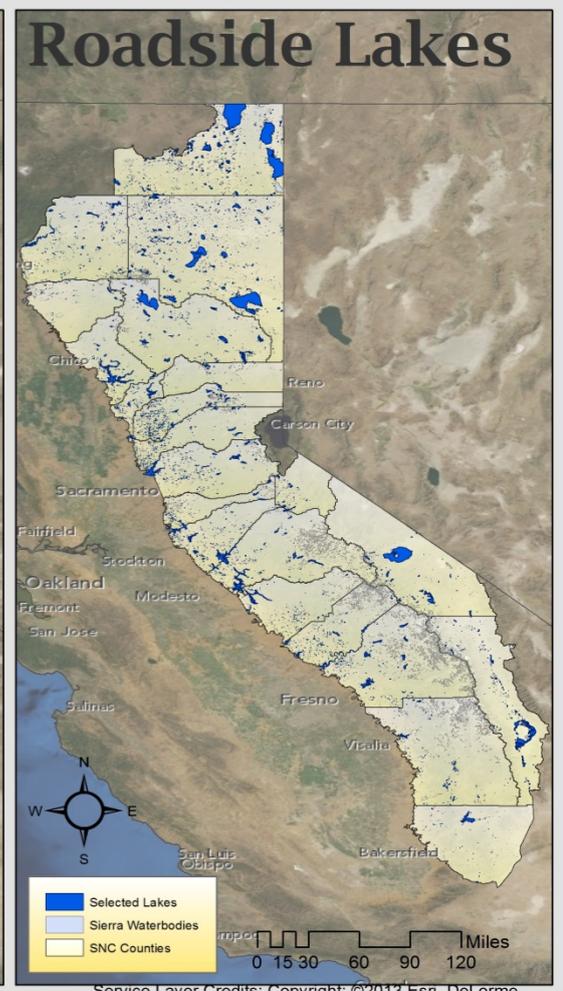
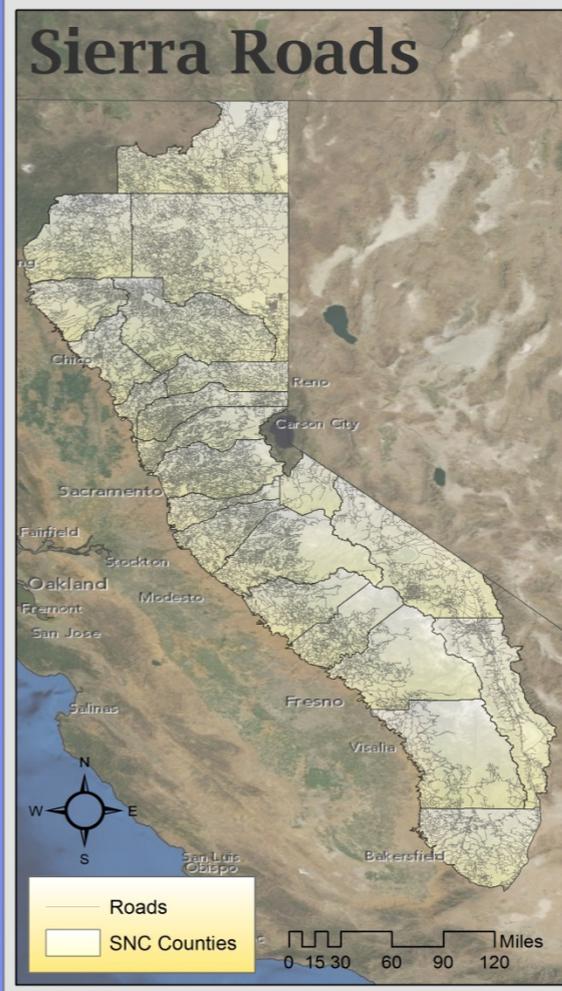
Buffer Analysis

Population Base Proximity (4 mi)
9,854 Waterbodies Selected from 35,588



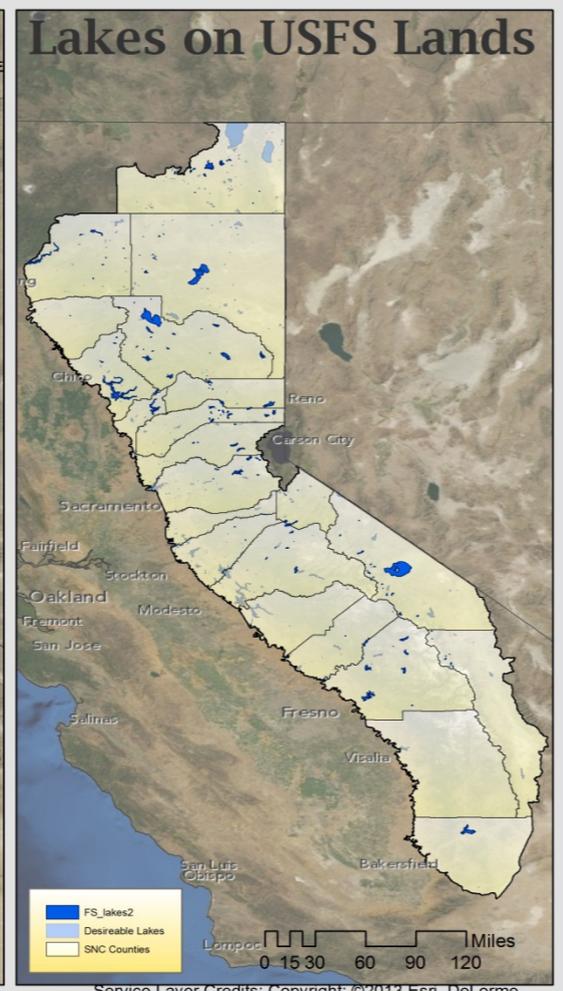
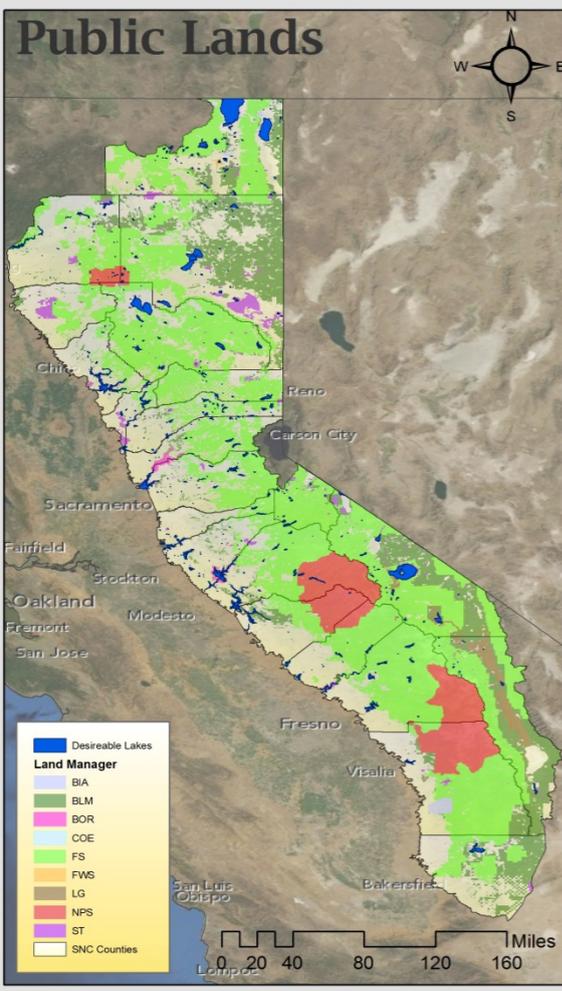
Buffer Analysis

Roadside Access (150ft)
7,535 Waterbodies Selected from 35,588



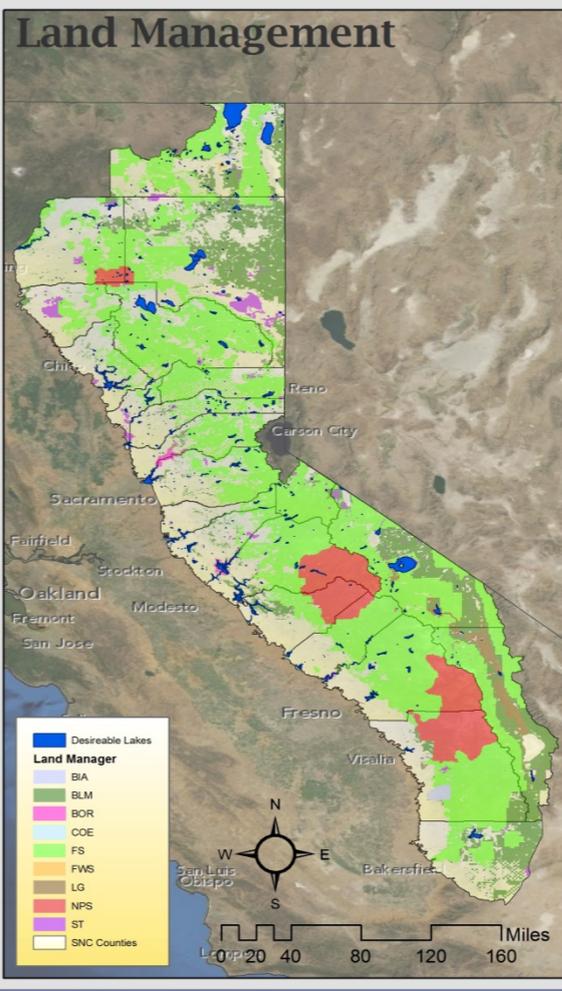
Public Access

Lakes Managed by the USFS
175 Waterbodies Selected from 530



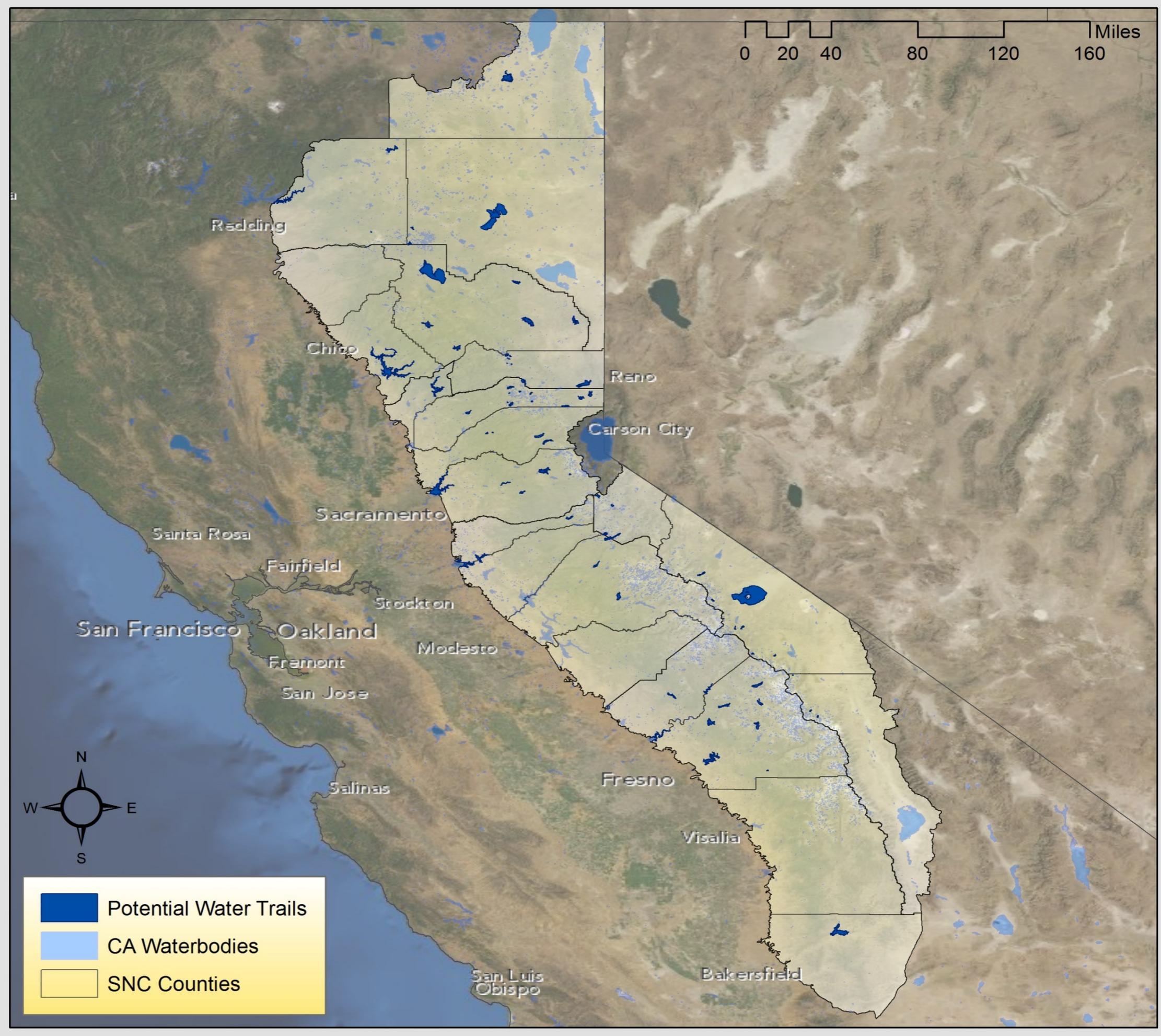
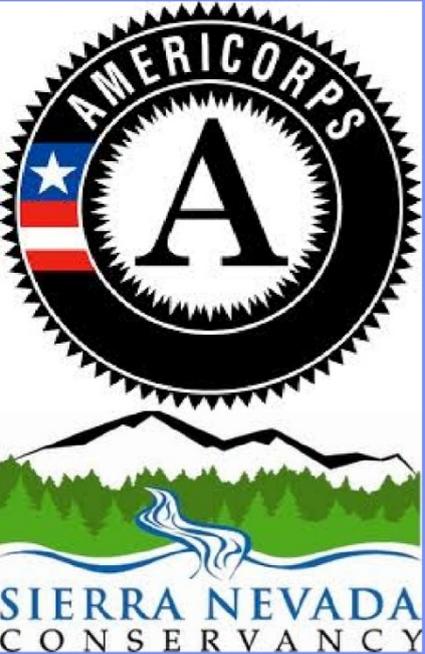
Public Access

Waterbodies on Private Land
153 Waterbodies Selected from 530



Elevated Potential Water Trail Candidates

82 of 20,976 Waterbodies within the Sierra





Thank you!

Questions or Comments?

