

# **Agenda Item XII b**

# **Sierra Nevada Geotourism**

# **MapGuide Project Update**

Presented by:  
Lynn Campbell

# SIERRA NEVADA GEOTOURISM



[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)



# Geocouncils: A Sierra Resource

Managing:  
Sierra -  
Nevada Wide



## Regional Geocouncils:

- Southern Sierra
- Yosemite Gateways
- Tahoe Emigrant Corridor
- Sierra Cascade



# Project Supporters

More Than 70 supporters and growing...

All 22 counties in the Sierra Nevada Region

California State Parks

National Park Service

U.S. Forest Service

Bureau of Land Management

Bureau of Indian Affairs

U.S. Fish and Wildlife Service

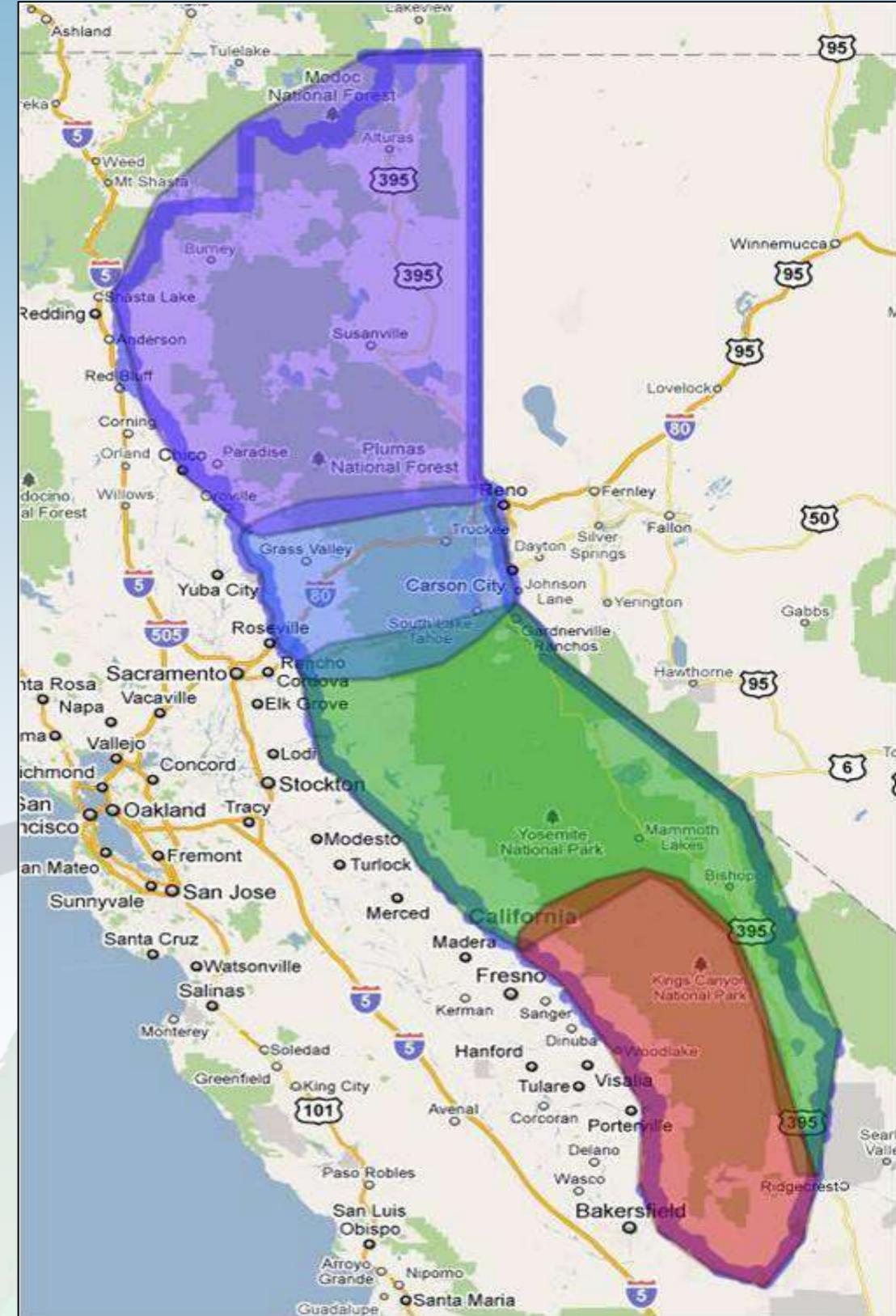
Federal Highways Administration

California Tahoe Conservancy

Nevada Commission on Tourism

Yosemite and Lassen Gateway Communities

# Project Phase Areas Completed



# Geotourism Deliverables

## 1. Online: MapGuide

GEOTOURISM MAPGUIDE: A TRAVEL GUIDE TO THE PLACES MOST RESPECTED AND RECOMMENDED BY LOCALS.

### Sierra Nevada Geotourism MapGuide

HOME MAIN MAP EVENTS PARTICIPATE MY FAVORITES EXPLORATION TRACK ABOUT

Help tell the story of what is special about your place. [Nominate Here!](#)  
Nominate for the Northern Sierra Cascade region now!

**Featured Nominations**

- Food or Drink**  
Grass Roots Natural Foods Store & Bakery
- Contribute and Volunteer**  
Good Dirty Fun
- Outdoor Adventures**  
Horsetail Falls

**Virtual Tour**

- Tahoe House Hotel Virginia City, NV  
The Tahoe House Hotel once... View the Virtual Tour
- Jim Dion, Sierra Geotourism  
Click to Play

**Contribute and Volunteer**

- Great Sierra River Clean Up: Merced River  
Conservation Action
- Squaw Valley Adventure Center Ropes Course  
Educational Opportunity
- High Sierra Volunteer Trail Crew  
Volunteer Opportunity

**Festival or Event**

- Live! In the Mountains - Three Rivers Performing Arts Institute  
01/01/2011 - 12/31/2011
- Everything Lavender Tour, Workshop & Lunch\*\*  
06/04/2011 - 07/23/2011
- Drums Under The Sky  
06/18/2011 - 07/23/2011

Search the MapGuide  
Search the MapGuide

**INTERACTIVE MAPGUIDE DISCOVER PLACES**

GET STARTED

Get beyond the beaten track. Discover new people, places, and experiences.

What is Geotourism?

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NATIONAL GEOGRAPHIC Explore other interactive map guides > Select a Not-to-be-Missed Western Travel Destination >

## 2. Printed MapGuide



## 3. Mobile Phone Apps

# Online Destination Pages

## Sierra Nevada Geotourism MapGuide



HOME MAIN MAP EVENTS PARTICIPATE MY FAVORITES EXPLORATION TRACK ABOUT

### Museum

Share | Facebook | MySpace | YouTube | Twitter | Dribbble | RSS

## Truckee Old Jail Museum & Community Memorial Garden

BACK 31 Thumbs Up! [Click here to give your thumbs up.](#)



Photo © © 2009 Truckee Donner Historical Society All Rights Reserved

Imagine living in a rough-and-tumble Western town in the 1800s with no jail facility! Thanks to nineteen concerned citizens who each donated \$25 for the project, construction for a much-needed local jail began on August 11, 1875, and the jail was ready for occupancy September 22 of that year. The contract price was \$1,235, exclusive of iron work.

Jails typically are sturdy structures, and Truckee's jail is a virtual strongbox. The original one-story building was constructed of 32-inch native stone. The ceilings are plate steel overlain with 6 inches of dirt, a practice used at the time for fire suppression, and are lined with narrow-gauge railroad tracks. The riveted steel doors weigh approximately 200 pounds apiece.

Truckee's historic Old Jail Museum is one of only a few surviving 19th-Century jailhouses of its kind in the West and is one of the few remaining original buildings in Truckee. The jail was used continuously from 1875 until May 1964, and ably withstood the many fires that swept the town in its early days.

Nevertheless, by 1900 the jail had fallen into a state of disrepair and had proven to be too small for the town's needs. Thanks to the efforts of Constable Augustus ("Gus") Schlumpf, funding was secured to pay for improvements. A second-floor addition completed in 1904 served as both a hospital ward and a holding cell for female prisoners.



Boundaries and names shown do not necessarily reflect the map policy of the National Geographic Society.

**LONGITUDE:** -120.186771200  
**LATITUDE:** 39.328002900  
**ELEVATION:** 5838 FT (1779 M)

### PHOTOS



Meet the Contributor:

# Website Metrics

**1,321 Active destination pages**

**1,842 Local content contributors**

**16,000 + Monthly Unique Visitors**

**Visitors from 92 different countries**

**1,222 Social media subscribers**

# 2012 Marketing Plan Goals

- **Distribute 100,000 Print Maps**
- **Mobile App available in Droid and iPhone markets**
- **Broad Media and Advertising Exposure**
- **Double Website Traffic**

