

**Sierra Nevada Conservancy
Public Review Draft
STRATEGIC PLAN
April 2006**

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EXECUTIVE SUMMARY

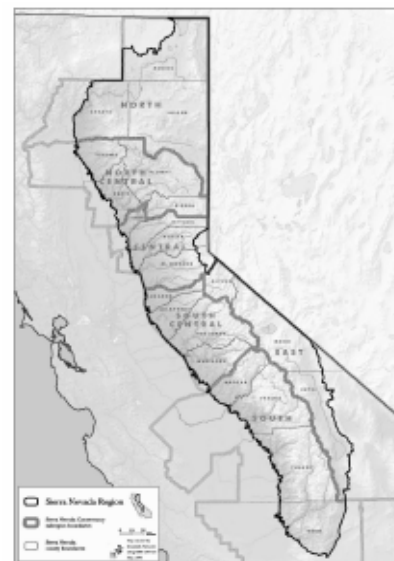
The Sierra Nevada Conservancy (SNC or Conservancy) is a state agency within the Resources Agency. Created by bi-partisan legislation, co-authored by Assembly members John Laird and Tim Leslie, it was signed into law by Governor Arnold Schwarzenegger in September 2004. It was created with the understanding that the economic and environmental well being of the Sierra Nevada and its communities are closely linked. The SNC is charged with a broad mission to be accomplished through a variety of activities.

The 2006 SNC Strategic Plan will guide operations over the next five years. The plan describes the mission of the Sierra Nevada Conservancy and provides a foundation for program development and activities to achieve the Conservancy's mission. The plan meets the requirements of the statute creating the SNC (Public Resources Code Section 33345).

This Strategic Plan contains important information that defines the SNC and how it operates. Key information includes:

- An agency **vision statement** describing the desired future condition of the SNC's jurisdictional area;
- A **mission statement** that reflects the charge given to the SNC by the State Legislature and the Governor;
- A **set of principles** that guide the operations and interactions of the organization;
- **External and internal assessments** that describe the context in which the SNC will carry out its programs;
- A series of **Organizational Strategies and Goals** that describe the steps necessary to create a successful organization; and
- A set of **Programmatic Goals and Actions** that create a sound foundation for the implementation of various programs the SNC is empowered to carry out. (Specific timeframes for these actions will be developed in the next phase of program and guideline development.)

This plan will undergo a full public review process, including six public workshops, one in each subregion. Following the workshops, the plan will be reviewed by the Board at its June 1, 2006 meeting. A revised plan will be released for additional public review following that meeting.



It will reflect public comments and Board direction. Final approval is anticipated at the July 20, 2006 board meeting.

SNC will modify the plan as needed to adapt to new information, changed circumstances and unanticipated events. Any plan modifications will be made through an open, public process. The plan will be reviewed annually, with a comprehensive review occurring at least every five years.

A copy of this plan and other information about the strategic planning process and the Sierra Nevada Conservancy can be found by visiting www.sierranevada.ca.gov.

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Program Goal 1: Tourism and Recreation

Provide Increased Opportunities for Tourism and Recreation

Tourism and recreational opportunity are essential to the Sierra Nevada's changing economy and major contributors to economic growth. In 1999, expenditures by overnight campers for private and public campgrounds were over \$560 million, more than a sixth of such expenditures statewide.² These sectors continue to grow and provide more jobs and wages than many other sectors combined. Between 1992 and 1998 the jobs generated by travel spending alone grew from about 6,500 to over 9,000.³ The growth is driven by the creation of new businesses and the expansion of existing ones, based on

providing valued-added services on both public and private lands.

Recreation opportunities in the Sierra Nevada offer nearly every type of outdoor recreation from camping to snowshoeing, hunting to bird watching, and rock climbing to motorized sports, plus everything in between. In fact, some estimates indicate there are as many as 50 million visitor days on public lands a year.

The Conservancy is mandated to provide increasing opportunities for tourism and recreation and it is clear that this is a major economic force for the region.

At the same time it is important to note that some forms of recreation can create impacts on natural resources, especially if not conducted consistent with prescribed rules and restrictions. Likewise, increased tourism could create stress upon existing infrastructure in many Sierra communities.

It is crucial that increased tourism and recreation occur consistent with sustainable practices as well as recognition of community infrastructure needs.

Program Action 1

- Action 1.1: Identify top priority tourism and recreational opportunities, including those in non-traditional activities.
- Action 1.2: Develop and make available a comprehensive guide to recreational and tourism opportunities in the Sierra, in cooperation with other organizations within the region.
- Action 1.3: Identify funding sources, specific to the program that may be utilized to complement SNC activities in order to achieve objectives.
- Action 1.4: Develop and make available a list of resources, consultants, organizations, etc. with skills, expertise and knowledge to assist communities with projects consistent with this goal.

² *Fire and Resource Assessment Program (FRAP), Department of Forestry and Fire Protection, Assessment, Socio-Economic Assessment, Wildland Outdoor Recreation Assessment, p. 31*

³ *FRAP, Assessment, Socio-Economic Assessment, Wildland Outdoor Recreation Assessment, p. 29*