Collaborative Planning for Sustainable Recreation and Tourism

Mountain & Resort Town Planner Summit
October 18, 2019

Mammoth Lakes

- Incorporated 1984 – 4 square miles
- Completely surrounded by the Inyo National Forest
- Population: year-round 8,000 people / 35,000+ peak
- #1 Economic Driver = Tourism
- 70+% Town's General Fund Budget Driven by TOT

Hiking to Duck Lake via Duck Pass Trail

Mountain Biking the San Joaquin Ridge

Challenges

- Lack of Capacity + Resource for Federal Land Management Agencies
- Lack of Engagement Between Jurisdictional Authorities
- Failing Infrastructure – Trailheads, Campgrounds, Roads
- Diminishing Experiences
- Lack of Coordination and Collaboration

Opportunities

- New Staff
- New NGO's Formed
- Started Small – Update Town's Trail System Master Plan
- Grew Big – Forest Plan Revision Process – Eastern Sierra Recreation Collaborative (ESRC)
- Grew Large – Eastern Sierra Sustainable Recreation Partnership (ESSRP)

EASTERN SIERRA
recreation collaborative

EASTERN SIERRA

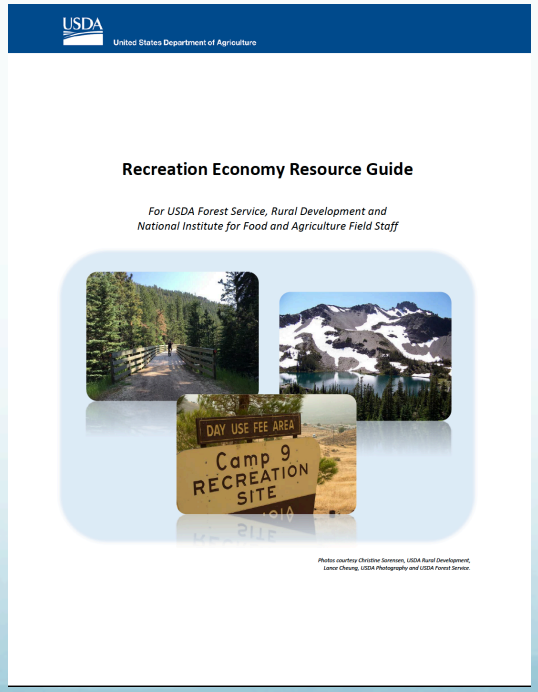
Sustainable Recreation Partnership

SUSTAINABLE RECREATION & TOURISM INITIATIVE

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

Resources

- USFS Framework for Sustainable Recreation
- USDA/USFS Recreation Economy Resource Guide
- OIA Outdoor Recreation Economy Report



Central Coast

- Paso Robles – Wine Country
- Growing Tourism Economy
- 40% of City's General Fund Budget Generated by Sales Tax/TOT

At What Cost?

- Increased Visitation = Increased Traffic?
- Increased Value of Real Estate = Lack of Workforce Housing?
- Increased Vacation Rentals = Disruption of Neighborhoods?

Destination Management

- Integration of Tourism Industry into Land Use Decisions and Community Strategies
- Short-term Rental Regulations + Policies
- Highlight Less-Visited Areas – Promote Shoulder Season
- Special Event Strategy
- Training and Education

Who Else is Doing This?

- Monterey County – Sustainable Moments
- Visit California – Destination Stewardship Plan
- Travel Oregon – Rural Tourism Studios
- Colorado State Tourism Office – Leave No Trace Partnership

Lessons Learned

- Collaboration Does Work – Invite Usual and Unusual Suspects
- Don't Have to Re-Invent the Wheel – Examples Exist to Model
- Look Beyond Traditional Partners – Healthcare, Transportation, Education, Private Sector
- Adaptive Management + Responsiveness to Changes
- Perseverance, Perseverance, Perseverance
- **NOW**

Thank You

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