



## GOVERNING BOARD MEETING MEETING AGENDA

**Central Sierra Economic Development District Board of Directors**  
Thursday, August 15, 2024 (9:30am)

**Teleconference (Non-voting Attendees):** **In-Person (Primary Location):**

<https://us02web.zoom.us/j/6067573943>

Phone audio: (669) 900-9128

Meeting ID: 606 757 3943

197 Mono Way, Suite B

Sonora, CA 95370

(209) 588-1150

***In-Person (Amador):***

*1 Prosperity Court*

*Sutter Creek, CA 95685*

*(209) 267-5590*

***In-Person (Calaveras):***

*7 Main Street*

*San Andreas, CA 95249*

*(209) 754-4242*

***In-Person (Mariposa):***

*5362 Lemee Lane*

*Mariposa, CA 95338*

*(209) 966-3643*

***In-Person (Alpine):***

*99 Water St (Board Chamber)*

*Markleeville, CA 96120*

*(530) 694-2281*

CSEDD Governing Board Members (12):

JPA Member Agency	Elected Board Member	Citizen Board Member
Alpine County	Terry Woodrow, Supervisor	JT Chevallier
Amador County	Frank Axe, Supervisor	Karen Warburton
Calaveras County	Benjamin Stopper, Supervisor	Kathryn Gallino
Mariposa County	Rosemarie Smallcombe, Supervisor	Nina Rhodes
Tuolumne County	Jaron Brandon, Supervisor	Robbie Bergstrom
City of Angels Camp	Alvin Broglio, Council Member	
City of Sonora	Suzanne Cruz, Council Member	

### 1. CALL TO ORDER

1.1. Roll call / Establish quorum

### 2. ORAL COMMUNICATION

2.1. The Public may speak on any item not on the printed agenda. No action may be taken. [Gov. Code § 54954.2(b)(2)]

### 3. CONSENT AGENDA

The following Consent Agenda items are expected to be routine. They will be acted upon by the District Board at one time. Any Board Member, staff member or interested person may request that any Consent items be removed for discussion.

3.1. Approval of Minutes of the May 16, 2024 CSEDD Governing Board Meeting

### 4. ACTION ITEMS

4.1. Approve issuing a CSEDD letter of support for Mathew Galvan's project "Sierra Nevada Made" which will unite regional chambers of commerce and create a cobranding and comarketing platform for local artisans, makers, and producers in the Sierra Jobs First Region.

**5. INFORMATION/DISCUSSION ITEMS**

5.1. Presentation from the Small Business Development Centers (SBDC)

5.2. Form 700 Reminder

5.3. Management Report

- a. CA Jobs First initiative update
- b. CA Jobs First project selection for CSEDD
- c. CASF Grant update
- d. Communications with Regional Stakeholders
- e. Regional Activities

5.4. Board member topics of interest (Roundtable)

**6. 2024 MEETINGS (9:30 - 11:00 am)**

November 14

**7. ADJOURN**



**GOVERNING BOARD MEETING  
MEETING MINUTES**

**Central Sierra Economic Development District Board of Directors**  
Thursday, May 16, 2024 (9:30am)

**Teleconference (Non-voting Attendees): In-Person (Primary Location):**

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99 Water St (Board Chamber)

Markleeville, CA 96120

(530) 694-2281

**1. CALL TO ORDER**

**1.1. Roll call / Establish quorum**

JPA Member	Member Name	Present	Absent
Alpine County Supervisor	Terry Woodrow	X	
Alpine County Citizen Member	JT Chevallier	X	
Amador County Supervisor	Frank Axe	X	
Amador County Citizen Member	Karen Warburton	X	
Calaveras County Supervisor	Benjamin Stopper (Chair)	X	
Calaveras County Citizen Member	Kathryn Gallino	X	
Mariposa County Supervisor	Rosemarie Smallcombe	X	
Mariposa County Citizen Member	Nina Rhodes (Remote, attending as non-voting guest.)		X
Tuolumne County Supervisor	Jaron Brandon	X	
Tuolumne County Citizen Member	Robbie Bergstrom (Remote, attending as non-voting guest.)		X
City of Angels Camp	Alvin Broglio, Council Member		X
City of Sonora	Suzanne Cruz, Council Member	X	

**Guests:** Nina Rhodes (Mariposa County), Robbie Bergstrom (Tuolumne County), Alex Bloom (CSEDD/MLJT), Bob Adams (CalOSBA), Manjeet McCarthy (Go-Biz)

**2. ORAL COMMUNICATION**

*None.*

**3. CONSENT AGENDA**

3.1. Approval of Minutes of the February 15, 2024 CSEDD Governing Board Meeting

*Minutes approved, (M) B. Stopper, (S) J. Brandon, ayes carried, 3 absent.*

**4. ACTION ITEMS**

4.1. Approve the contract (attached) with TEKsystems to administer and implement the California Public Utilities Commission (CPUC) CASF Rural and Urban Regional Broadband Consortia Grant.

*Contract with TEKSystems to administer and implement the California Public Utilities Commission (CPUC) CASF Rural and Urban Regional Broadband Consortia Grant approved, (M) K. Gallino, (S) B. Stopper, ayes carried, 3 absent.*

4.2. Approve application for AHEAD \$100,000 grant

*The board discussed and proposed projects for the AHEAD Grant, and suggested CSEDD use the grant for Microgrants for businesses. Application for AHEAD \$100,000 grant approved, (M) K. Gallino, (S) J. Brandon, ayes carried, 3 absent.*

**5. INFORMATION/DISCUSSION ITEMS**

5.1. Director's Report – Dave Thoeny

5.1.1. *Introduced new Economic Development Manager, Alex Bloom*

5.1.2. *Notified board of CEDS approval*

5.1.3. *Announced final CEDS payment received from EDA*

5.1.4. *CASF update*

- *Kathy reminded the board to complete and send CASF timesheets to CSEDD Staff.*

5.1.5. *CSEDD member invoices coming soon*

- *Board requested overview of CSEDD projects and accomplishments to send with invoice*

5.1.6. *Form 700 Reminder*

5.2. Update on the CA Jobs First Regional Planning Grant

5.2.1. *Additional \$100,000 allocated to CSEDD*

*CA Jobs First is hosting numerous upcoming outreach events. Kathy shared with the board that the CSEDD counties (Alpine, Amador, Calaveras, Mariposa, and Tuolumne) could use additional representation, especially from County Supervisors, at CA Jobs First events.*

5.3. Update on Sierra K-16 Collaborative

- *Plan to leverage with CA Jobs First*
- *For the next phase of the grant, Sierra Business Council looking for industry navigators to develop career pathways for target sectors.*

5.4. Board member topics of interest (Roundtable)

**6. 2024 MEETINGS** (all 9:30am – 11:00 am)

August 15, November 14

**7. ADJOURN**



**Letter of Endorsement For:**  
**Mathew Galvan's Sierra Jobs First Project: "Sierra Nevada Made"**  
**To unite regional Chambers of Commerce and create a cobranding and comarketing platform**  
**for local artisans, makers, and producers in the Sierra Jobs First region.**

August 11, 2024

**Attention:** Erika Harvey, Sierra Business Council

I am writing to express my strong support for Mathew Galvan's initiative "Sierra Nevada Made" that will unite regional chambers of commerce through a cobranding and marketing effort aimed at promoting our local makers and artisans. This project represents a significant opportunity to bolster the economic vitality of the Sierra Jobs First region (Alpine, Amador, Calaveras, Tuolumne, Mariposa, Inyo, and Mono counties) by amplifying the unique talents and products that are the hallmarks of our communities.

Our local makers and artisans are near the heart of our regional identity. They contribute not only to the cultural richness of our area but are also vital to the economic vitality and growth of the region. However, these talented individuals often face challenges in gaining the visibility and market reach needed to sustain and expand their businesses. By bringing together the regional chambers of commerce, this initiative will create a powerful network that supports these small businesses through strategic cobranding and marketing efforts, working to uplift all local businesses throughout the Sierra Jobs First region.

The collaboration amongst chambers will allow for a more cohesive and impactful marketing strategy, leveraging the collective resources and expertise in our region. It will also foster a sense of unity and shared purpose among the regional chambers, strengthening our overall economic development efforts.

Furthermore, this initiative will provide local producers with access to new markets and customer bases, helping them to grow their businesses and contribute even more significantly to our regional economy. The resulting increase in sales and brand recognition will not only benefit the artisans themselves, but the other cobranding businesses within the initiative, enhancing the overall economic health of our communities.

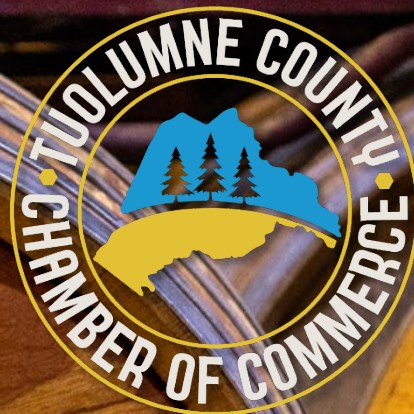
I am confident that this project will lead to greater success for our local makers and artisans and will serve as a model for other regions to follow. I fully support this initiative and look forward to the positive impact it will have on the Sierra Jobs First region, and the local communities involved.

Thank you for your consideration in this matter.

*Alex Bloom*

**Alex Bloom, Economic Development Manager, Central Sierra Economic Development District**





SIERRA NEVADA  
**MADE**



SIERRA NEVADA  
**MADE**



**A Comprehensive Regional  
Marketing Campaign**

*Amador | Alpine | Mono  
Tuolumne | Calaveras  
Inyo | Mariposa*

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## Executive Summary

### The Opportunity

The Sierra Nevada region is a treasure trove of high-quality, locally made products, yet many of these gems remain hidden due to limited market visibility. This lack of exposure restricts the growth of local businesses, stifles job creation, and reduces public service revenue, ultimately hampering the economic vitality of our communities. However, within this challenge lies a golden opportunity. By boosting demand for Sierra Nevada's exceptional products and creating a cohesive brand narrative, we can transform the region into a thriving hub of economic activity and cultural pride.

### What is 'Sierra Nevada Made'?

Sierra Nevada Made is a comprehensive marketing initiative designed to create new economic opportunities by boosting demand for locally made products across a broader regional market. This initiative aligns with the Sierra Jobs First strategic plan by establishing a distinctive appeal to both local and tourist markets, highlighting the exceptional craftsmanship and quality inherent in products from the Sierra Nevada region. Moreover, this project aims to support and expand non-tourism related commerce, bolstering the region's resilience to economic downturns, natural disasters, and extreme weather events.

The Sierra Nevada region, encompassing Tuolumne, Inyo, Mono, Amador, Alpine, Calaveras, and Mariposa counties, is known for its self-determination and ingenuity. These values are reflected in the diverse array of products made here, from wine, beer, and cider to timber, beef, sporting equipment, medical supplies, and artisanal crafts. The region also benefits from the intangible connections visitors feel with nature, rural life, and an idealistic vision of America.

Despite the high quality of craftsmanship and the compelling Sierra story, limited market visibility continues to challenge local businesses, reducing the reach of their products and hindering economic growth. This, in turn, affects job creation, public service revenue, and economic circulation within the community. Sierra Nevada Made addresses these issues by fostering business collaboration and creating a collective and compelling brand to effectively market the region's products.

With an estimated **XX** producers, makers, and manufacturers in the region, such as Diestel Turkey Ranch, Sierra Pacific Industries, Galvan Fly Reels, Indigeny Reserve, Ironstone Vineyards, and Sweetwater Farms & Ranch, the excellent raw material already exists. By leveraging these established brands, the initiative can create broader market awareness for their products. The benefits extend beyond large businesses and exports; showcasing



renowned producers elevates the profile of the entire region, attracting new consumers and benefiting smaller local makers.

We believe this effort is going to grow existing local businesses and attract new entrepreneurs. With an uptick in tourists seeking authentic local experiences, this will provide the proverbial economic shot in the arm the region so desperately needs. We intend to make this happen by leveraging strategic digital campaigns, traditional media channels, and event marketing to promote Sierra Nevada Made products and producers. We will tell the Sierra Story through social media, blogs, and videos, creating a strong, unified online presence, while events like pop-up markets and fairs will showcase local products and attract visitors.

The opportunities do not end there either. By employing an eCommerce site, member businesses can sell their products directly to consumers, expanding the market reach exponentially and driving additional revenue potential for marketing assistance programs and small business grants. This initiative will take advantage of out-of-market revenue sources beyond tourism, further supporting local economies.

By increasing the perceived value of products made in the region, Sierra Nevada Made can maximize the economic benefits of tourism and create a thriving, sustainable local economy. This initiative will transform the Sierra

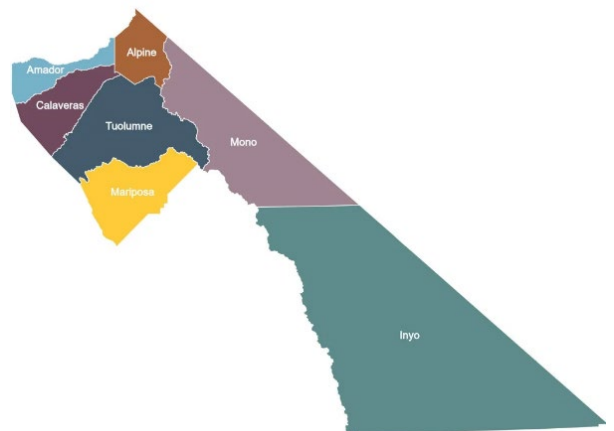
Nevada region into a recognized hub of high-quality craftsmanship and unique, locally sourced goods, aligning with the strategic goals of the Sierra Jobs First initiative.

This executive summary speaks to the Sierra Jobs First Draft Strategy Packet by aligning with its objectives of creating quality jobs, supporting economic growth, and fostering community resilience. It reflects the collaborative, inclusive, and strategic approach outlined in the packet, aiming to leverage regional strengths and address systemic challenges.



## Objectives:

- Showcase the craftsmanship and quality of products made in the Sierra Nevada region and Increase market visibility for Sierra Nevada products both locally and regionally.
- Promote local businesses and producers across Tuolumne, Inyo, Mono, Amador, Alpine, Calaveras, and Mariposa counties.
- Promote regional economic collaboration and membership within local Chambers of Commerce to break down silos and combine resources.
- Provide recognition for producers adhering to exacting standards of quality and sustainability.
- Drive economic growth by expanding the reach of local products to new markets.
- Enhance the tourism appeal of the Sierra Nevada region by promoting its unique local offerings.
- Grow job markets by expanding revenue opportunities for small businesses which make up the bulk of the job market in the sierras.
- Develop strategic partnerships with large distributors and manufacturers to elevate the profile of local products.
- Create an accessible and user-friendly online marketplace for Sierra Nevada made products.
- Create a cohesive brand narrative that integrates the diverse range of local products from the Sierra Nevada region.
- Support smaller producers by connecting them with broader audiences and larger market opportunities.
- Organize and promote events that showcase local products and attract visitors.
- Utilize digital and traditional marketing strategies to increase consumer awareness and engagement.
- Promote agritourism through farm visits, winery tours, and craft workshops to capture more tourist revenue.
- Provide educational resources and workshops for local businesses to enhance their marketing and branding efforts.
- Provide micro grants to small businesses and entrepreneurs across each of the 7 counties for expansion or implementation of new services.
- Monitor and measure the impact of the initiative to ensure continuous improvement and success.



## Implementation

*To ensure the successful launch and sustainability of the **Sierra Nevada Made** initiative, we will engage county chambers, establish a comprehensive committee structure, secure necessary funding, and outline key initial actions. Here's the detailed implementation plan:*

### Establish the Consortium

- Establish a "Sierra Nevada Made" consortium whereas the Tuolumne County Chamber of Commerce is the fiscal agent.
- This committee will oversee the initiative's development, implementation, and ongoing management.
- Define roles and responsibilities for committee members, including marketing, outreach, event planning, and financial management.
- Identify potential committee members based on business sector.
- Committee members should be diverse, encompassing everything from wine & beer, to agriculture, manufacturers, natural resources, and smaller makers and producers.
- Engage with other county chambers (Inyo, Mono, Amador, Alpine, Calaveras, Mariposa) to form a regional leadership board.
- Create board positions to represent each county and ensure regional representation and collaboration.

### Secure Funding

- Apply for relevant grants from state development funds, such as those offered by the Sierra Nevada Conservancy, Sierra Jobs First (CERF), and other Seed Funding opportunities. We could even
- Sell sponsorship packages to attract local and regional businesses interested in supporting the initiative.

### Initial Actions

- **Kickoff Meeting:** Organize an initial meeting with all selected committee members to discuss the initiative's goals, strategy, and immediate next steps.
- **Stakeholder Engagement:** Conduct outreach to local businesses, community leaders, and other stakeholders to inform them about the initiative and encourage their involvement and support.
- **Public Announcement:** Plan a public announcement or launch event to officially kick off the "Sierra Nevada Made" initiative and generate initial buzz and awareness.

### Marketing and Outreach Timeline

- **Phase 1: Pre-Launch (Months 1-3)**
  - Engage with county chambers to form the committee and leadership board.
  - Define committee roles and responsibilities.

- Apply for grants and secure initial funding.
- Develop branding and trademark materials.
- Create the initiative's website and digital presence.
- Organize the kickoff meeting and stakeholder engagement.
- **Phase 2: Launch (Months 4-6)**
  - Host the public announcement event.
  - Begin digital marketing campaigns (social media, content marketing, email marketing).
  - Initiate traditional marketing efforts (print ads, radio, TV, outdoor/billboards).
  - Reach out to potential member businesses with detailed information about the benefits of joining the initiative.
  - Schedule and promote pop-up markets and fairs.
- **Phase 3: Growth (Months 7-12)**
  - Expand digital marketing efforts and optimize campaigns based on initial feedback.
  - Increase outreach to more businesses across the region to boost membership.
  - Host regular events to maintain engagement and visibility.
  - Continue to apply for additional funding opportunities and attract new sponsors.

## Monitoring and Evaluation

- **Set Milestones:** We'll establish clear milestones and timelines for key activities and deliverables. Milestones & timeline to be determined.
- **Regular Check-ins:** Regular committee meetings to review progress, address challenges, and make necessary adjustments. Monthly is ideal.
- **Feedback Mechanism:** We'll need a system for gathering feedback from participants and stakeholders to continually improve the initiative. Use surveys, feedback forms, and direct communication to gather insights and make data-driven decisions.

## Outreach to Potential Member Businesses

- Develop a comprehensive outreach plan that includes:
  - Email campaigns to introduce the initiative and its benefits.
  - Informational brochures and flyers distributed through local chambers and business networks.
  - Personalized outreach by committee members to key businesses in each sector.
  - Hosting informational webinars and Q&A sessions to address any questions and encourage participation.
  - Offering early-bird incentives for businesses that join during the initial launch phase.



## Brand Identity & Marketing Materials:

### Branding Concept:

The Sierra Nevada Made branding is a visual representation that encapsulates the essence of the region, blending nostalgia with a strong sense of pride. The design elements come together to tell the story of Sierra Nevada's heritage, craftsmanship, and natural beauty. Here's a breakdown of the logo components and their significance.



### Logo

The logo features a classic lantern, a symbol of guidance, warmth, and exploration. This element taps into a sense of nostalgia, reminiscent of the pioneering spirit and rustic charm of the Sierra Nevada region.

Within the lantern, there is a silhouette of a mountain, capturing the iconic landscape of the Sierra Nevada. The mountain symbolizes the rugged beauty and natural grandeur of the region, emphasizing the authenticity and purity of the products made here.



This element reinforces the connection visitors and residents feel with the natural surroundings, enhancing the appeal of the products.



### Bold Typography:





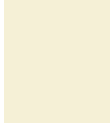
We're using Nailhead. A sans serif font with a western influence is aligned with the hard-working spirit of the Sierras. The words "Sierra Nevada Made" are presented in bold, uppercase letters, conveying strength and confidence. The clean, strong font ensures the logo is easily recognizable and memorable, making a lasting impression on consumers.

# NAILHEAD

### Color Palette:

The logo uses warm, earthy tones, evoking a sense of home, comfort, and authenticity. These colors are inspired by the natural landscape of the Sierra Nevada, including the browns of the mountains and the greens of the forests.

The color palette is consistent with the region's aesthetic, reinforcing brand recognition and trust.

	<b>Big Lake</b> Hex #274c7c RGB 39 76 124 CMYK 93 73 27 11		<b>Gold Rush</b> Hex #d79c33 RGB 215 156 51 CMYK 16 40 94 0		<b>Sage</b> Hex #46664a RGB 70 102 74 CMYK 72 40 75 28		<b>Brick</b> Hex #932c1e RGB 147 44 30 CMYK 27 93 100 27		<b>Ink Well</b> Hex #20262d RGB 32 38 45 CMYK 79 69 58 66		<b>Quartz</b> Hex #f4edd4 RGB 244 237 212 CMYK 4 4 18 0
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## Purpose and Usage

The Sierra Nevada Made logo is more than just a visual identifier; it is a badge of honor for local producers and a mark of quality for consumers. Here's how it will be utilized:

**Product Labels:** The logo will be featured on product packaging, signaling to consumers that the item is made with the highest standards of craftsmanship and care in the Sierra Nevada region.

**Marketing Materials:** From digital campaigns to print ads, the logo will be a central element in all marketing efforts, enhancing brand visibility and recognition.

**Event Signage:** At events such as pop-up markets and fairs, the logo will be prominently displayed, creating a cohesive and professional look that draws attention and fosters community pride.

**Merchandise:** Branded merchandise, such as apparel and accessories, will feature the logo, allowing supporters to showcase their pride in local products and spread the word about Sierra Nevada Made.



## **Sponsor Packages**

### **Brand Visibility:**

Sponsors will receive prominent brand visibility in all marketing materials, including digital campaigns, traditional media, and event promotions.

Event Sponsorship: Sponsors will be featured as key sponsors at major events, such as pop-up markets and fairs, showcasing their commitment to supporting local businesses.

### **Logo Placement:**

Sponsor logos will be included on printed and digital materials, including banners, flyers, and social media posts.

### **Website Feature:**

Sponsors will be highlighted on the "Made in Tuolumne County" initiative's website, including a dedicated sponsor page with a link to their own website.

### **Press Releases:**

Sponsors will be mentioned strategically in all press releases and media coverage related to the initiative.

### **Community Engagement:**

Sponsors will have opportunities to engage with the community through sponsored workshops, panels, and networking events, enhancing their reputation as supporters of local economic development.

## **Trademarking and Legal Considerations**

### **Trademarking:**

The logo and tagline will be trademarked to protect the brand's identity and ensure exclusive use by authorized businesses. This will prevent unauthorized use and help maintain the integrity of the "Made in Tuolumne County" brand.

### **Compliance and Enforcement:**

Establish a compliance system to monitor and enforce the proper use of the branding kit and guidelines. This will include regular audits and a reporting mechanism for any misuse or violations.

**Support and Resources:**

Provide ongoing support and resources to participating businesses, including workshops on effective branding and marketing strategies, to maximize the impact of the "Made in Tuolumne County" initiative.

DRAFT

## Marketing Strategy

The Sierra Nevada Made initiative aims to create a powerful marketing strategy that significantly enhances the visibility and demand for locally made products. In an era where digital presence is paramount, our strategy emphasizes leveraging digital reach to connect with a broader audience while utilizing key partnerships to maximize credibility and value.

### Market Analysis

The Sierra Nevada region is a thriving destination that attracts a significant volume of tourists each year, drawn by its proximity to Yosemite National Park, local lakes, ski resorts, casinos, and more. The diverse attractions ensure a steady flow of visitors, providing a substantial market for locally made products.

- **Tourism Volume:**
  - The Sierra Nevada sees millions of visitors annually. With destinations like Yosemite National Park, Lake Tahoe, Mammoth Lakes, Lassen, and more, the region is largely dependent on tourism.
  - Many tourists pass through or stay in gateway communities in the region. Local lakes and ski resorts draw large crowds during peak seasons, while casinos and entertainment venues attract visitors year-round.
  - This high volume of tourism presents an immense opportunity to market Sierra Nevada Made products to a broad and varied audience.
- **Local Market Demographics:**
  - Residents of the Sierra Nevada region value high-quality, locally sourced products and have a strong sense of community pride. The local market includes a mix of families, retirees, and professionals, all of whom contribute to a stable and supportive local economy.
- **Out-of-Market Consumers:**
  - Visitors to the Sierra Nevada region come from diverse backgrounds, including urban areas such as the San Francisco Bay Area, Sacramento, and beyond. These tourists bring varying tastes and preferences, seeking unique and authentic experiences.
  - The demographic diversity of out-of-market consumers includes young adventurers, nature enthusiasts, families on vacation, and older tourists seeking leisure and relaxation. This wide range provides an opportunity to appeal to different segments with targeted marketing.

### Digital Reach

Our digital campaign is designed to harness the power of social media, content marketing, and email outreach to tell the compelling stories of Sierra Nevada's producers and their



exceptional craftsmanship. By creating engaging content and strategically placing targeted ads, we can reach consumers far beyond the region's borders. This digital approach not only showcases the unique qualities of our local products but also fosters an emotional connection with consumers, encouraging them to support and invest in Sierra Nevada products.

The initiative's website will serve as a central hub, featuring detailed profiles of local producers, an online marketplace, and an interactive map to guide visitors to participating businesses. Additionally, by collaborating with local influencers and engaging with audiences on popular social media platforms, we will amplify our message and attract a diverse and engaged following.

- **Social Media:**
  - Create dedicated social media pages on platforms like Facebook, Instagram, and Twitter to share stories of local producers, highlight unique products, and engage with the community.
  - Utilize targeted ads to reach broader audiences beyond the Sierra Nevada region, showcasing the quality and uniqueness of local products.
  - Partner with local influencers to amplify the reach and credibility of the campaign.
- **Website:**
  - Develop a user-friendly website featuring profiles of local producers, an online store, and a blog that shares in-depth stories and updates about the initiative.
  - Include an interactive map of the Sierra Nevada region, highlighting the locations of participating businesses to encourage visits.
- **Email Marketing:**
  - Build an email list to send out newsletters featuring new products, upcoming events, and special promotions.
  - Offer exclusive discounts and early access to events for subscribers to build a loyal customer base.
- **Content Marketing:**
  - Create high-quality content such as blog posts, videos, and podcasts that tell the stories of local producers, their processes, and the heritage of the Sierra Nevada region.
  - Highlight the romanticized narrative of Sierra Nevada products, comparing them to renowned regions like Napa & Sonoma or Italy.

## Traditional Media

Our strategy also includes traditional media to reach audiences who may not be as digitally connected. Print advertising in local and regional newspapers and magazines will highlight the stories of Sierra Nevada's producers and their exceptional products. Engaging radio and

TV spots will further spread the word, featuring testimonials from local producers and satisfied customers. Billboards strategically placed along major highways and in high-traffic areas will capture the attention of passersby, enticing them to learn more about our local offerings.

- **Print Advertising:**
  - Place ads in local and regional newspapers and magazines to reach a broader audience.
  - Distribute flyers and brochures at key locations such as tourist centers, hotels, and local events.
- **Radio and TV:**
  - Create engaging radio and TV spots that highlight the initiative, featuring testimonials from local producers and satisfied customers.
  - Partner with local radio and TV stations for interviews and special segments about the initiative.
- **Billboards:**
  - Utilize strategic billboard placements along major highways and in high-traffic areas to increase visibility.

## Event Marketing

Creating memorable in-person experiences is another cornerstone of our strategy. Pop-up markets and fairs will provide platforms for local producers to sell directly to consumers and engage with the community. Farm visits, winery tours, and craft workshops will offer authentic, hands-on experiences that highlight the region's agricultural and artisanal heritage. These events will not only drive foot traffic and sales but also deepen the connection between consumers and the products they purchase.

- **Pop-up Markets and Fairs:**
  - Organize pop-up markets and fairs to showcase local products, providing a platform for producers to sell directly to consumers and engage with the community.
  - Feature live demonstrations, workshops, and tastings to create an interactive and memorable experience.
- **Farm Visits and Winery Tours:**
  - Promote agritourism by organizing farm visits, winery tours, and craft workshops, allowing visitors to experience the production process firsthand.
  - Partner with local tour operators to include these visits in their itineraries.
- **Annual Festival:**
  - Host an annual Sierra Nevada Made festival celebrating local products, featuring live music, food trucks, and activities for all ages.
  - Invite media and influencers to cover the event and share their experiences.

## Partnership Plans

Building strong partnerships is essential to the success of the Sierra Nevada Made initiative. By aligning with well-known brands such as Diestel Turkey Ranch, Sierra Pacific Industries, Galvan Fly Reels, and Indigeny Reserve, we can leverage their established reputations to enhance the credibility of our campaign. These partnerships will help elevate the profile of Sierra Nevada products and attract new consumers who associate these brands with quality and reliability.

Collaboration with local businesses, government entities, tourism boards, corporate sponsors, educational institutions, and non-profit organizations will further expand our reach and impact. These partnerships will provide invaluable resources, promotional support, and community engagement opportunities, ensuring the initiative's sustainability and effectiveness.

- **Collaboration with Local Businesses:**
  - Encourage collaborations between local producers to create unique co-branded products and cross-promotions.
  - Establish a local business network to facilitate knowledge sharing and joint marketing efforts.
- **Retail Partnerships:**
  - Partner with local retailers to feature Sierra Nevada Made products prominently in their stores.
  - Offer point-of-sale marketing materials such as displays, posters, and shelf talkers to enhance product visibility.
- **Support from Local Government:**
  - Work with local government officials to identify and incentivize eligible producers, offering grants or tax breaks to businesses that join the initiative.
  - Seek endorsements from local government to add credibility and support for the initiative.
- **Tourism Boards:**
  - Partner with Visit Tuolumne County and other tourism boards to include Sierra Nevada Made in their promotional materials and campaigns.
  - Leverage tourism board resources to reach a wider audience of potential visitors and consumers.
- **Sponsorship Opportunities:**
  - Attract corporate sponsors seeking regional exposure by offering sponsorship packages that include brand visibility in marketing materials, event sponsorship, and community engagement opportunities.
  - Highlight the positive impact of supporting local businesses and contributing to the economic development of the Sierra Nevada region.
- **Partnership with Schools and Colleges:**

- Collaborate with local schools and colleges to create educational programs and workshops focused on entrepreneurship, marketing, and production techniques.
- Offer internship opportunities for students to gain hands-on experience with local businesses.
- **Non-Profit Organizations:**
  - Partner with non-profit organizations to organize community events, workshops, and volunteer opportunities that promote local products and businesses.
  - Work with non-profits to identify and support underserved producers, providing them with resources and assistance to join the initiative.

By implementing a comprehensive marketing and partnership strategy, the Sierra Nevada Made initiative can effectively promote local products, attract new consumers, and drive economic growth.

## Revenue Goals:

### Membership

*Across the Sierra Nevada region, there are approximately 889 eligible businesses. Assuming we can capture a 50% participation rate, we estimate around 445 businesses will sign up. Based on general trends in similar initiatives, we can further assume a distribution of 50% in the Basic Tier, 30% in the Standard Tier, and 20% in the Premium Tier.*

- **Basic Tier**
  - Price: **\$150**
  - Participation: 50% of 889 businesses = 445 businesses
  - Revenue:  $445 \times \$150 = \$66,750$
  - Features:
    - Access to branding materials (logo usage, marketing templates)
    - Basic listing on the initiative's website
    - Participation in one annual promotional event
    - Social media mentions
- **Standard Tier**
  - Price: **\$500**
  - Participation: 30% of 889 businesses = 267 businesses
  - Revenue:  $267 \times \$500 = \$133,500$
  - Features:
    - All Basic Tier features.
    - Enhanced website listing with business profile and photos
    - Inclusion in monthly email newsletters
    - Participation in two annual promotional events
    - Priority in social media campaigns
    - Access to one marketing workshop
- **Premium Tier**
  - Price: **\$1000**
  - Participation: 20% of 889 businesses = 178 businesses
  - Revenue:  $178 \times \$1000 = \$178,000$
  - Features:
    - All Standard Tier features.
    - Featured listing on the website homepage.
    - Spotlight article or video feature on the website and social media
    - Participation in all promotional events
    - Customized marketing support (e.g., graphic design assistance)
    - Access to exclusive workshops and networking events
    - Featured in press releases and media outreach.



- **Total Membership Revenue**

- Basic Tier: \$66,750
- Standard Tier: \$133,500
- Premium Tier: \$178,000

- **Total Membership Revenue: \$378,250**

## Sponsorships

*In the Sierra Nevada region, we anticipate securing sponsorship from various businesses and organizations. Assuming a diverse mix of sponsors, we estimate attracting around 15 sponsors. Based on industry trends, we can project a distribution of 6 Bronze Sponsors, 4 Silver Sponsors, 3 Gold Sponsors, and 2 Platinum Sponsors. This sponsorship strategy will significantly contribute to the initiative's overall revenue and sustainability.*

- **Sponsor**

- Price: **\$5,000**
- Benefits:
  - Logo placement on the Sierra Nevada Made website.
  - Mention in one email newsletter.
  - Inclusion in event signage at one event.
  - Recognition on social media posts.
  - Opportunity to include promotional material in one event gift bag.
  - Prominent logo placement on the Sierra Nevada Made website with a link to the sponsor's website.
  - Feature in two email newsletters.
  - Inclusion in event signage at two events.
  - Recognition in press releases and media coverage.
  - Opportunity to include promotional material in event gift bags.
  - Booth space at one major event to showcase the sponsor's products or services.

- **Regional Sponsor**

- Price: **\$15,000**
- Benefits:
  - All Silver Sponsor benefits.
  - Featured article or video on the Sierra Nevada Made website.
  - Mention in four email newsletters.
  - Inclusion in event signage at three events.
  - Dedicated social media post highlighting the sponsor.
  - Logo placement on printed marketing materials (e.g., flyers, brochures).
  - Booth space at two major events.
  - VIP tickets to events.

- **Platinum Sponsor**

- Price: **\$25,000**
- Benefits:
  - All Gold Sponsor benefits.
  - Premium logo placement on the Sierra Nevada Made website homepage.
  - Feature in six email newsletters.
  - Inclusion in event signage at all major events.
  - Exclusive recognition as a presenting sponsor for one major event.
  - Dedicated blog post or podcast episode featuring the sponsor.
  - VIP access and speaking opportunity at a major event.
  - Logo placement on event banners and stage backdrops.
  - Custom marketing support, including graphic design assistance for co-branded materials.
  - Exclusive networking opportunities with key stakeholders and other sponsors.

- **Custom Sponsorship Packages**

- Price: Negotiable
- Benefits:
  - Tailored to meet the sponsor's specific needs and objectives.
  - Combination of benefits from other tiers with additional customized options.
  - Opportunities for exclusive event sponsorships, co-branded campaigns, and more.

- **Total Sponsor Revenue Projection**

- Assuming a mix of sponsors across different tiers:
  - *Silver Sponsors (12):*  $12 \times \$5,000 = \$60,000$
  - *Gold Sponsors (3):*  $3 \times \$10,000 = \$30,000$
  - *Platinum Sponsors (2):*  $2 \times \$25,000 = \$50,000$
  - **Total Sponsorship Revenue: \$140,000**

## Ecommerce Site

### Transaction Fees:

- Average Sale Value: \$50
- Estimated Transactions: 20,000
- Transaction Fee: 7.5%
- **Total Transaction Fee Revenue:**  $20,000 \times \$50 \times 7.5\% =$  **\$75,000**

## Projected Revenue Breakdown

- Total Membership Revenue: \$378,250

- Total Sponsor Revenue: \$140,000
- Ecommerce Site: \$75,000
- **Total Projected Revenue: \$593,250**

## Fund Allocation

### Marketing Expenses:

- **Allocation:** 30% of total funds
- **Amount:** 30% of \$593,250 = **\$178,000**
- **Use:**
  - *Digital marketing: \$70,000*
  - *Traditional media: \$60,000*
  - *Event organization: \$48,000*

### Operational Expenses:

- **Allocation:** 35% of total funds
- **Amount:** 35% of \$593,250 = **\$207,638**
- **Use:**
  - *Staffing:*
    - *Director/CEO salary: \$90,000*
    - *Manager salary: \$65,000*
  - *Office setup and equipment: \$25,000*
  - *Legal and consulting fees: \$15,000*
  - *Miscellaneous operational costs: \$12,638*

### Grants and Workshops:

- **Allocation:** 35% of total funds
- **Amount:** 35% of \$593,250 = **\$207,638**
- **Use:**
  - *Chambers of Commerce from each of the 7 counties will receive an equal portion of these funds to support their local initiatives and collaboration efforts.*
    - *Provide grants to local businesses*
    - *Organize workshops*
    - *Promote local businesses through Chamber-sponsored events*
  - **\$207,638 / (7 Counties) = \$29,662 Each**

### Summary

- Marketing Expenses: \$178,000
- Operational Expenses: \$207,638
- Grants and Workshops: \$207,638
- **Total: \$593,250**

## Initial Seed Funding

To ensure the success of **Sierra Nevada Made** and build a strong regional presence, we need to secure initial seed funding to cover various marketing and operational costs. The initial seed funding will enable Sierra Nevada Made to establish a robust and cohesive marketing campaign that reaches a broad audience. This funding will be essential for launching a comprehensive marketing strategy that includes radio, TV, digital ads, search, outdoor/billboards, press, and more.

Drawing from successful campaigns like "California Milk," this initiative aims to boost the visibility and demand for locally made products across the Sierra Nevada region. Below is a detailed cost structure for the required initial seed funding.

Line Item	Expense Items	Cost	Years	Total
<b>1. Branding and Trademarking</b>	Branding Design:	\$4,000	1	\$4,000
	Trademark Registration:	\$2,000	1	\$2,000
	<b>Total:</b>			<b>\$6,000</b>
<b>2. Website Development</b>	Website Design and Development:	\$10,000	1	\$10,000
	Hosting and Maintenance: per year	\$1,000	2	\$2,000
	<b>Total:</b>			<b>\$12,000</b>
<b>3. Digital Marketing</b>	Social Media Advertising Campaigns and Content Creation:	\$25,000	2	\$50,000
	Email Marketing Setup:	\$5,000	1	\$5,000
	Search Engine Marketing (SEM):	\$10,000	2	\$20,000
	Digital Display Advertising:	\$10,000	2	\$20,000
	<b>Total:</b>			<b>\$95,000</b>

<b>4. Traditional Marketing</b>	Print Ads:	\$10,000	2	\$20,000
	Radio Advertising:	\$25,000	2	\$50,000
	Outdoor/Billboards:	\$15,000	2	\$30,000
	<b>Total:</b>			<b>\$100,000</b>
<b>5. Event Marketing</b>	Organizing Pop-up Markets and Fairs:	\$10,000	2	\$20,000
	Promotional Materials for Events:	\$10,000	2	\$20,000
	<b>Total:</b>			<b>\$40,000</b>
<b>6. Initial Staffing and Operations</b>	Director/CEO salary:	\$90,000	2	\$180,000
	Manager salary:	\$65,000	2	\$130,000
	Travel	\$7,500	2	\$15,000
	Office setup and equipment:	\$10,000	1	\$10,000
	<b>Total:</b>			<b>\$335,000</b>
<b>7. Miscellaneous Expenses</b>	Legal and consulting fees:	\$10,000	2	\$20,000
	Contingency fund:	\$10,000	2	\$20,000
	<b>Total:</b>			<b>\$40,000</b>
<b>Total</b>				<b>\$628,000</b>

### Conclusion

With a total initial funding request of \$628,000 and a lean initial staffing model, the proposal provides a sustainable approach to launching the Sierra Nevada Made eCommerce platform. As revenue grows, the staffing model can be scaled to accommodate increased operational demands, ensuring long-term sustainability.



## SWOT

### Strengths:

- **High-Quality Products:**
  - The Sierra Nevada region is renowned for its exceptional craftsmanship and quality, offering a diverse range of products from wine and cider to sporting goods, medical supplies, and artisanal crafts.
- **Established Brands:**
  - Well-known local brands such as Diestel Turkey Ranch, Sierra Pacific Industries, Galvan Fly Reels, Indigeny Reserve, and Ironstone Vineyards add credibility and attract attention.
- **Community Pride:**
  - Strong local pride and support for homegrown businesses provide a solid foundation for the initiative. Residents have a vested interest in the success of local producers.
- **Tourist Attraction:**
  - Proximity to popular destinations like Yosemite National Park, Lake Tahoe, Mammoth Lakes, local lakes, ski resorts, and casinos ensures a steady influx of visitors year-round.
- **Diverse Market:**
  - The initiative targets both local consumers and a diverse range of tourists, broadening its appeal. The region attracts visitors seeking various experiences, from outdoor adventures to cultural activities.

### Weaknesses:

- **Limited Market Visibility:**
  - Many local businesses suffer from limited exposure, restricting their market reach. They may struggle to compete with larger, well-established brands outside the region.
- **Resource Constraints:**
  - Small businesses may lack the resources or expertise to effectively market themselves. This includes limited budgets for advertising, technology, and professional development.
- **Fragmented Efforts:**
  - Without a cohesive brand strategy, individual marketing efforts can be inconsistent and less effective. This fragmentation can dilute the overall impact of marketing campaigns.
- **Dependence on Tourism:**
  - Heavy reliance on tourism can be a vulnerability if visitor numbers decline due to economic downturns, natural disasters, or changes in travel behavior.

## Opportunities:

- **Digital Marketing:**
  - Leveraging digital platforms such as social media, email marketing, and online advertising can significantly enhance visibility and engagement with both local and out-of-market consumers.
- **Agritourism:**
  - Promoting farm visits, winery tours, and craft workshops can attract tourists and provide additional revenue streams. These experiences can also deepen the connection between consumers and local products.
- **Partnerships:**
  - Collaborating with established brands, local businesses, tourism boards, educational institutions, and non-profit organizations can amplify the initiative's reach and impact. Strategic partnerships can provide additional resources and credibility.
- **Content Marketing:**
  - High-quality content that romanticizes local products can elevate their perceived value and attract a larger audience. Storytelling through blogs, videos, and social media can highlight the unique qualities and heritage of Sierra Nevada products.
- **Events and Festivals:**
  - Organizing events such as pop-up markets, fairs, and an annual festival can create memorable experiences and drive sales. These events can also serve as platforms for community engagement and brand promotion.

## Threats:

- **Market Competition:**
  - Competing with established markets like Napa & Sonoma for consumer attention and spending can be challenging. These regions have well-established reputations and significant marketing budgets.
- **Economic Downturns:**
  - Economic instability can reduce consumer spending, impacting local businesses. A downturn can affect both local and tourist markets, leading to decreased sales.
- **Changing Consumer Preferences:**
  - Shifts in consumer preferences and trends can affect demand for certain products. Staying attuned to market changes and adapting accordingly is crucial for sustained success.
- **Environmental Factors:**
  - Natural disasters or adverse weather conditions can impact tourism and local production. Events such as wildfires, droughts, or extreme weather can disrupt operations and deter visitors.

## Conclusion

The Sierra Nevada Made initiative is a transformative opportunity to elevate the visibility and demand for our region's exceptional products. The Sierra Nevada region and its diverse offerings deserve recognition and celebration on a broader scale. By creating a cohesive brand narrative and fostering a community of loyal consumers, we can ensure that the values of self-determination and ingenuity that define our region are reflected in the market success of our local products.

The potential impact of Sierra Nevada Made is substantial: increased market visibility, enhanced consumer recognition, and a stronger local economy that benefits businesses of all sizes across a multitude of sectors. By appealing to diverse consumer demographics, we can capture more revenue both in-market and out-of-market, ensuring that the Sierra Nevada region becomes a premier destination for high-quality, authentic goods.

We have seen this success story repeated across various sectors and regions. Initiatives such as 'California Grown', 'Made in Montana', 'Vermont Fresh Network', 'Kentucky Proud', and others have proved how concerted efforts to promote local products can lead to significant economic and brand growth, benefiting entire communities.

'Sierra Nevada Made' is a comprehensive tool to revitalize our local economy, celebrate our unique heritage, and secure a prosperous future for our community. But it will take participation from the region to make this a success for the region. A unified effort will not only uplift our local businesses can also enrich our rural communities, making the Sierra Nevada region a premier destination for not just visitors and residents, but business owners and entrepreneurs.

Through Sierra Nevada Made, we can create a lasting legacy of quality, community, and economic prosperity. By investing in this initiative, we are investing in the future of our region, ensuring that the Sierra Nevada continues to thrive and be recognized for its exceptional products and unparalleled craftsmanship. Let's seize this moment to turn local pride into global recognition.

We are committed to the sustained growth and recognition of our local economy. Together, we can celebrate our unique heritage, support our hardworking producers, and ensure the Sierra Nevada still is a beacon quality and authenticity for generations to come. **This is a success story just waiting to be written.**





# CENTRAL SIERRA ECONOMIC DEVELOPMENT DISTRICT BOARD MEETING SCHEDULE 2024

## Primary Location:

Central Sierra Economic  
Development District  
197 Mono Way, Suite B  
Sonora, CA 95370  
Tel: (209) 588-1150

## Teleconference Location (Amador):

1 Prosperity Court  
Sutter Creek, CA 95685  
Tel: (209) 223-3341

## Teleconference Location (Calaveras):

7 Main Street  
San Andreas, CA 95249  
Tel: (209) 754-4242

## Teleconference Location (Mariposa):

5362 Lemee Lane  
Mariposa, CA 95338  
Tel: (209) 966-3643

## EVENT

REGULAR MEETING OF THE CENTRAL SIERRA ECONOMIC DEVELOPMENT DISTRICT

REGULAR MEETING OF THE CENTRAL SIERRA ECONOMIC DEVELOPMENT DISTRICT

REGULAR MEETING OF THE CENTRAL SIERRA ECONOMIC DEVELOPMENT DISTRICT

REGULAR MEETING OF THE CENTRAL SIERRA ECONOMIC DEVELOPMENT DISTRICT

## DATE

Thursday, February 15, 2024

Thursday, May 16, 2024

Thursday, August 15, 2024

Thursday, November 14, 2024

## TIME

9:30 a.m. - 11:00 a.m.

9:30 a.m. - 11:00 a.m.

9:30 a.m. - 11:00 a.m.

9:30 a.m. - 11:00 a.m.

February						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

May						
Su	Mo	Tu	We	Th	Fr	Sa
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

If you require reasonable accommodation in order to participate in any of these meetings please contact Kelly Sepelyak, 72 hours in advance, at [ksepelyak@mljt.org](mailto:ksepelyak@mljt.org)

CRS711 (TTY) Auxiliary aids and services are available upon request to individuals with disabilities. EOE/ADA