Regional Advocacy: Ensuring the Sierra’s Value is Recognized in Legislative Funding and Priorities

- Advocated in Sacramento for legislation addressing wildfire risk, forest health, biomass utilization, rural workforce development programs, affordable housing, and outdoor recreation
- Weighed in on Proposition 68 funding program guidelines to ensure that the Sierra gets a fair share of support
- Helped develop a climate resilience bond intended for the November 2020 statewide ballot
- Published white paper, Biomass in the Sierra Nevada: A Case for Healthy Forests and Rural Economies
- Co-hosted with the California Tahoe Conservancy the Second Annual Land Conservation Summit to develop and prioritize the future of conservation funding in California.

Business Innovation: Empowering Local Entrepreneurs and Fostering a Sustainable Tourism Economy

- 446 unique clients served with one-on-one business consulting
- 101 Total workshops with 1,176 attendees
- 18 New Businesses started
- 1045 jobs supported (109 created)
- Launched second round of Martis Fund Down Payment Assistance program for first time home buyers
- Produced the waterproof Lake Tahoe Water Trail Map & Access Guide to help paddlers safely navigate the water route, practice good stewardship, and access local businesses
- Featured 1,904 Sierra Nevada businesses and destinations on the Sierra Nevada Geotourism website, helping travelers get off the beaten path and share the tourism economy
- Managed $225,000 in last-mile broadband project funding for Nevada County.

Climate Action: Mitigating Climate Change, Increasing Resilience, Reducing Costs

- Educated and offered assistance to 53 public agencies on greenhouse gas emissions reduction
- Analyzed 46 public agency buildings’ energy use, pinpointing energy efficiency opportunities and priorities to maximize savings and emissions reductions
- Organized and facilitated working groups implementing recommendations from SBC-developed energy action plans in Grass Valley, Nevada City, Sonora, Sutter Creek, Plymouth, Jackson, and Amador and Nevada Counties
- Sierra CAMP held a Sierra-wide Business Resiliency Initiative workshop for business affected by wildfire and a state-wide workshop on Climate Adaptation Case Studies in the Sierra Nevada featuring local, regional, and tribal panelists.

To learn more about Sierra Business Council’s triple bottom line work, or to donate, visit www.sierrabusiness.org.