Sierra Business Council has worked diligently this year to pioneer and demonstrate innovative approaches to increase community vitality, economic prosperity, environmental quality, and social fairness in the Sierra Nevada through advocacy efforts, small business innovation, and climate action. Here you will find just a few examples of our major impacts.

Advocacy

This year the Sierra Nevada has been included in unprecedented amounts in two statewide parks and water propositions. If passed the Sierra would receive $500 million, or 10 times more funding for forest health, upper watershed management, and wildfire mitigation than ever before. This is an incredible opportunity galvanized by SBC’s steadfast efforts advocating on behalf of the region in Sacramento. You can count on SBC to campaign for the successful passage of these propositions in 2018.

Business Innovation

The Sierra Small Business Development Center served 305 clients, provided 1,397 hours in counseling, helped create or retain 86 jobs and infuse $7.2 million into the community. The Sierra Nevada Geotourism project helped grow the tourism economy by promoting 1,917 off-the-beaten-path businesses and destinations to travelers driven to experience the region through the eyes of a local.

Climate & Energy

The Sierra Climate Adaptation and Mitigation Partnership (Sierra CAMP) further educated our region on the effects of climate change via policy workshops, research presentations, and community listening sessions. The Climate Planning team worked to develop Energy Action Plans for the City of Sonora and Placer County, completed a Greenhouse Gas Re-Inventory and forecasting of 2050 emissions for the Town of Truckee, and hosted an Energy Fair with the Alpine County Unified School District.

To learn more about Sierra Business Council’s program work and regional impact, visit www.SierraBusiness.org