COMMUNICATIONS & ENGAGEMENT
JUNE - DECEMBER, 2025

CALIFORNIA JOBS FIRST
Sierra Region

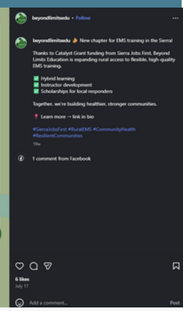
FUNDING & PROJECT ADMINISTRATION

- Provided one-on-one counseling allowing projects, many new to state funding, to complete contracting
- **38** project contracts executed (**13** pilot, **25** planning-stage projects)
- Mapped a plan to ensure deployment of all **$9M** by September 2026

COLLABORATION & GOVERNANCE

- **All-Industry Shindig** united 60+ project leads, Collaborative members, and Tribal leaders in Mammoth Lakes, with two days of events, site visits to local Catalyst projects, project presentations, and networking
- East- and west-side Sierra Healthcare Industry Partnership (SHIP) conferences, with **50+ attendees**, aligned industry leaders around behavioral healthcare access
- Virtual and in-person industry working groups ongoing under the guidance of Industry Sector Coordinators, with active participation in each
- Governing Council meetings held in Mammoth Lakes (Sept.) and virtually (Dec)
- Research for post-September 2026 transition began, with assistance from Agnew::Beck Consulting and formation of a **six-person** Technical Advisory Committee

PROJECT MILESTONES & ON-THE-GROUND IMPACTS



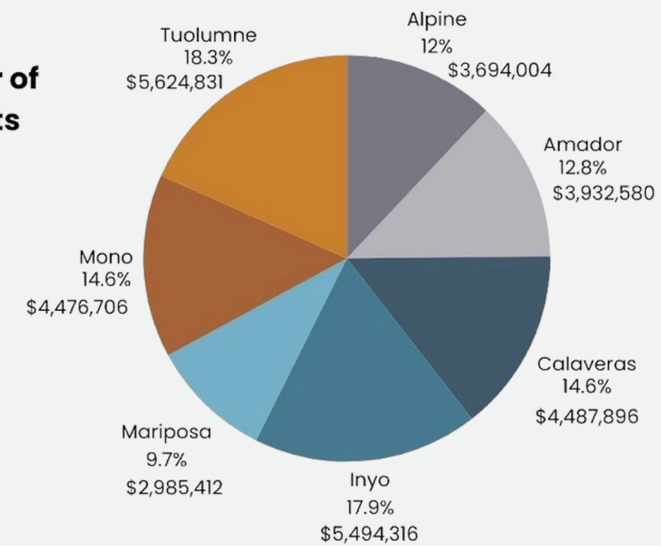
- Products with the **Sierra Sourced label** began appearing at retail locations
- Sierra Sourced hosted an **inaugural Farm to Fork dinner** benefiting regional farmers
- **21 students awarded scholarships** for wilderness EMT training through Beyond Limits Education, with most expected to complete certification by year-end
- Fieldwork completed for west-side **Towns to Trails project led by MLTPA,** aiming to connect west-side trails to existing east-side infrastructure
- **Eastern Sierra Farm Fresh** began hosting Thursday **Farm to Table** market in Bishop, diverting unused produce back into the community
- **Sierra Seven Arts Alliance** held a multi-day kick-off meeting and issued a call for art for its traveling exhibit, From Here to There, which will visit all counties **February–August 2026**

CURRENT CATALYST FUNDING DISTRIBUTION & IMPACT

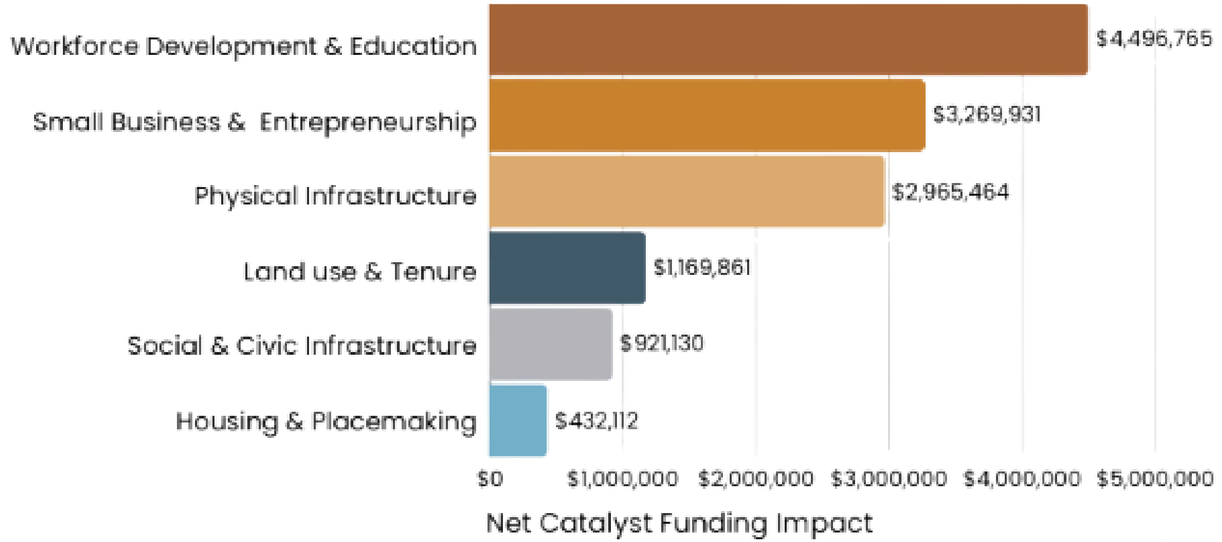
CALIFORNIA JOBS FIRST
Sierra Region

Estimated Total Funding Impact by County

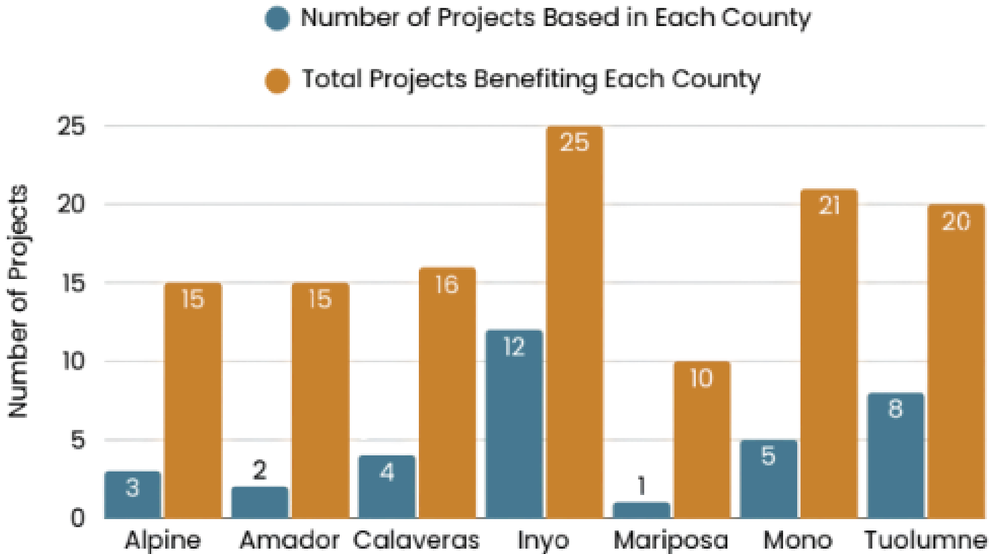
Total Number of Projects
38



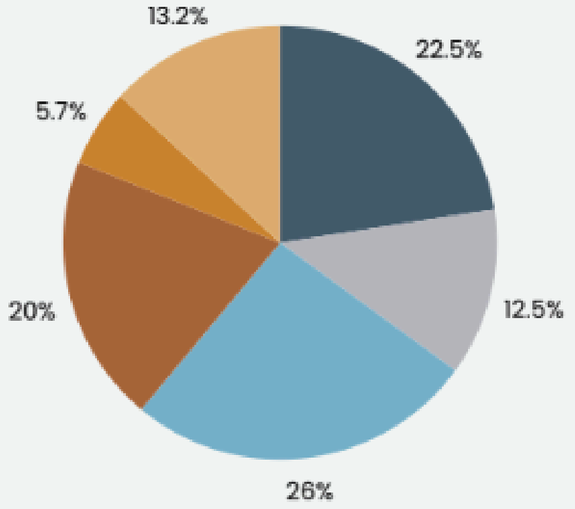
Catalyst Funding Impact by Foundational Element



County of Origin vs Counties of Impact



Estimated Total Funding Impact by Industry Sector

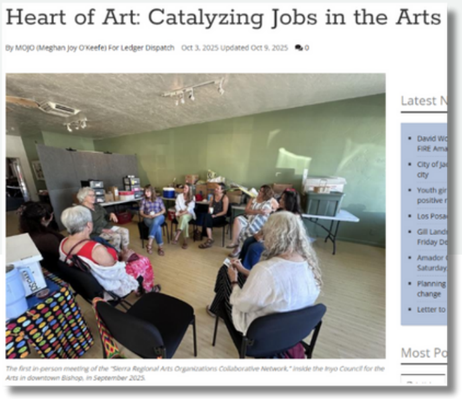


Sustainable Rec & Tourism	$2,690,957
Sustainable Ag & Food Systems	$1,490,252
Natural & Working Lands	$3,110,508
Clean Energy & Energy Resilience	$2,388,067
Community Healthcare	$686,365
Other	$1,575,416

SIERRA JOBS FIRST IN THE NEWS

Ledger Dispatch
Amador & Calaveras Objective Regional News

"Our region is one of thirteen collaboratives across the state that was formed through California Jobs First (formerly the Community Economic Resilience Fund), a $600 million fund that will create high-quality, broadly accessible jobs for all Californians the Arts


Heart of Art: Catalyzing Jobs in the Arts

By MOJO (Meghan Joy O'Keefe) For Ledger Dispatch Oct 3, 2025 Updated Oct 9, 2025 0

The first in-person meeting of the "Sierra Regional Arts Organizations Collaborative Network," inside the Inyo Council for the Arts in downtown Bishop, in September 2025.

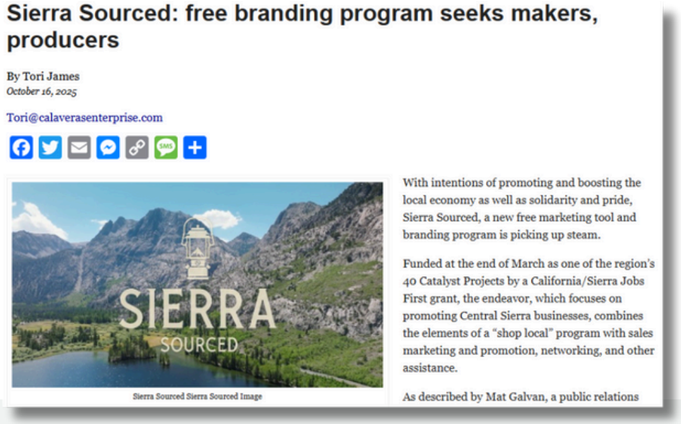
Facilitated by staff at the Sierra Business Council, the Sierra Jobs First funding supports eight participating Arts Organizations in the Sierra Region in establishing a network that will build capacity and provide peer support for organizations facing pertinent issues, such as fundraising, advocacy, economic development, strategic planning, and marketing."

Source: Ledger Dispatch, Oct 3, 2025: The Heart of Art: Catalyzing Jobs in the Arts

CALAVERAS ENTERPRISE

"Funded at the end of March as one of the region's 40 Catalyst projects by a California/Sierra Jobs First grant, the endeavor, which focuses on promoting Central Sierra businesses, combines the elements of a 'shop local' program with sales, marketing and promotion, networking, and other assistance."

Source: Calaveras Enterprise, Oct. 16, 2025: "Sierra Sourced: Free Branding Program Seeks Makers, Producers"


Sierra Sourced: free branding program seeks makers, producers

By Tori James
October 16, 2025

Tori@calaverasenterprise.com

Sierra Sourced Sierra Sourced Image

With intentions of promoting and boosting the local economy as well as solidarity and pride, Sierra Sourced, a new free marketing tool and branding program is picking up steam.

Funded at the end of March as one of the region's 40 Catalyst Projects by a California/Sierra Jobs First grant, the endeavor, which focuses on promoting Central Sierra businesses, combines the elements of a "shop local" program with sales marketing and promotion, networking, and other assistance.

As described by Mat Galvan, a public relations

myMOTHERLODE.COM
YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY

$9-Million To Fund Economic Development Projects Across Sierra

Mammoth Times

Sierra Jobs First governing council approves $9M in Catalyst funding to 40 projects

Special to the Mammoth Times Apr 3, 2025

Sierra Wave Media

Eastern Sierra News for November 29, 202

Sierra Jobs First Governing Council Approves $9M in Catalyst Funding to 40 Planning-Phase Projects that Create Inclusive, Climate-Forward Jobs in the Sierra

by News Staff | Mar 25, 2025 | Local News | 0 comments