ATTACHMENT

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ANNUAL REPORT 2017

Sierra Business Council

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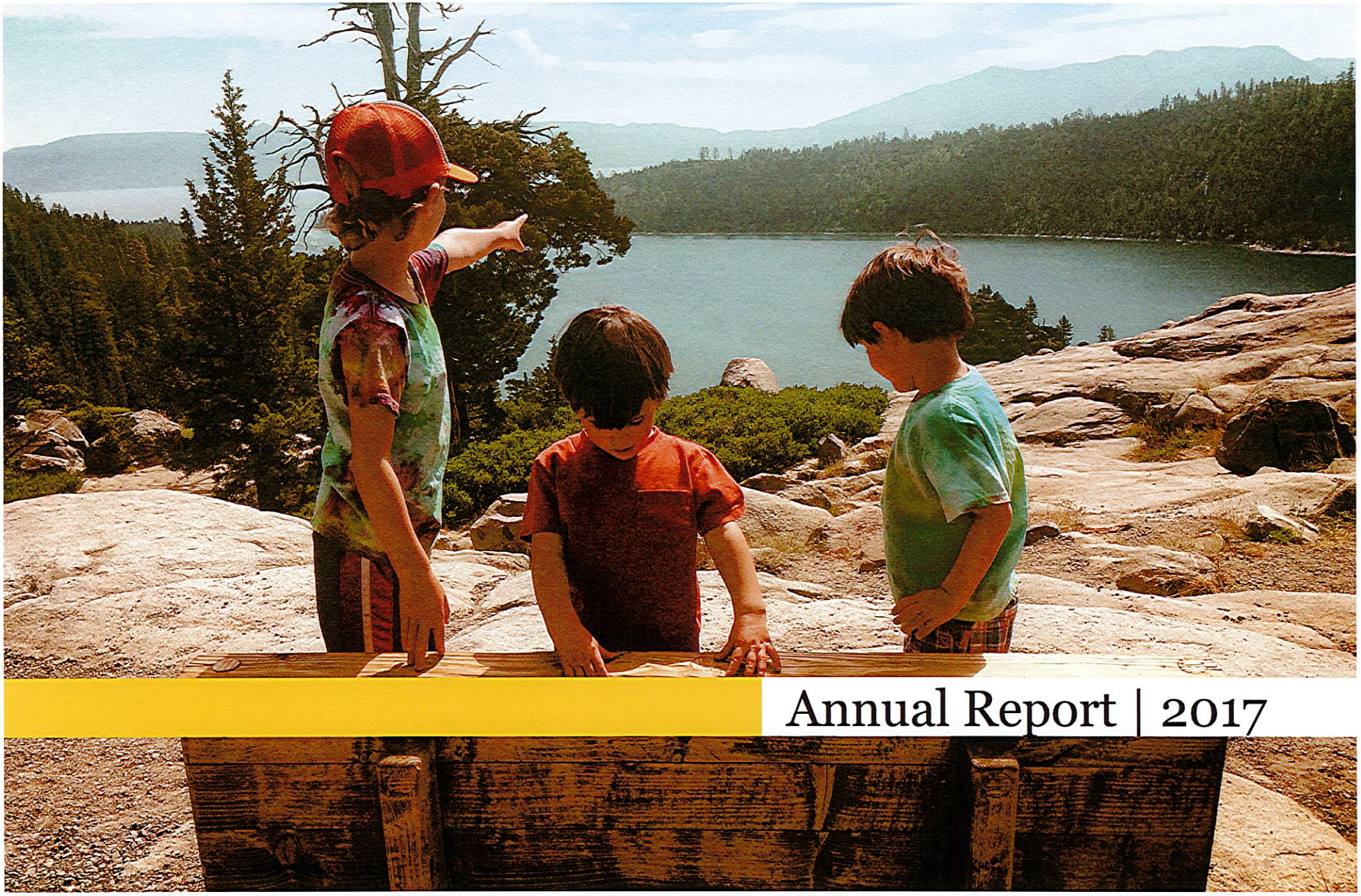
SIERRA BUSINESS COUNCIL

Community | Environment | Economy



Annual Report | 2017

MESSAGE FROM OUR LEADERSHIP

Dear Friends,

2017 was a great year in the Sierra Nevada. We are finally beginning to see breakthroughs in critical areas of policy, regional advocacy and economic development, and the concerted effort to tackle climate change continues to expand.

Sierra Business Council's focus in 2017 has been increasing new business opportunities by creating regional sources of investment capital, improving our communities' capacity to adapt to and mitigate the impact of climate change, and increasing advocacy to ensure the Sierra has a fair share of financial resources to manage our natural assets.

In 2017, our business innovation team served more than 340 clients with technical assistance.

We began managing local micro-lending programs to provide critically needed expansion and start up funding for triple bottom line focused businesses.

Our climate and business teams partnered in 2017 with American Renewable Power to restart the Loyalton biomass co-generation facility, creating dozens of jobs and providing an important market driver to help underwrite forest restoration and wildfire mitigation in the northern Sierra Nevada.

Additionally, our advocacy team dramatically increased the potential for funding available in the Sierra.

We helped to secure up to $492 million for the region in two natural resource bond measures on the California ballot.

In 2018, we will concentrate on improving opportunities for business innovation, including increasing housing and broadband connectivity, securing funding for natural resources and scaling climate solutions, particularly around forest management.

Sierra Business Council's message, that we can have a strong economy, vibrant communities, empowerd people and enduring respect for our environment at the same time, is more relevant and more embedded in the new generation of leadership in our region than ever before.

Without you, our supporters, our network, our partners and our friends, none of this would be possible. For that we are deeply grateful.

Steve Frisch
President, Sierra Business Council

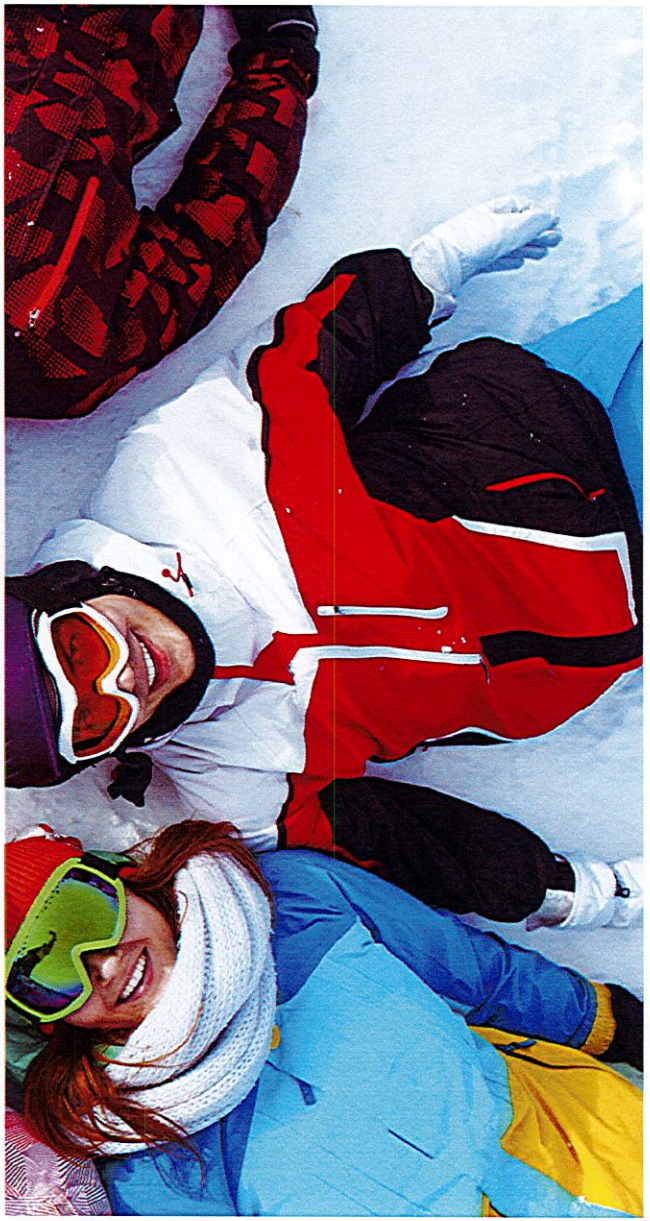
Allan Pietrasanta
Chair of the Board

OUR MISSION

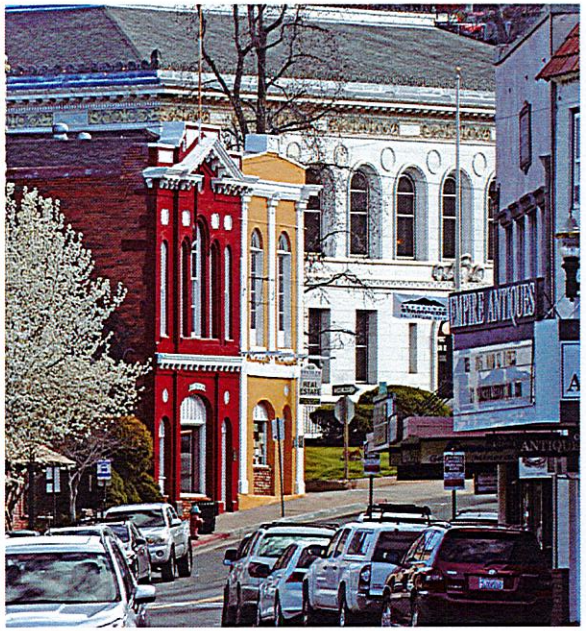
Sierra Business Council pioneers and demonstrates innovative approaches and solutions to increase community vitality, economic prosperity, environmental quality, and social fairness in the Sierra Nevada.

OUR VISION

In the Sierra Nevada, change and challenge create opportunities. Through innovation, integrity, and respect, Sierra Business Council harnesses these opportunities by implementing projects that model proactive change. Our goal is a diverse, inventive, and sustainable region where the economy is vibrant, the land is thriving, and the communities offer opportunity for all.

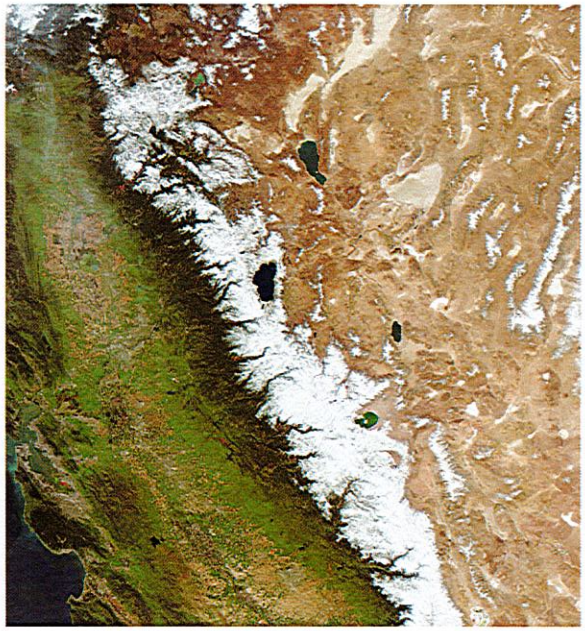


OUR FOCUS AREAS



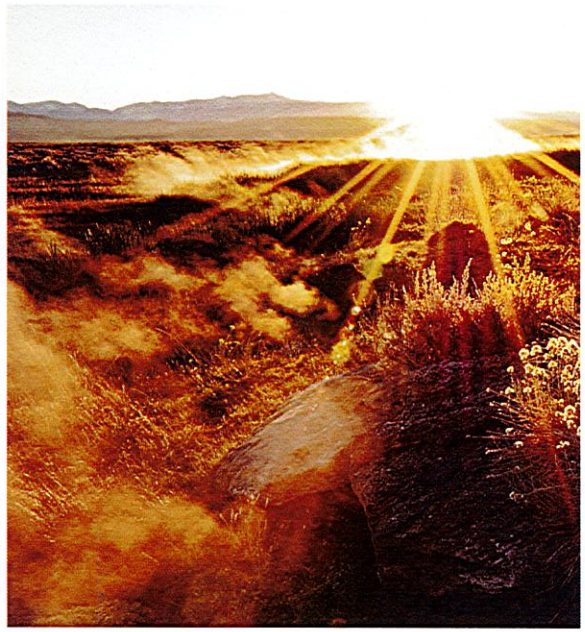
BUSINESS RESOURCES

We focus on helping small businesses in the Sierra start, grow, and thrive, because dynamic communities are one of the most important resources the region has to offer. By helping entrepreneurs realize their dreams of starting and maintaining a business, and by helping them implement sustainable business practices, we are fostering a more vibrant, economically independent region.



ADVOCACY

We focus on advocating on behalf of the Sierra Nevada because what happens here affects California, Nevada and the world. We supply two thirds of California's and most of northern Nevada's water supply. Sierra forests sequester hundreds of millions of tons of carbon threatened by wildfire. We advocate for Sierra communities and landscapes to get their "fair share" of state and federal funding. We hold our policymakers accountable.



CLIMATE ACTION

We focus on climate education, adaptation, and mitigation because the effects of climate change are already occuring and are among the greatest threats to the region. Increased wildfire risk, extended drought, shrinking snowpack, increased flood risk and decreasing tourism revenue are anticipated results. We can minimize risk and create opportunity by planning in advance and acting now.