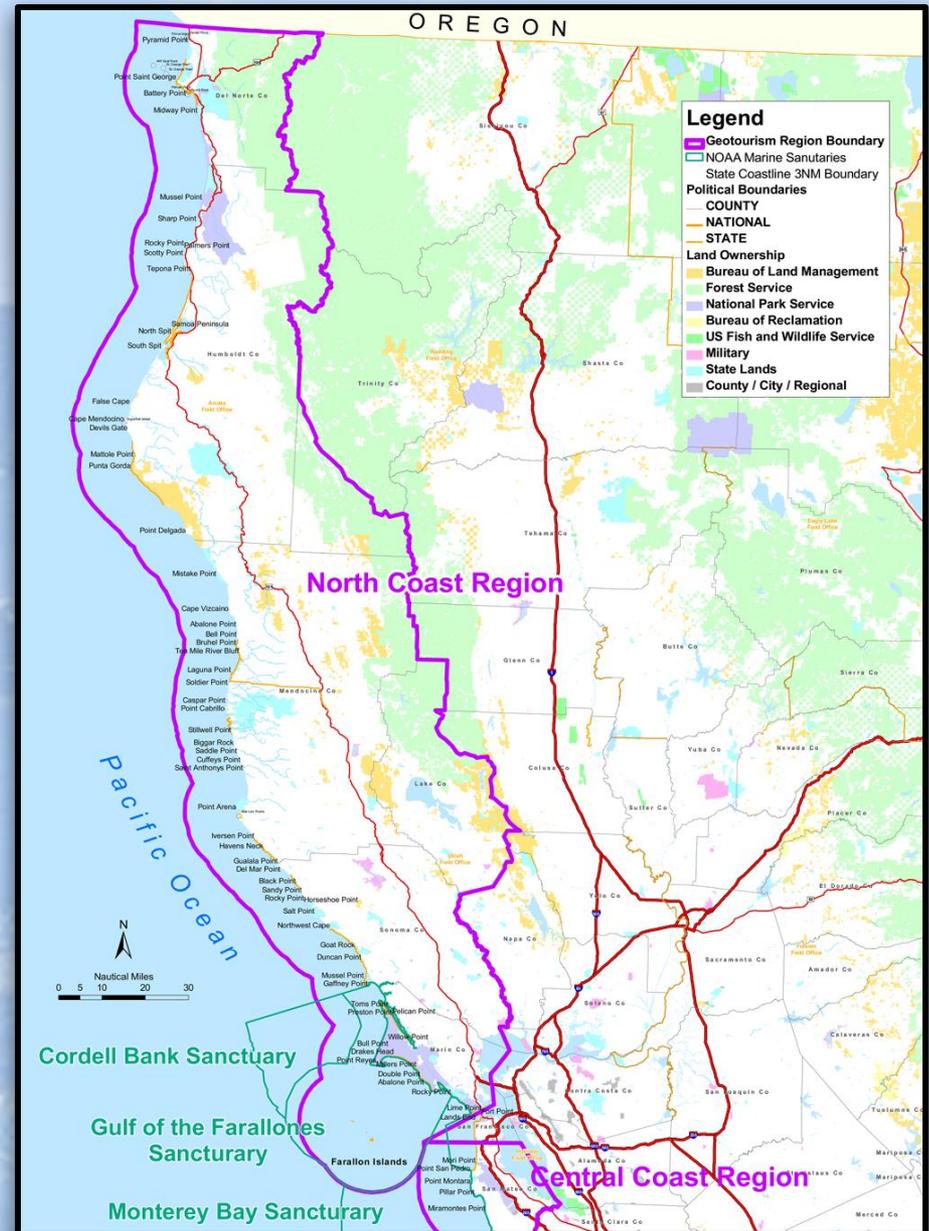


California Coastal National Monument

Geotourism Network

Rick E. Hanks, Manager
Bureau of Land Management
National Landscape Conservation System
California Coastal National Monument



Project Goal

Preserve the historic and natural resources of the communities impacted by the proximity of California Coastal National Monument



Network Objectives

1. Provide a forum for Federal & State interagency coordination with multiple county, local, tribal governments - and with a wide variety of related NGOs and visitor services organizations - for the entire region to discuss and implement a regional geotourism initiative
2. Tailor partnering actions to needs of each community
3. Awaken local interest in participating in preservation activities through self-defined tourism
4. Link the resource agencies (destination managers) with visitor and tourism organizations (destination marketers) for development of the North Coast Geotourism MapGuide - creating the Geotourism Network



Northern California Coast Geotourism Council

“Where We Operate”

This network is focused on the North Coast Region of California, consisting of a line of 5 coastal counties and 1 land locked county from the north side of the Golden Gate bridge to the Oregon border.

Due to the distance between these rural counties and the number and diversity of existing and potential partners, the majority of meetings and communication between its members will be via teleconferencing and other information technologies.

Northern California Coast Geotourism Council

“Support for Operation”

BLM-CCNM **contracted** with the Monterey Bay Sanctuary Foundation to serve in a fiduciary role , **facilitated a partnership** with the Mendocino County Promotional Alliance to host internet services for outreach and data collection, and **executed an MOU** with the National Geographic Society in the development of the Geotourism Map





<http://www.visitredwoodcoast.com>

California's Redwood Coast: Paradise Untamed  NATIONAL GEOGRAPHIC

HOME MAIN MAP EVENTS PARTICIPATE MY FAVORITES REGIONAL PERSPECTIVES ABOUT

NATIONAL GEOGRAPHIC Atlas | Satellite | Hybrid | **Terrain**

Interactive MapGuide 

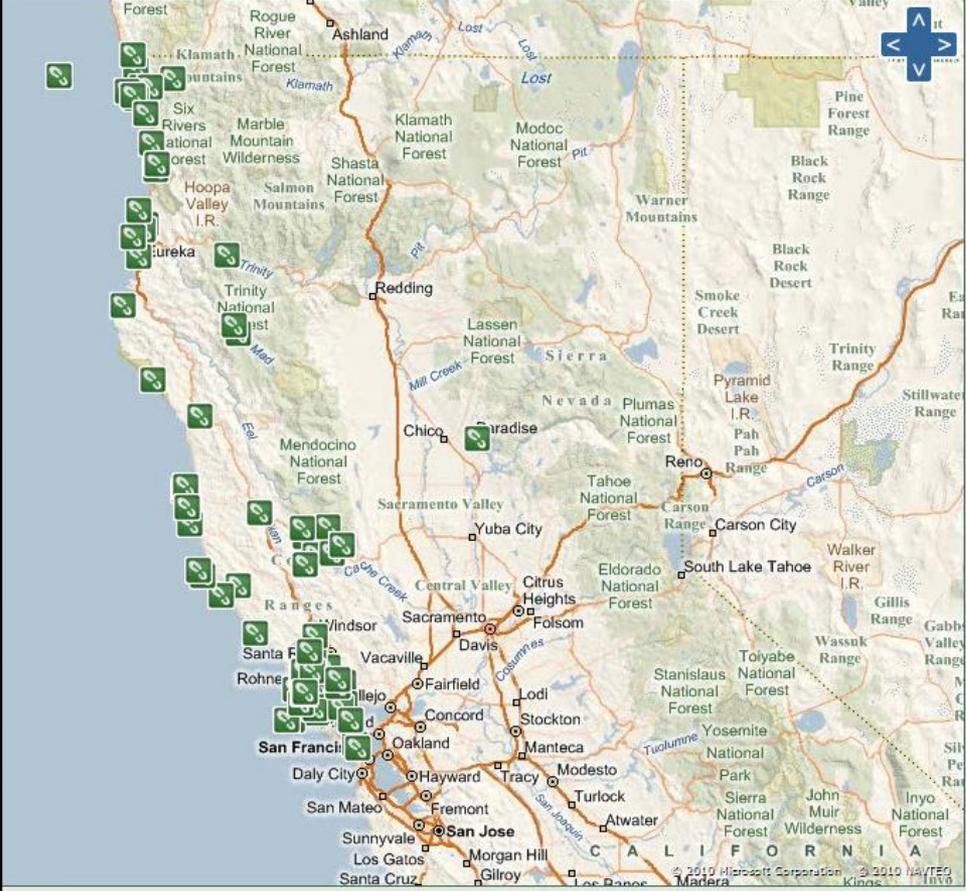
Search the MapGuide

beach access 

SHOW AS TEXT RESULTS
NEW SEARCH

Select Themes to View

- Select / Deselect All
- Accommodation  +
- Action Opportunities  +
- Community  +
- Festival or Event  +
- Food or Drink  +
- Health and Wellness  +
- Historic or Pre-historic Place  +
- Local Points of Interest  +
- Museum, Theater, Interpretive Center  +
- Natural Area  +
- Outdoor Adventures  +



Geotourism
Project
Launched
March, 2010

Network Partners

Partners with MOUs

National Geographic Society
NOAA National Marine Sanctuaries Program
California State Parks
California Department of Fish & Game
Trinidad Rancheria (Fed. Recognized Tribe)
Yurok Tribe (Federally Recognized Tribe)
Coastwalk California
Save the Redwoods League
Audubon California (Chapters)
PRBO Conservation Science
Del Norte County Historical Society
US Fish & Wildlife Service

Partners with Assistance Agreements

Monterey Bay Sanctuary Foundation

Partners: Vendors and Contractors

Solimar International

Intra / InterAgency Partners

California Travel & Tourism Council
US Forest Service
California State Coastal Conservancy
California Rural Tourism Advisory Council

Informal Partnerships

California Ocean Protection Council
North Coast Tourism Council
Mendocino County Promotional Alliance
Humboldt Cty Conventions & Visitors Bureau
Humboldt State University
Mendocino County Lodging Association
Arts Council of Mendocino County
Mendocino County Winegrowers & Wine Commission
Humboldt Arts Council
Sonoma County Tourism Bureau
Del Norte County Visitors Bureau
West Marin County Chamber of Commerce

and many, many more

Network Outcomes

Connects the networks of the destination managers with the networks of the destination marketers through unified channels of communication

Empowers public stewardship of the region's natural and cultural resources, help with sustaining local economies, and assist in maintaining local integrity and authenticity

Significantly increases the awareness of the California Coastal National Monument, and the BLM National Landscape Conservation System

“This is the network for a shared future”



California Coastal National Monument