



**Placemaking & Community
Branding That Leverages Your
Natural Assets**

NORTH  STAR
PLACE BRANDING + MARKETING

The Quality of Place Movement

A scenic view of a beach at sunset. The sky is filled with soft, wispy clouds in shades of teal and light green. The sun is low on the horizon, creating a warm glow. In the foreground, tall, thin grasses with feathery seed heads are silhouetted against the sky. The middle ground shows a wide, sandy beach. On the left, a person is walking a dog. In the center, a person is riding a bicycle. The ocean waves are visible in the distance, and the overall atmosphere is peaceful and serene.



Employment Growth in the Knowledge Sector

2x IN NUMBER &
IN RATE OF GROWTH
— vs. manual workers —

The Quality of Place Virtuous Circle



Natural Capital Drives Wellbeing

Induces positive thought patterns

Provides psychological relaxation

Improves mental clarity

Provides stress alleviation

Interaction with nature can increase self-esteem and mood

Promotes mental and physical health

Shifts “me” orientation to “we” orientation

Stimulates social cohesion

Expands creative capacity

Promotes connection & empathy

Nature Prescriptions are being written by doctors in 33 states and Washington D.C.

A landscape photograph featuring a field of tall, green grass in the foreground. In the middle ground, several dead, skeletal trees stand against a backdrop of a teal-tinted sky with soft, wispy clouds. The overall scene is framed by a thin white border.

Where Is Your Nature Hiding?

Parks



Waterways



Trail Systems



Bike Paths



Experiences



Productive Lands



Brownfields and Greenfields



State Parks



Venues



Neighborhood Gardens



Place Brands That Leverage Natural Assets

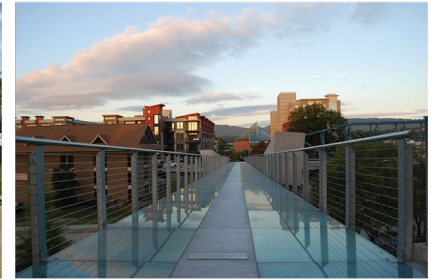
Placemaking: Chattanooga, TN

- Historically an industrial-based economy: smokestacks through 1970s
- Image problem, growth stalling
- Started with goal of being a great place to live
- 1980s: Vision 2000 initiative (aquarium, riverfront parks)
- Formed "The River City Company" non-profit organization to raise funds



Chattanooga, TN: Results

- 14% increase in population since 1990s
- Attracted Volkswagen Assembly Plant
2,000 employees





Chattanooga, Tennessee is one of the top destinations in the South. Named "Best Town Ever" twice!

The Santee Story









Santee | Strategic DNA Statement

- Frame of Reference:** For those wanting a close-knit community and wide-open opportunity,
- Point of Difference:** Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,
- Target Audience:** gives Southern California a new, strong point of connection
- Benefit:** affording families the freedom to live their aspirations.





DON'T
JUST
COAST
THRIVE

"This is more than the place I live,
this is where my family has grown"

Diahann Abbott
4 Year Santee Resident

DO MORE WITH YOUR FAMILY. DUE EAST IN SANTEE.

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cityofsanteeca.gov |  



DON'T
JUST
COAST
THRIVE

"I wouldn't be doing so well, so fast
if I had chosen another city."

Gene Chaffin
BNS Brewing & Distilling Co.
Since 2012

DO MORE WITH YOUR BUSINESS. DUE EAST IN SANTEE.

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DO MORE ► DUE EAST

Events/Calendar Community Spirit Jobs Neighborhoods Recreation/Sports Notices/Meetings Chamber Transit Shopping

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Downtown Plan

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Mast Park Renovation

Learn More ►

Santee Movie Theater

Learn More ►

DON'T JUST COAST. THRIVE.

Testimonials from Santee Residents

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MIKE JONES
2 YEAR RESIDENT

Read More Testimonials ►

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Search...

City Services Business Advantages Active Lifestyles Government Access How to Do More

DO MORE ► DUE EAST

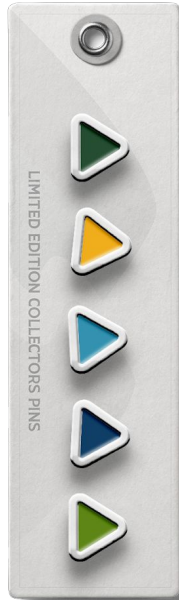
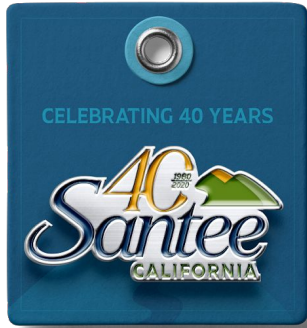
Events/Calendar Community Spirit Jobs Neighborhoods Recreation/Sports Notices/Meetings Chamber Transit Shopping

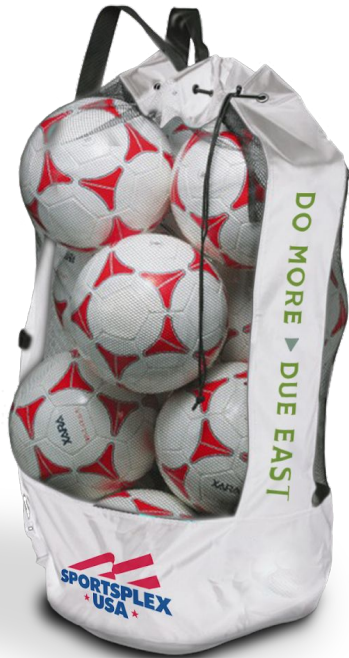
SANTEE LAKES

Learn More ►

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Santee





RIVER
PASO

- DO MORE ▶ DUE EAST

Santee



CITY OF SANTEE DO MORE ▶ DUE EAST MAGAZINE

▶ ▶ ▶ ▶ ▶
A Special Edition of The Santee Magazine
Created by the City of Santee



INSIDE:
Community & Business Resources
Who Are Our Essential Workers?
Shop, Eat, Enjoy... Santee



YOUR KIDS · THEIR SUMMER · OUR CAMPS



Santee Day Camp
Youth entering Grades 1-5

X-Factor Camp
Youth entering Grades 6-9
(No age limit)

Campers will enjoy their summer full of fun, friends and adventure! Campers are engaged in structured, supervised activities throughout each day, creating memories that will last a lifetime. X-Factor campers will be in a camp specifically designed for their age group which includes traditional camp activities plus walking field trips, outdoor recreation and field trip privileges.

Weekly camp activity schedules are posted online at SanteeRec.com and provided by Friday of prior week. Tuesdays are field trip days and Wednesdays are swim days (some exceptions may apply). Activities vary daily.

Partial Week Registration (Not available online)

Maximum 3 days per week, must register for minimum of 2 days per week to attend field trip.

Non-field trip days	\$44 per day
Field trip days	\$59 per day

Still have questions?
Contact Community Services at (619) 258-4100 ext. 222

Spring Super Saver Special

Register by June 1 and save!

Partial Week Registration - Payment Plans
New Camper Special
Multi-family Member Discounts

Week	Date	Field Trip	Fees*
1	6/13-12	Daily Deals	\$44 per day
2	6/15-6/19	Boomers	\$175/week
4	6/22-6/26	La Jolla Shores	\$175/week
3	6/29-7/2 (no camp 7/3)	Daily Deal (no field trip)	\$44 per day
4	7/6-7/10	San Diego Zoo Coronado Tidelands Park	\$175/week
5	7/13-7/17	Aquatica	\$175/week
6	7/20-7/24	Mission Beach	\$175/week
7	7/27-7/31	Padre Game	\$175/week
8	8/3-8/7	Bowling & Boardwalk	\$175/week
9	8/10-8/14	Back to School Bash (no field trip)	\$175/week
	8/17-8/18	Daily Deals	\$44 per day

*New Santee resident's fee is an additional \$15/weekly rate and \$5/daily rate.

JR CAMP LEADERSHIP PROGRAM

Youth entering grades 9-12 (up to age 17)
Do you love having fun outdoors and connecting with kids? If so, this is the perfect job training for you! Gain work experience, leadership skills and professional development by directly assisting the Santee Day Camp staff with program operations, activities and field trips.

Days: Monday - Friday
Time: 8:00 am - 3:00 pm (Extended hours available)
Location: Santee Teen Center & remote camp locations

Mandatory Training Week June 15-19, 2020
(Mandatory training week required for all J Leaders)

Additional training and benefits include:
CPR and First Aid certification • Child development • Vocational skills • Recreation leadership • Job application and resume writing (tips & letters of recommendation • Community service hours.

Week	Date	Santee Resident Fee*
	6/11-12	\$22 daily**
Mandatory Training Week		
1	6/15-6/19	\$115/week
2	6/22-6/26	\$74/week
3	6/29-7/2 (no camp 7/3)	\$22 daily
4	7/6-7/10	\$74/week
5	7/13-7/17	\$74/week
6	7/20-7/24	\$74/week
7	7/27-7/31	\$74/week
8	8/3-8/7	\$74/week
9	8/10-8/14	\$74/week
	8/17-18	\$22 daily

*New Santee resident's fee is an additional \$15/weekly rate and \$5/daily rate
**Open to returning J Leaders only with staff approval



RECREATION ACTIVITY BROCHURE

Spring 2020



SanteeRec.com (619) 258-4100 ext.222

Santee Teen Center @ Big Rock Park
Grades 6-12, up to age 17
Mon-Fri, 2-4pm
*Closed SSD holidays
\$46 Annual Membership
After-school, year-round programs

Free Monthly Activities!

Mar & Spring Kick-off
Apr 15: Science Day
May 15: Gaga Ball
Santee Lakes (Lake #5)
EggHunt.Santee.com

Santee Teen Center @ Big Rock Park
Grades 6-12, up to age 17
Mon-Fri, 2-4pm
*Closed SSD holidays
\$46 Annual Membership
After-school, year-round programs

All fees listed are for Santee residents or Teen Center members, non-resident or non-member for additional Financial assistance available for qualified youth and senior residents. The Santee Teen Center does not accept waivers or provide these activities, events or experiences.

The Placer County Story

















Placer County | Strategic DNA Statement

Frame of Reference: For those who want to breathe easy amidst breathtaking beauty,

Point of Difference: Placer County, from the Sacramento Valley to the Sierra Nevada along I-80,

Target Audience: is where California reaches up to Lake Tahoe and outdoor adventure reaches every interest in every season

Benefit: so your senses and connections are heightened.





visitplacer.com

CELEBRATE
LIFE AT ITS PEAK

FROM **STREET FAIRS TO ANNUAL FESTIVALS TO COMMUNITY PARKS.**

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Roseville | Rocklin | Lincoln | Loomis | Auburn | Colfax | Tahoe





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EXPERIENCE
LIFE AT ITS PEAK

FROM **ENDURANCE RACING TO RAFTING TO WINE & ALE TRAILS.**

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Roseville | Rocklin | Lincoln | Loomis | Auburn | Colfax | Tahoe


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LIVE
LIFE AT ITS PEAK

FROM **ALPINE SKIING TO ECLECTIC RETAIL TO LAKESIDE BOATING.**

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Roseville | Rocklin | Lincoln | Loomis | Auburn | Colfax | Tahoe





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EXPERIENCE LIFE AT ITS PEAK

MARCH 2020

A collection of peak experiences and news from Placer County where there is truly never an off-season.

[DISCOVER](#)

Upcoming Peak Experiences

Tips to help you find your perfect Placer County Adventure



ARTS & CULTURE
Celebrating Auburn Art Show
We invite the public to join "Celebrating Auburn" Art Show at Main Restaurant & Bar in Auburn. Be inspired by the people, the terrain, the Landscapes and the Businesses that make Auburn. [READ MORE](#)



WINTERS & EVENTS
WINTERS WONDER GRASS 2020
Winter Wonder Grass is all about bringing great music to people who enjoy great scenery and the excitement of the mountains. The festival is a friendly mix of beer, music and snow sports. [READ MORE](#)



WINGS & WINE
An enchanted evening with birds of prey makes the historic High Fruit Shed. Mingle with wine, birds, nature and of course one big beautiful eagle. The \$2 entry fee includes one complimentary glass of wine and enjoy. [READ MORE](#)

Adventure Awaits

Placer County's beautiful foothills and awe-inspiring Sierra Nevada high country provide some of the most inspirational outdoor wonderlands in California.

[WATCH](#)



Adventure Awaits

[WATCH](#)

Discover Your Peak Experience

[WATCH](#)



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[WATCH](#)



Discover Your Peak Experience

Roseville | Rocklin | Lincoln | Loomis | Auburn | Colusa | Tahoe



Filled with one-of-a-kind hotspots, trails and business markets, a network of parks, trails and more. Spend a day exploring or see everything each once in a while. Your best getaway is an adventure awaits.



Placer County, stretching from the lush valley to the historically rich Gold Country, all the way to the majestic High Sierras.

Follow us [on](#)





QUARRY PARK
ADVENTURES
ROCKLIN, CA



START YOUR PEAK
ADVENTURE
RIGHT HERE IN ROCKLIN

EXIT 108 Rocklin Road

ADVENTURE GUIDE




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LIFE AT ITS PEAK

visitplacer.com

FAMILY FUN GUIDE




— LIVE —

LIFE AT ITS PEAK

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ARTS & CULTURE GUIDE




— EXPERIENCE —

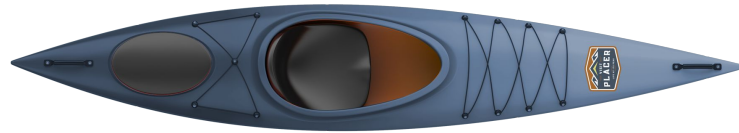
LIFE AT ITS PEAK

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OUTDOOR ACTIVITIES

- Auburn
 - Auburn State Recreation Area
 - Clarks Hole Trail
 - Lake Clementina
 - Rise Up River Trips
- Colfax
 - Long Ravine Resort
 - Peninsula Camping & Boating Resort
 - Troutery Whitewater Tours
- Lincoln
 - Camp Far West - South Shore
 - Circia's Hunting Preserve
 - Lincoln Hills Golf Club
 - Coon Creek Golf Club
 - Lincoln Rifle Trap & Skeet Club
 - Triple Crown Equestrian Center
- Tahoe City
 - 64-Acres Lakeside Park
 - Lake Tahoe Parasailing
 - Tahoe City Kayak
 - Truckee River Raft Company
 - Truckee River Rafting
- Roseville
 - Mahoney Park Sports Center & Aquatic Center
- Rocklin
 - Quarry Park Adventures
 - Whitney Oaks Golf Club
 - Rocklin Disc Golf Course
 - Wilderness Archery, Inc.
- Loomis
 - Indian Creek Country Club
 - Knicker Knob Stable





1103 HIGH ST

VISIT
PLACER

AUBURN
CHAMBER OF COMMERCE
Serving Auburn since 1906

FIRE HOUSE

 CALIFORNIA
WELCOME CENTER
auburn

welcome



FARMERS
MARKET

The Bakersfield & Kern County Story



BAKERSFIELD

THE SOUND OF *Something Better*



KERN
COUNTY

GROUND  BOUNDLESS





K. WEST

BAKERSFIELD








THE
BAKERSFIELD
SOUND

*Buck Owens, Merle Haggard,
and California Country*







BAKERSFIELD

THE SOUND OF *Something Better*

bakersfieldcity.us

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BAKERSFIELD

THE SOUND OF *Something Better*



KERN COUNTY











California.
Down to Earth.

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Learn all about what Kern County has to offer at kerncounty.com or connect with us on our social channels



**KERN
COUNTY**

GROUNDLED & BOUNDLESS

**KERN
COUNTY**
GROUNDLED & BOUNDLESS



KERN
COUNTY

**Sounds Great,
So How Do You Pay for All of This?**

Federal Grants

- **United States Department of Agriculture:
Forest Service Landscape Scale Restoration**
Grants available from \$25,000 – \$600,000
- **The National Park Service:
Land and Water Conservation Fund State and Local Assistance Program**
Grants available up to \$300,000
- **Groundwork USA: Groundwork Trust**
Grants available up to \$190,000
- **Environmental Protection Agency: Brownfields Cleanup Grant**
Grants available up to \$500,000

Federal Grants

- **Land and Water Conservation Fund**
Grants available to most states, ranging from \$85,000–250,000
- **Outdoor Recreation Legacy Partnership Program (ORLP)**
Grants available to most states, ranging from \$300,000–\$1,000,000
- **The National Oceanic and Atmospheric Administration:
Saltonstall-Kennedy Grant Program**
Grants available up to \$300,000

State Grants

- **California Natural Resources Agency**
 - Cultural Community & Natural Resources – \$37.0M available for projects
 - Urban Stormwater & Waterways Improvement – \$92.5M available for projects
 - Environmental Enhancement & Mitigation – estimated \$13.4M available for projects
 - Recreational Trails and Greenways Grant Program – \$27.7M available for projects
 - Urban Greening – \$28.5 million available for projects
- **California Environmental Protection Agency (CalEPA)**
 - Cal-EPA Environmental Justice Small Grants – \$1.5 million available for projects
- **California Department of Forestry and Fire Protection (CAL FIRE)**
 - Urban and Community Forestry Program – \$10 million available for projects
- **California Department of Transportation (CALTRANS)**
 - Active Transportation Program (ATP) – \$440 million available for projects

Quality of Place. Quality of Brand. Which Comes First?

YES

Q & A

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Rob Haswell – rhaswell@visitplacer.com

Will Ketchum – will@northstarideas.com