



**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 a mix of teal, blue, and orange, with wispy clouds. The sun is low on the horizon, casting a warm glow. In the foreground, tall, thin grasses are silhouetted against the sky. In the middle ground, a person is walking two dogs on the beach, and another person is riding a bicycle. The ocean waves are visible in the background.



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 serene and somewhat desolate. The text "Where Is Your Nature Hiding?" is overlaid in white, bold, sans-serif font across the center of the image.

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

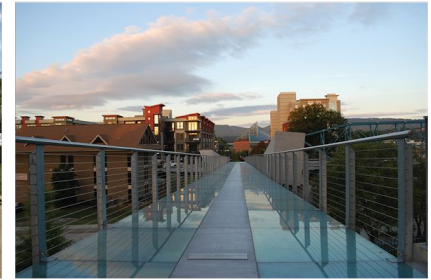
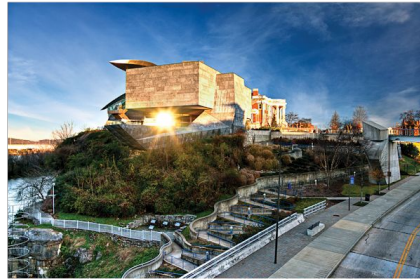
Placemaking: Chattanooga, TN

- 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





Share

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

The Santee Story

















Santee | Strategic DNA Statement

Target Audience:	For those wanting a close-knit community and wide-open opportunity,
Frame of Reference:	Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,
Point-of-Difference:	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."

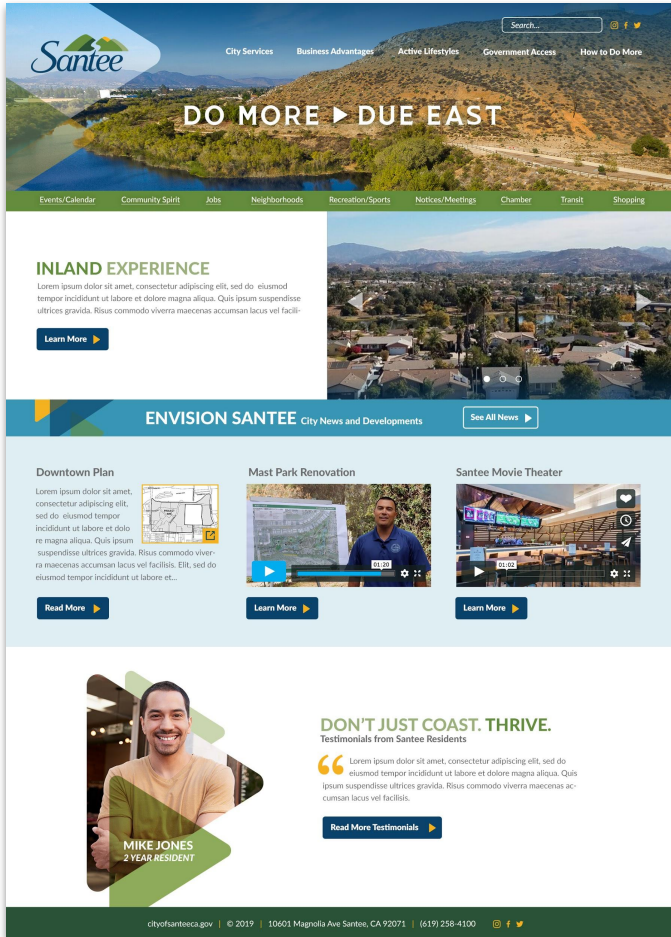
Gene Chaffin
BNS Brewing & Distilling Co.
Since 2012

DO MORE WITH YOUR BUSINESS. DUE EAST IN SANTEE.

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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

INLAND EXPERIENCE

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[Learn More ▶](#)

ENVISION SANTEE City News and Developments

[See All News ▶](#)

Downtown Plan

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[Read More ▶](#)

Mast Park Renovation

[Learn More ▶](#)

Santee Movie Theater

[Learn More ▶](#)

DON'T JUST COAST. THRIVE.

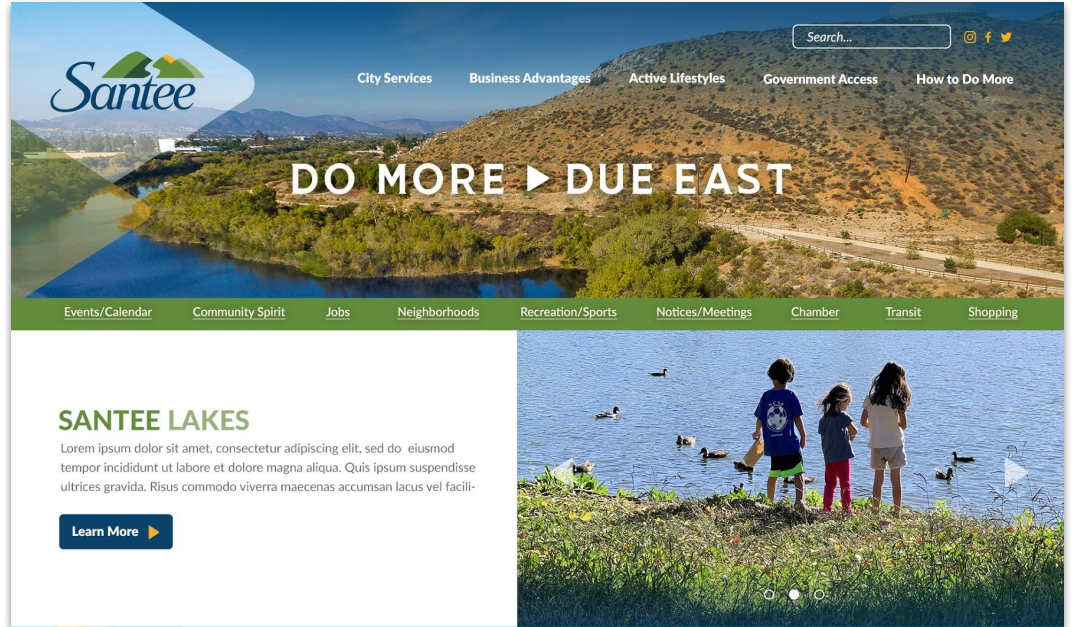
Testimonials from Santee Residents

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[Read More Testimonials ▶](#)

MIKE JONES
2 YEAR RESIDENT

cityofsantee.ca.gov | © 2019 | 10601 Magnolia Ave Santee, CA 92071 | (619) 258-4100



Search...

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

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

SANTEE LAKES

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[Learn More ▶](#)



**RECREATION
ACTIVITY GUIDE**



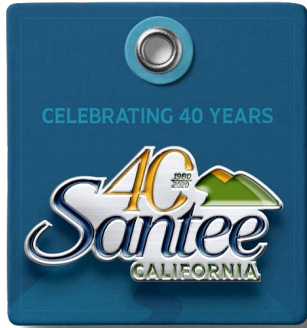
santee-rec.com | (619) 238-4100 ext. 222 | WINTER ISSUE

**RECREATION
ACTIVITY GUIDE**



santee-rec.com | (619) 238-4100 ext. 222 | WINTER ISSUE

DO MORE ▶ DUE EAST







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 2-5

X-Factor Camp
Youth entering Grades 6-9
(Age 10-13)

Campers will enjoy their summer full of fun, friendship 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 activities scheduled are posted online at SanteeRec.com and provided by Friday of prior week. Tuesdays are field trip days and Wednesdays are rainy days (some exceptions may apply). Activities vary daily.

Partial Week Registration (Not available online)
Minimum 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 Camp Special

Week	Week	Rate
1 6/11-6/13	Chilly Death	\$44 per day
1 6/13-6/19	Boomers	\$175 week
2 6/29-6/26	La Jolla Shores	\$175 week
3 6/29-7/2 (no camp 7/2)	Chilly Death (no field trip)	\$44 per day
4 7/6-7/10	San Diego Zoo Coronado Tidalland 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	Boating & Boardwalk	\$175 week
9 8/10-8/14	Back to School Bash (no field trip)	\$175 week
8/17-8/18	Chilly Death	\$44 per day

*New Santee resident fee is an additional \$15 weekly rate and \$10 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, boost life skills and professional development by directly assisting the Santee Day Camp staff with prep work operations, activities and field trips.

Dates: 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 4 weeks)

Additional training and benefits include:
CPR and First Aid certification • Child development • Vocational skills • Reception leadership • Job application and resume writing tips • Letter of recommendation • Community service hours

Week	Dates	Santee "Discount Fee"
1	6/15-6/19	\$115/week
2	6/22-6/26	\$74/week
3	6/29-7/2 (no camp 7/2)	\$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 fee is an additional \$15 weekly rate and \$10 daily rate.
*Open to returning Santee youth only with approval.



RECREATION ACTIVITY BROCHURE

Spring 2020



SANTEE TEEN CENTER @ BIG ROCK PARK

Free Monthly Activities!

Mar 6, Spring Kick-off
Apr 17, Science Day
May 15, Cops Ball

After-school bus (change before/after 5:00 school),
Grades 4 - 12, \$22 - 44/month, Price based on \$16/week

Santee Teen Center
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 fee applies. Financial assistance available for eligible youth and senior residents. The Santee Senior Center does not accept reservations for these activities, meals or entertainment.

Santee
Saturday, April 4, 2020
9:00am - 3:00pm
Mar 15, Cops Ball
Santee Lakes (Lake 6)
EggHuntSantee.com

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

The Placer County Story

















Placer County | Strategic DNA Statement

Target Audience: For those who want to breathe easy amidst breathtaking beauty,

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

Point-of-Difference: 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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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

- ART SHOW**
ARTS & CULTURE
Celebrating Auburn Art Show
We invite the public to see "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 WONDER GRASS 2020**
OUTDOOR ADVENTURE
Winter Wonder Grass is all about bringing good 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**
OUTDOOR ADVENTURE
An enchanted evening with birds of prey makes the historic High Fruit Shed. mingle with local birds, become 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 landscape provide a variety of the most inspirational outdoor wonderlands in California.

WATCH



Discover Your Peak Experience



Upcoming Peak Experiences

Tips to help you find your perfect Placer County Adventure

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Adventure Awaits

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

WATCH

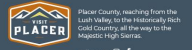


Discover Your Peak Experience

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 social media: YouTube, Facebook, Instagram





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

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FAMILY FUN GUIDE




— LIVE —

LIFE AT ITS PEAK

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ARTS & CULTURE GUIDE




— EXPERIENCE —

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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
 - Turkey Creek Golf Club
 - Coon Creek Trap & Skeet Club
 - Lincoln Rifle Club
 - Triple Crown Equestrian Center
- Tahoe City
 - 64-Acres Lakeside Park
 - Lake Tahoe Parassailing
 - Tahoe City Kayak
 - Truckee River Raft Company
 - Truckee River Rafting
- Roseville
 - Mahogany 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





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