



**Civitas Names Feather River Tourism Association
District Formation of the Year 2021**

Persistence Pays Off

In 2014, a steering committee composed of volunteer representatives from each region of Plumas County contracted with Civitas to begin the process of forming a Plumas County Tourism Marketing District. After two years of county-wide effort the process was put on hold when it became evident that the eastern area of the county was not interested in participating in the Tourism Marketing District. However, the TMD steering committee was not deterred and revised their plan to create a district without Eastern Plumas, that would include Quincy/Bucks Lake, the Feather River Canyon, Indian Valley and the Lake Almanor Basin. At the end of 2018, efforts were reignited by this volunteer group and they formed a non-profit, Feather River Tourism Association and the Plumas Board of Supervisors approved the use of staff time to continue the efforts to form the Feather River Tourism Marketing District (FRTMD).

Over the next two years Civitas and the FRTMD steering committee worked tirelessly to develop the Feather River Tourism Marketing District Management District Plan. The FRTMD steering committee and Civitas worked with Plumas County to update their internal software, streamline stakeholder outreach to lodging, and collecting signed petitions. Despite the challenges that the COVID-19 pandemic presented in 2020, these dedicated and committed FRTMD steering committee volunteers not only funded the formation costs themselves, but their work culminated in the long-awaited approval of the FRTMD in October 2020, with assessment collections starting January 1, 2021.

The persistence the FRTMD steering committee, now the Feather River Tourism Association (FRTA), exemplified was the importance that every dollar available to promoting the region was worth the trials and tribulations they experienced over the nearly six-year campaign to secure dedicated funding. Karen Kleven, an FRTA Board Member and project leader, said “we never could have done it without the ongoing support, encouragement, and professionalism from Civitas.” The Feather River Tourism Association has an approximately \$191,000 budget dedicated to increasing demand for overnight visitation to the region, which highlights the many opportunities for outdoor adventures in rural northern California in the Lake Almanor Basin, Indian Valley, Feather River Canyon, Quincy and Bucks Lake communities.

We look forward to seeing great things happening for this industrious and diligent group as they help visitors discover the wonders of Plumas County!