
SIERRA BUTTES TRAIL STEWARDSHIP

2022 Annual Report



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Message from our Executive Director

GREG WILLIAMS

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Welcome to the Sierra Buttes Trail Stewardship (SBTS) 2022 Annual Report. This executive summary provides an overview of our organization's success, impact, and creation of Dirt Magic over the past year. At SBTS, our mission is to revitalize disadvantaged mountain communities using trails as the tool. Our vision is to create, enhance, and sustain trails and outdoor recreation opportunities in the Sierra Nevada region for generations. We envision a future where well built and maintained trails provide transformative outdoor experiences, fostering environmental stewardship, community engagement, local jobs, and economic development opportunities.

Trail Development and Maintenance:

In 2022, SBTS expanded our trail network through our Connected Communities project, building 25.43 miles and maintaining over 226 miles of sustainable and fun Lost Sierra trails. These trails now offer diverse recreational opportunities for hikers, mountain bikers, dirt bikers, equestrian, and outdoor enthusiasts of all ages and abilities.

Environmental and Community Stewardship:

Our commitment to ecological and cultural integrity remained steadfast as we implemented best practices in trail planning (NEPA/CEQA), construction, maintenance, and restoration. Our efforts focused on mitigating environmental impact and preserving the natural beauty and culture of the Sierra Nevada.

Community Engagement:

SBTS continued to build strong partnerships with local communities, businesses, and government agencies. Through collaborative efforts, we organized trail stewardship events, workshops, and educational programs, engaging thousands of volunteers in caring for our public lands.

Professional Trail Stewardship:

As part of our ongoing dedication to professional trail stewardship, we conducted specialized training programs for our trail crew and volunteers. This resulted in increased trail quality and safety standards across our network.

Impact and Outcomes:

The trail network developed and maintained by SBTS generated substantial economic benefits for the region. Outdoor recreation enthusiasts contributed over \$5 million to local economies, supporting businesses and livelihoods throughout the Lost Sierra.

Health and Well-being:

Multiple-use and well-designed trails positively impacted the physical and mental well-being of community members. Thousands of adults and youth benefited from improved outdoor recreation opportunities, promoting an active and healthy lifestyle.

Empowering Youth:

Our youth programs empowered the next generation of environmental stewards. Over 500 young participants gained environmental awareness and leadership skills through outdoor experiences and educational initiatives.

Financial Overview:

SBTS maintained financial stability in 2022, with revenue growth of 12% compared to the previous year. We allocated 85% of our funds directly to trail development, maintenance, and community programs, paying staff, ensuring maximum impact and efficiency.

Challenges and Strategies:

Despite remarkable achievements, SBTS faced challenges in securing consistent funding for long-term projects and programs. To address this, we are actively diversifying our fundraising efforts, seeking strategic partnerships, and exploring grant opportunities to sustain our mission and future growth.

Conclusion:

The Sierra Buttes Trail Stewardship is deeply grateful for the unwavering support of our volunteers, donors, partners, and communities. Together, we have made significant strides in conserving our precious natural resources, promoting outdoor recreation, and strengthening our communities. As we look to the future, we remain committed to creating lasting trails that inspire connection, foster environmental stewardship, and enrich lives throughout the Lost Sierra region.

We invite you to explore the full annual report for a detailed account of our 2022 achievements, stories from the trail, and a comprehensive financial breakdown.



Connected Communities as the Cover Story of the Sunday Los Angeles Times

Connected Communities gained widespread media attention this year, with high-profile mentions in national newspapers and magazines and local television news programs. Highlights include a homepage feature in the LA Times entitled: 'We have to remake ourselves': Can a new trail help revive this crest of the Sierra?, a feature in the San Francisco Chronicle, a write-up in notable travel magazine AFAR, mentions in The NY Times, SF Gate, Tahoe Weekly, Tahoe Daily Tribune, Tahoe Quarterly and Sierra Sun, as well as stories on KTVU, and KCRA TV. That exposure has helped the project gain further attention from state legislators, and we are hopeful this may lead to additional funding for the next stages of the project: environmental review and construction.



Photo by Spanish Peak Productions

592

Volunteers

4290

Volunteer Hours

Our volunteers were a key part of the progress we made in 2022, with 592 volunteers racking up 4,290 hours out on the trails, resulting in a match value of \$128,485. The number of volunteers in 2022 rebounded to levels not seen since 2019, a promising sign that we hope continues into 2023. In total, SBTS held 24 volunteer days this year and hosted two Trail Epics that, combined, attracted 304 volunteers.

2022 Impact



YOUTH

3 Youth Crews

6 Youth Crew Leaders

30 Youth Crew Members

PROS

3 Pro Crews

15 Pro Crew Members

VOLUNTEERS

24 Volunteer days

592 Volunteers

STAFF & BOARD

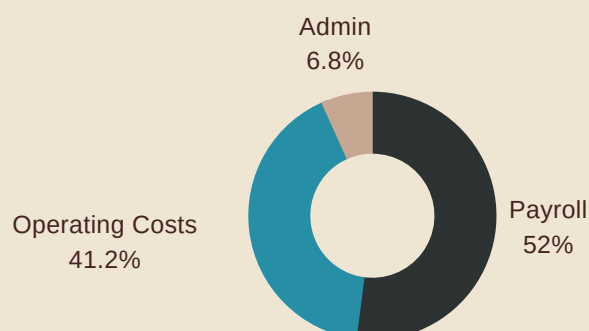
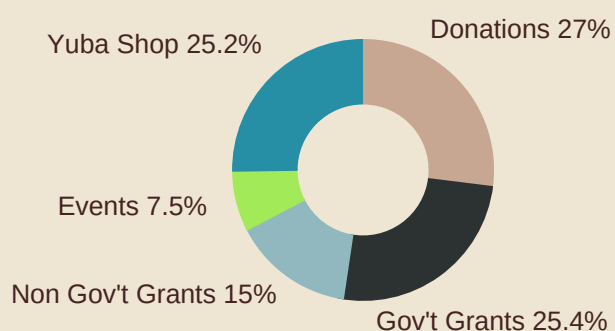
67 Employees

4 Board Members

FINANCIALS

2022 Revenue - \$2,425,784.93

2022 Expenses - \$2,737,467.47



2022 Trails Report



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SBTS made significant headway on several key projects in 2022, including moving forward on the master planning and environmental review process for the Lost Sierra Route (LSR), the proposed multi-use signature route that is part of Connected Communities.

In total, SBTS applied for 17 large grants in 2022 to partially support its operations, resulting in just over \$3.3 million in funding for the organization's current projects and planned next phases of Connected Communities and the LSR. Spring came early, allowing our crews to get a headstart on trail maintenance projects, with shovels hitting the dirt as early as January 2022.



226

**Miles of trails
maintained**

25

**Miles of new trail
construction**

176

**Miles of trail
ground-truthed**

Throughout 2022, crews maintained 226 miles of trails, built 25 miles of new construction and ground-truthed another 176 miles, 116 miles of which will likely make up part of the Lost Sierra Route.

Lost & Found 2022

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SBTS and Breakaway Productions were thrilled to be able to bring the epic Lost & Found Gravel Festival back to the city of Portola in 2022 after three years away. Many fine words have been written about what an amazing event this is—odes to the gravel, the party, the people and the mountains.

For the Stewardship, the massive love and stoke around bringing back this race was a reminder of why we do this, why we dig the trails, why we host the party. After three long years of smoke and sickness, 889 riders rolled into Portola, bringing a much-needed economic jolt to the region. Friends were reunited, beers were cracked, and everyone was transported to what life was like the last time they partied and rode these mountains.



Photo by Eric Highlander



We would like to extend a “many hands” thank you to these incredible volunteers, partners, sponsors and vendors, which helped make the return of the Lost and Found possible: Breakaway Promotions our race logistics partner; Cervélo our Title Sponsor; the City of Portola; Plumas County; the United States Forest Service; The Farm; Sierra Nevada Brewing Company; Shimano; Patagonia; Clifbar; WTB; Paul Components; Klean Kanteen; Voler; Dynaplug; Küat; Nakoma Resort; Radius Outfitters; Mike’s Bikes; Merge4; The Brewing Lair; The Brewer’s Cabinet; Quintopia; Dunn Vineyards; Redshift; Dumonde Tech Racing Oils; Smith; MucOff; the California Highway Patrol; Plumas County Sheriff’s Department; Caltrans; Plumas Amateur Radio; Beckwourth Fire; Eastern Plumas Fire; Graeagle Fire; Eastern Plumas Ambulance; Bob and Betty Jo McGarr for “The Tube” access; Mountain Magic Catering; Diamond S Ranch; Bella Luna Creative Catering; Alana & Fletcher Darquea Catering; Plumas Sanitation; Intermountain Disposal; The Lost Sierra Company; High Sierra Animal Rescue; Lost Sierra Composite Mountain Bike Team; GC Gear; Soil to Soul; Coloma Wraps; Vidal’s BBQ; Tentacle Coffee; Feather River Food Coop; and DayTrip Beverage. We would also like to thank our entertainment folks: Joy & Madness, 86 Proof, Johnny Walker & Greg Willis and Danny Horton.

**Thank you to our donors, partners,
supporters and volunteers. We couldn't
do this without you!!**

