



How To Create a Stewardship Travel Activity

1. Ensure activity/attraction meets criteria:

- Opportunities for deeper connections to people, place, nature
- Opportunities for learning about nature, culture, history
- Opportunities for caring: stewardship activity (planting seedlings, historic restoration, trail restoration) or donation

2. Partner business with non-profit if needed to meet all criteria

Examples:

- Kayaking outfitter with wildlife rescue org. - Pacific Wildlife Care
- Guided Hiking outfitter with trail maintenance non-profit - Central Coast Concerned Mountain Bikers – www.cccmb.org
- Beach Clean Up with Friends of Oceano Dunes non-profit
- Ancient Oaks Acorn Gathering & Restoration Walks with Friends of Lopez Lake Park non-profit
- Abalone Farm Tour with Pacific Wildlife Care
- Outdoor recreation outfitter with message to all customers about donation opportunities

3. Request and fill out “Stewardship Traveler Program Attraction Form”

Send to:

Diane Strachan,

CBID’s WineCoastCountry Stewardship Travel Professional

di.positivefutures@gmail.com

530-926-1546 cell

Cheryl Cuming

Chief Administrative Officer

CBID – SLO County Tourism Business Improvement District

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805-547-2243



Stewardship Traveler Program Attraction/Activity Form

Activity Title: _____

BID Region:

What is the maximum capacity of people recommended for the attraction/activity? # _____

Contact Name/Title:

Phone:

Email:

Website:

Activity/Event Dates & Times:

Cost (if any):

Open to the Public Hours:

Activity Description/Website Content:

(Find example at <http://winecoastcountry.com/play/sweet-springs-preserve-monthly-stewards-day>)

Quote – Activity lead or STP Ambassador: Please answer question below:

WHY is this activity/attraction valuable and enjoyed by travelers and locals alike?

Physical Address:

Donation Partner (if different from Activity Lead):

Donation Contact (if different from Activity Contact):

Donation Website:

Newsworthy Story Angle Ideas? (leave blank if you don't think of something)

Contact:

Diane Strachan, di_positivefutures@gmail.com, 530-926-1546

CBID Stewardship Tourism Professional

Cheryl Cuming, admin@SLOcountyBID.com, 805-547-CBID (2243)

CBID Chief Administrative Officer