



SIERRA
BUSINESS COUNCIL

Sierra Business Council

Annual Report 2025



2025 Highlights

Protecting Communities & Forests

- Alongside our partners, we launched the cross-sector, statewide Wildfire Solutions Coalition, a 50+ member group unified in the critical need to move California from crisis response to wildfire risk reduction.
- We celebrated a statewide win: reauthorizing California's cap-and-trade program and securing \$270 million per year for wildfire resilience.
- We conducted 60+ legislative visits, advocating for Sierra priorities—from wildfire strategies to local housing programs.
- We highlighted the local consequences of federal decisions, from the impact of forestry staffing changes to the burden of Medicare cuts on our local community hospitals.

Growing a More Inclusive Economy

- Through Sierra Jobs First, we invested nearly \$9 million in 38 local job-creating projects.
- We partnered with California Forward to ensure that regional economic development will remain a top priority for state funding strategies.
- We partnered with Tribal and Latino-serving organizations to ensure our work in inclusive economic empowerment and community resilience reaches all members of the Sierra Nevada region.

Leading on Climate Action

- We officially launched the Northern Rural Energy Network, expanding clean energy access in historically underserved, rural communities.
- We advanced climate collaboration in the Sierra through the Climate Transformation Alliance, the Resilience Project of Western Nevada County, and other regional action networks.

A Letter from SBC Leadership

Dear Friends,

2025 has been a year of both urgent challenges and transformative progress. In the Sierra Nevada, wildfire threats are growing, federal investments are shifting, housing costs are rising, and economic uncertainty weighs on too many families. At the same time, opportunities to protect our communities, grow local economies, and lead on climate solutions are within our grasp—if we act decisively.

This is a moment that demands bold action.

Sierra Business Council is the region's leading nonprofit working at the intersection of climate resilience, economic opportunity, and community wellbeing. We tackle the Sierra Nevada's most pressing challenges—from wildfire and housing to broadband, entrepreneurship, and clean energy. We are of, for, and about the Sierra Nevada.

As both a strategic advocate and an on-the-ground implementation partner, we help communities access critical funding, shape state policy, grow small businesses, and build long-term regional resilience. Our programs support hundreds of local entrepreneurs, deliver climate and energy solutions, and strengthen the Sierra's voice in statewide decision-making.

Our Role in the Region

Sierra Business Council works to build a resilient, prosperous, and equitable Sierra Nevada by advancing climate action, sustainable economic development, and community-driven solutions through policy advocacy, regional collaboration, and on-the-ground programs.

We hope you will join us in our work and make it yours.

Sincerely,



Steve Frisch
President
Sierra Business Council



Allan Pietrasanta
Board Chair
Sierra Business Council





About Sierra Business Council

Sierra Business Council is a 501(c)3 nonprofit corporation established in 1994 and has dedicated 30 years to enhancing the Sierra Nevada region through community empowerment, environmental stewardship, and economic development.

Headquartered in Truckee, California with satellite offices in Bishop and staff located throughout the region, the organization promotes sustainable regional growth by supporting businesses, solving rural issues, and addressing climate change. SBC's initiatives include economic empowerment through direct technical assistance and development strategies, climate action programs that enhance energy efficiency and reduce carbon emissions, and regional advocacy to elevate the Sierra's interests in policy discussions.

Notable achievements include collaboration on establishing the Sierra Nevada Conservancy, launching the Sierra Small Business Development Center, and promoting energy resilience and climate planning via the Sierra Nevada Energy Watch. By integrating social, environmental, and economic impacts, SBC works towards a thriving, resilient Sierra Nevada with diverse economies and restored ecosystems.

Mission & Vision

Mission

Sierra Business Council advances and demonstrates innovative approaches and solutions to increase community vitality, environmental quality, economic prosperity, and social equity in the Sierra Nevada.

Vision

In the Sierra Nevada, change and challenge create opportunities. Through innovation, integrity, and respect, SBC is a trusted partner and innovator. We implement projects that model proactive and positive change on the ground, enabling the region to adapt to the needs of its diverse population, a shifting environment, and a sustainable economy. These projects empower the Sierra Nevada to be the best place to raise a family, seek adventure, learn, engage in community, grow a business, and find meaningful work – a place of hope and accomplishment. We act as steward leaders of the region, taking responsibility for the care and responsible management of our place. Our work is focused on finding common ground among the diverse voices of our region to advance positive impact in this place we call home.





Our Foundational Values

Integrity

We lead with honesty, accountability, and commitment to our mission. We adhere to high ethical standards while striving for excellence.

Stewardship

We carefully and responsibly partner to lead the region and manage its resources to advance healthy, equitable, and sustainable natural and human communities.

Innovation

We help create new ways to proactively address complex issues where the collective solution exceeds the sum of the parts.

Prosperity

We strive to build a flourishing Sierra Nevada where the people and the environment can mutually benefit from our efforts and investments.

Positivity

We engage in positive thinking and positive behaviors, like kindness and generosity, striving for the best outcome for all involved. We believe that optimism is a force multiplier.

Systemetic Change

Our most aspirational value is to develop strategies and model new systems that are qualitatively more efficient, just, and equitable.



Regional Policy & Advocacy Leadership

Government Affairs & Regional Advocacy

- Launched the **Wildfire Solutions Coalition**, uniting 60+ organizations and meeting with over 75 regional and statewide leaders, securing over **\$2M** to fund the Coalition's work, and advancing major state wildfire and climate policy wins.
- Co-led **Sierra Day at the Capitol**, coordinating 70+ advocates in 55+ legislative meetings.
- Published *Advancing Wildfire Resilience Workforce & Career Development in California*, a statewide workforce development roadmap for inclusion in California's Wildfire & Forest Resilience Action Plan.
- Held **50+ policymaker meetings** and submitted dozens of comment letters to advance wildfire resilience, land stewardship, housing, climate mitigation, and energy efficiency.
- Helped secure **\$114M** in Prop 4 funding for the Sierra, protected **\$200M** in wildfire resilience funding by advancing support for California's cap-and-invest program, and defended California's energy efficiency programs.
- Advanced housing solutions through partnerships with the **Truckee-Tahoe Workforce Housing Authority** and the Town of Truckee's **Homegrown Housing Program**.
- Led rapid-response communications on the impacts of the federal shutdown, earning regional media coverage.
- Represented the Sierra statewide across major policy coalitions, task forces, and summits.



Climate Action & Energy Programs

Northern Rural Energy Network (NREN)

- Launched residential energy programs, delivering **50** efficiency kits, **five** home assessments, and several rebates to advance equitable energy efficiency programming in rural Sierra Nevada communities.
- Developed full branding, launched the NREN website, and began designing commercial and workforce programming for 2026.

Sierra Nevada Energy Watch

- Assisted **15** public agencies and **4** businesses with audits, GHG inventories, and benchmarking.
- Delivered **28** community education efforts.

Climate Transformation Alliance (CTA)

- Secured state funding through 2026 and grew membership.
- Held **20+** meetings/events and published the CTA GHG Dashboard and Project Clearinghouse.
- Supported members with GHG inventories and presented at a statewide climate forum.

Energy & Climate Action Expertise

Go Electric Truckee Tahoe

- Delivered **10** online trainings, hosted hands-on contractor education, and provided electrification coaching to **14** residents, resulting in **two** heat pump installations.

Dark Sky Lighting Rebate Program

- Processed **46** residential applications, one of which was a multifamily building retrofit, approved the installation of **250** Dark Sky-compliant lighting fixtures, 8 motion sensors, and distributed **\$16,069** in rebates.

Driving Clean Assistance Program

- Shared information about electric car rebates, reaching communities through events, newsletters, and social media.

Sierra Climate Adaptation & Mitigation Partnership (CAMP)

- Held quarterly meetings, delivered dozens of educational resources, and led authorship of the **5th Climate Change Assessment Sierra Nevada Report**.

Resilience Project of Western Nevada County

- Established a new climate collaborative with Nevada County, developed a full brand identity and governance, and hosted a community kickoff with **100** attendees.

Additional Climate Contracts

- Completed or initiated GHG inventories and long-term emissions planning for the **North Tahoe PUD, Tahoe Truckee Unified School District, and Town of Truckee**.
- Began a multi-year PG&E climate vulnerability engagement project across **16** counties.



Sustainable Economies

California Jobs First – Sierra Region

- Awarded and contracted nearly **\$9M** to 38 community-driven projects.
- Evaluated 50 project proposals requesting \$23.8M.
- Appointed five Industry Sector Coordinators, including a Tribal coordinator, and convened alongside dozens of working groups, advisory committees, and the first regional coordinator-run Industry Shindig.
- Hosted regional healthcare industry conferences and launched planning for long-term collaboration beyond state funding.

California Jobs First – Capital Region

- Convened quarterly stakeholder groups, helping secure funding for 10+ local projects.
- Delivered inclusive outreach training to 22 projects and 8 community ambassador groups.
- Co-developed a **Latino Engagement Framework** for Placer County's General Plan 2050 update.
- Advanced Tribal-county collaboration on wildfire planning and began developing a **Regional Inter-Tribal Economic Development Strategy**.

Sustainable Economies

Inclusive Economic Development

- In partnership with the Latino Leadership Council, secured funding from the Sierra Health Foundation to undertake a community development corporation (CDC) feasibility study to advance Latino economic development, health equity, and housing in Placer County.
- Partnered with the Indigenous Futures Society to advance inclusion of Traditional Ecological Knowledge in forest management planning in Placer County.

Forestry Entrepreneurship

- Trained **141+ forest business owners** through the Good Jobs Challenge program.

Broadband Expansion

- Built an interactive broadband map to identify high-need areas.
- Supported **six** state broadband grant applications (four awarded, two in review).
- Helped secure **\$60K in digital equity grants** and represented rural broadband needs at state-level hearings.

Sierra Small Business Development Center

- Supported **550** businesses with **2,700 hours** of advising.
- Helped create **89 jobs** and launch **37 new businesses** across seven counties.
- Delivered 29 workshops and helped businesses secure **\$35.5M** in loans/equity and generate **\$3.1M** in new sales.

Eastern Sierra Business Resource Center

- Assisted **75** businesses, delivered **26** workshops, and helped launch **two new** businesses.
- Formed **26 new partnerships** and supported major local employers with recruitment and hiring.

Our Theory of Change





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BUSINESS COUNCIL

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