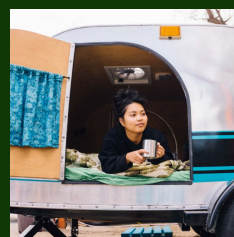


Low-intensity camping on private land

Cassandra Prenn-Vasilakis,
Hipcamp

Nevada County Board of
Supervisors Workshop

January 27, 2023



- Outdoor recreation industry
- Hipcamp introduction
- Low-intensity camping in Nevada County
- Economic impact in Nevada County
- Questions and discussion

The outdoor recreation industry, and demand for new places to get outside, is growing in the United States

Outdoor recreation hit a record high in 2021 with 164 million participants, more than half the U.S. population



The volume of campers is affecting the experience and impacting the environment

44% of campers indicated they camped less in 2021 due to overcrowding

44% changed the way they camped because of the influx of new campers

45% say the large number of newcomers impacted the quality of their camping experience



Outside

We Need More Campsites

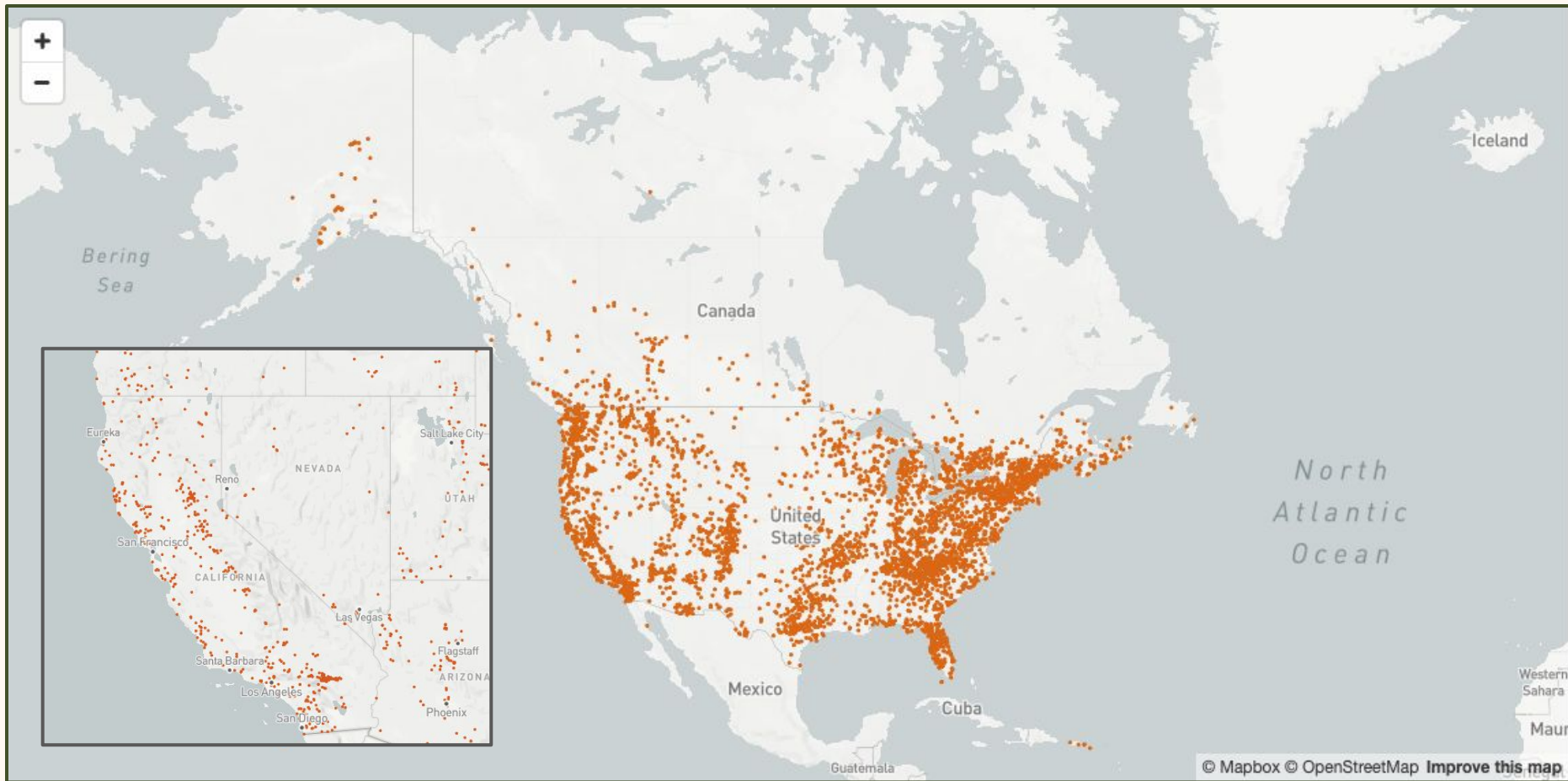
A shortage of places to camp is hurting the environment and limiting diversity in outdoors. But there are some innovative solutions on the table.

Hipcamp is a platform - one of many - that enables local landowners to advertise new and unique places for people to stay, camp, and get outside.

Listings on Hipcamp range from commercial campgrounds and RV parks to farm stays, low-intensity tent and RV sites, cabins and vacation rentals, and camping structures like yurts and canvas tents.

Hipcamp Hosts welcome campers to sites in the United States, Canada, Australia, and the United Kingdom.

Landowners sign up with Hipcamp as Hosts and create a listing that shows the area available to campers, who search by location and book on Hipcamp's website and mobile app.



Hipcamp Hosts are thoughtful neighbors and environmental stewards.

Hosts are invested in protecting their properties and community, take the time to educate visitors about what it means to recreate responsibly in the region, and share their recommendations for local businesses.

In 2022, landowners partnering with Hipcamp in California **earned more than \$6M** hosting campers.

Their guests drove **\$39M** in **economic impact** for the surrounding communities.



BUSINESS INSIDER

HOME TRAVEL

Hipcamp saw its traffic double this year, generating new revenue streams for the 50% of its hosts that are also farmers and ranchers



Catherine LeClair 1 hour ago

It's a bright August night on Smithereen Farm in Pembroke, Maine. I've pulled my camping chair out into

Low-intensity camping in Nevada County

Range of camping accommodations and amenities



No amenities, “pack in, pack out” tent camping



No amenities, “pack in, pack out” car camping



No amenities, self-contained vans, RVs, trailers



Some amenities, temporary or semi-permanent structures like picnic tables, platforms, shade structures, canvas tents



Camping structures with amenities like plumbing and electrical

Low-intensity camping in Nevada County Code

Less intensive recreational camping in rural and forested areas:

- requires less infrastructure
- generates less traffic
- has less on-site development than other commercial camping uses

Current definition allows for:

- sites for tent camping (excludes sites for recreational vehicles)
- up to 4 tent sites per acre

Why is low-intensity camping important?

- Supports the tourism and outdoor recreation economies
- Enables local landowners and agricultural operators to generate sustainable revenue
- Takes pressure off of our public lands and resources by dispersing use to locally-run, well-managed sites on private land



Opportunity in Nevada County to make low-intensity camping

More accessible: A use permit costs \$5,000+ regardless of the intensity of use

More inclusive:

Temporary and semi-permanent camping structures like glamping tents, yurts, stationary RVs and camper vans

Self-contained sites for RVs and camper vans

More robust:

Fire safety

Site standards: Waste disposal, parking, noise



Economic impact in Nevada County

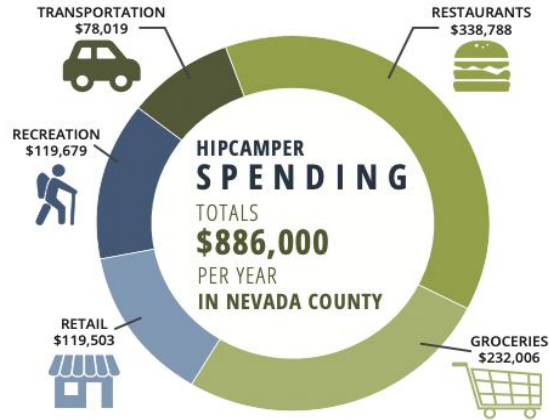
**53
HIPCAMP
HOSTS**

**BROUGHT
IN**

**4,280
HIPCAMPER
S**

**WHO
SPENT**

**8,432
NIGHTS
OUTSIDE**



Every dollar spent by Hipcampers results in \$1.49 in spending within the county.



Spending in the community supports 8 jobs, with an average wage of \$30,383.



The average host earned \$8,000 in supplemental income.

Earth Economics works to quantify and value the benefits nature provides - our work drives effective decisions and systemic change through a combination of education, natural capital analysis, and policy recommendations.
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ECONOMICS**

Thank you!



Questions?