



Funding Agreement Presentation

El Dorado County Board of Supervisors Meeting

February 6, 2024

Fiscal Year
2022-2023

The presentation relates to activities completed during Fiscal Year 2022-2023 pursuant to our organization's Funding Agreement.



Program Goals



How We're Evolving our Programs

GO Local Shopping, Dining
and Events Increased
Video and Digital Media

Increase the number
and variety of
participating local
businesses

Expand
promotion of
"Elevate Your
Palate"

Increase
Restaurant
Options for
Participating

Multi-media/ PR
campaign for
culinary and digital
savvy visitors

Update
partnerships and
promotions with El
Dorado County
farms, wineries and
breweries

Increase GO Local
promotion on
Digital Media and
evolve to address
target audiences

Affordable Workforce Housing Initiatives.

Tahoe Chamber will remain an active member of the Tahoe Regional Planning Agency (TRPA) Tahoe Living Working Group, with the goal of making housing more affordable for local residents. This includes regulatory changes that foster the development of more accessory dwelling units (ADU).

Tahoe Chamber will continue to engage with the City of South Lake Tahoe, providing employer and employee perspectives and targeted advocacy on the City's housing initiatives. Also, the housing initiatives of locally-based Saint Joseph Community Land Trust, and the emerging El Dorado County First-Time Home Loan Program and new Tenant-Based Rental Assistance Program.



1

Business Best Practices Video Series

Written and produced by Tahoe Chamber.

[Examples: How to survive and thrive in today's ever-changing business environment]

2

Chamber Member Showcase Video Series

(aka Member Minutes)

Written and produced by Tahoe Chamber. This video series will reflect the diversity, creativity, and energy of the greater South Shore business environment.

3

Active Promotion of Free Business Coaching Program

Through the Sierra Small Business Center, in collaboration with the Sierra Business Council serving as the SBDC.



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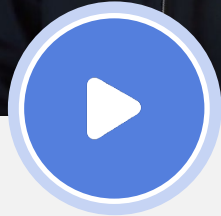


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Enhance GO Local Tahoe Promotions

Go Local Tahoe Shop and Dine will be enhanced with video promotions to include South Tahoe Restaurant Association (STRA) Member Showcase videos and another new video series entitled Go Local Tahoe Sample the Sierra Showcase. These videos will be added to the Tahoe Chamber golocaltahoe.com website, samplethesierra.com, and to our other Chamber social media and communication channels.



South Of North
Brewing

youtu.be/_6fhzWF20xs?si=oB4dtK0Jys6PzY1R



Cold Water
Brewery

youtu.be/i5Geo82LPYs?si=6t3cohT2dyiAI2JF



Cork and
More

youtu.be/aL8He4jimDc?si=leVJjJS-hTWN7o88



Sample the Sierra Showcase Videos

**Click play button to view - GO Local
Sample The Sierra Showcase videos*

- Juice eNVy
- The Cork & More
- Flatstick Pub
- GaiaLicious Boutique



SamAple the Sierra Farm to Fork Festival

Based on STRA and other vendor input, our festival format will be adjusted. The festival website, samplethesierra.com, will be regularly refreshed, including the links to El Dorado County associations and attractions, including but not limited to: Apple Hill Growers, El Dorado Wine Association, El Dorado Growers Association, Fair Play Winery Association, Wineries of Carson Road, and Visit El Dorado. A robust multi-media advertising campaign will support festival vendor participation, event sponsors and attendance.



South Tahoe Restaurant Association

Chamber staff will continue to support regular STRA member meetings, adjusting the range of topics to ensure the evolving needs of restaurants are being addressed, particularly given the challenges of staffing shortages, changes in state and local regulations affecting operations, and the rising cost of the provisions necessary to support restaurant menus.

TAHOE CHAMBER
When Tahoe means business.

Cheers from **SOUTH LAKE TAHOE**

1 Beach Bum's Bar & Grill
300 US-50
roundhillpinesresort.com

2 Cafe Fiore
1169 Ski Run Blvd.
cafeiore.com

3 Chicken in A Barrel
2100 Lake Tahoe Blvd.
chickeninabarrel.com

4 Coldwater Brewery & Grill
2544 Lake Tahoe Blvd.
tahoe-coldwaterbrewery.com

5 Maggie's at Desolation Hotel
933 Poplar St.
desolationhotel.com

6 MacDuff's Public House
1041 Fremont Ave.
macduffspub.com

7 Off the Hook Sushi
2600 Lake Tahoe Blvd.
offthehooksushi.com

8 Riva Grill
900 Ski Run Blvd.
rivagrill.com

9 Sidellis Lake Tahoe
3350 Sandy Way
sidellis.com

10 South Lake Brewing Co.
1920 Lake Tahoe Blvd.
southlakebeer.com

11 South of North Brewing Co.
932 Stateline Ave.
southofnorthbeer.com

12 The Baked Bear
4118 Lake Tahoe Blvd.
thebakedbear.com

13 The Beacon Bar & Grill
1900 Jameson Beach Rd.
camprichardson.com

14 The Hangar
2401 Lake Tahoe Blvd.
thehangar.laketahoe

15 The Loft
1001 Heavenly Village Way
thelofttahoe.com

16 Ten Crows BBQ
4011 Lake Tahoe Blvd.
10crows.com

17 Verde Mexican Rotisserie
2016 Lake Tahoe Blvd.
verdemexicanrotisserie.com

Sponsored By **lake tahoe**

TAHOE CITY 26.5 mi. Truckee 41 mi.

SACRAMENTO 101 mi. MEYERS 3.7 mi.

RENO 59 mi.

0 0.25 0.5 0.75 1 miles

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LEVEL UP WEBINAR

We will continue to present relevant and informative sessions to support the business community.

Business Needs

- Employee Hiring and Retention
- HR Employment and Laws
- Social Media Marketing
- Building Emotional Wellness
- E-Commerce
- Understanding and Embracing DEI

Business & Workforce Development



There are 3 Primary Components to our Program:



Solution #1

Act as a liaison between employers/employees and the Lake Tahoe Unified School District and Lake Tahoe Community College to help identify and support career pathways from high school to college or directly to the workplace



Solution #2

Tahoe Chamber's role as a member of the ADVANCE Board of Directors, helping to shape ADVANCE initiatives to support the organization's workforce development programs as well as curriculum at Lake Tahoe Community College



Solution #3

Small Business Coaching Program (free to the client) in partnership with the Sierra Small Business Development Center

Impacts on Business

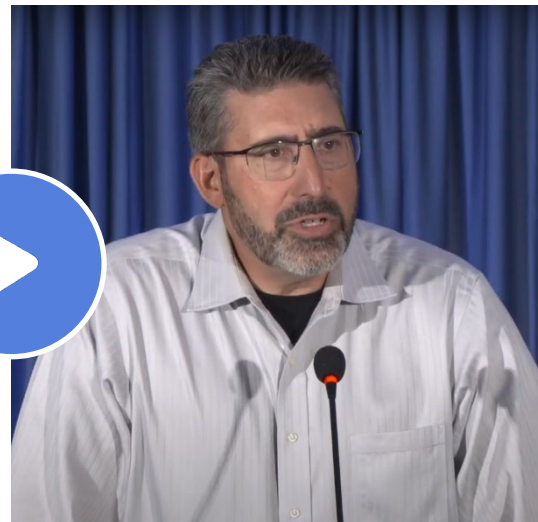


ADVANCE Adult Education Leadership Board.

A Tahoe Chamber representative will continue to serve on the ADVANCE Adult Education Leadership Board. The mission and opportunity of this board is to help shape the workforce development programs offered by ADVANCE, and through ADVANCE, provide input for the workforce development and training programs offered by Lake Tahoe Community College (LTCC).

Tahoe Chamber
Education Forum 2023

<https://youtu.be/4jO6G42M79M?si=h20xE800iZr0V6fe>



Level UP Workshops and Town Hall Community Forums.

Continue Tahoe Chamber's Level UP Webinar and Workshop series. These programs address issues and information that reflect the needs and interests of local businesses, with Town Hall Forums designed for the broader community.

Leadership Lake Tahoe

Leadership Lake Tahoe (LLT).

The mission of this educational and training opportunity is to identify and develop current and future leaders through a comprehensive program designed to increase knowledge and awareness of the issues and challenges facing our community.

The course includes ten day-long sessions, with topics to include Economic Development, Environment, Government, Leadership Development, Public Education System, Public Safety, Equity and Diversity, Social Services & Community Resources, Tourism & Recreation, and Transportation.

Participants are also required to work on a group project that will benefit the community and help develop a multitude of leadership skills (extra hours outside of class time to complete).



Tahoe Prosperity Playbook



Implementation of the Tahoe Prosperity Playbook

Tahoe Prosperity Center's Catalyst Committee, a group of diverse regional leaders guiding implementation of the Playbook's long-term goals, strategies, measuring indicators, and identified infrastructure investments.



- Strengthen key industries
- Build skill pathways for upward mobility
- Jump start the innovation ecosystem
- Shape the enabling environment
- Support for housing and transportation policy changes and investments that buttress the region's economic foundations
 - Advance Responsible Tourism
- Increase support for Mainstreet Businesses and Anchor Employers
- Strengthen Entrepreneurship and Innovation
- Engagement in the Plan's Performance Measures for Accountability

Destination Stewardship Plan

Lake Tahoe Destination Stewardship Plan Implementation

Lake Tahoe's communities and economy are rooted in recreation and tourism, touching the lives of all who work, live, and play here.

Over the past year plus, a group of 15 public agencies, local governments, and community-based non-profit organizations came together with a team of world-renown advisors to create a shared destination stewardship plan designed to balance the needs of the environment, businesses, visitors, and local communities.



Tahoe Chamber will focus on will be on educating our business community, as well as visitors and residents on the importance of stewardship – “Taking Care of Tahoe.” We will engage through our tahoechamber.org website, on our social media channels, our Level UP webinar and Town Hall series.

The process of preparing the plan involved public visioning workshops, resident and visitor surveys, discussion groups, and news and updates through a website at StewardshipTahoe.org.



Contact Info.

State of the South Shore
Address 5.17.2023



https://youtu.be/4qGems3GoyM?si=K_3taZHJ7tU9RsSh



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