



# TAHOE CHAMBER

*When Tahoe means business.*

EL DORADO COUNTY PRESENTATION

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## Annual Programs Funded in Part by Economic Funding Agreement



**Sample the Sierra Farm-to-Fork Festival**

**South Tahoe Restaurant Association**

*"Elevate Your Palate"*

**GO Local Tahoe**

Local Shopping and Dining Promotions

**Level UP Workshops**

Business Education and Professional Development Workshops

**Workforce and Business Development**

Activities and Partnerships

# 9th ANNUAL SAMPLE THE SIERRA



The poster for the 9th Annual Sample the Sierra festival features a collage of images at the top: wine bottles, a group of people, and a colorful mural. The central text reads: "Lake Tahoe's Largest Farm-To-Fork Festival", "Sample the Sierra™", "September 15, 2018 | 12-5pm", "Bijou Community Park, South Lake Tahoe", and "Food, Wine, Beer, Spirits", "Sierra Chef Challenge, Local Artisans, Live Music and more...". The bottom of the poster shows images of beer glasses, a chef, and a plate of food, with the website "www.samplethesierra.com" at the very bottom.

- **19** Restaurants
- **12** Wineries
- **8** Breweries
- **1** Distillery
- **16** Farmers/Producers
- **27** Artisans
- **5** Lodging Partners
- **1,600** Attendees



## 2018 Attendee Stats

- 51% of attendees are local to the Tahoe area
- 49% of attendees are guests from out of the area that stay an average or **3.7** nights
  - 23% of attendees are overnight visitors from CA/NV
  - 5% of attendees are overnight visitors from outside CA/NV
  - 7% of attendees are second home owners
- Overnight visitors spent an average of **\$515** during their stay



# 9th ANNUAL SAMPLE THE SIERRA

## 2018 Media Insights

Total Online News Audience: **6,075,556**

Total online news publicity valued at \$77,430

Total National TV Audience: **4,133**

Total national TV publicity valued at \$1,040

Total Print Audience: **1,502,712**

Total print publicity valued at \$5,604

### Some Notable Mentions:

- Visit California
- East Bay Times
- San Jose Mercury News
- KTVN Reno
- KRXI (FOX) Reno's Mornings on Fox 11



# 9th ANNUAL SAMPLE THE SIERRA

## Digital Influencers

Audience: 31,000

Total Digital Influencer exposure valued at \$310

@SarahFunky

- Est. Audience 21,000

@TheHangryWoman

- Est. Audience 10,000





**Vision:** South Tahoe is recognized as a destination of exceptional culinary and hospitality experience.

**Mission:** To elevate the culinary and hospitality experience by providing leadership and resources for marketing, education and support throughout the restaurant community.

Elevate  
Your  
Palate

“Considering food tourism is a multi-billion dollar industry in the U.S. and that the food scene in Tahoe is an integral role in expanding our reputation as a global destination, STRA’s mission to elevate the local food scene is important not just for my bottom line, but for the entire community”

**-Jeff Cowen, Owner of Blue Angel Café**



## Accomplishments:

- Successfully advocated for a Pilot Program to test the introduction of Food Trucks in to the city of South Lake Tahoe.
- Marketed and implemented a "Elevate Your Palate" Restaurant Week promotion in conjunction with Visit California.
- Effectively utilized the Snaptown App to run a South Tahoe Beer Trail passport event as part of restaurant week.

## Upcoming Endeavors:

- South Tahoe Beer Trail passport event hosted during Tahoe South's Spring Loaded campaign.
- South Tahoe Restaurant Association Map to be included in the next edition of the South Shore of Lake Tahoe Visitor's Guide.
- Host an industry break out session during Tahoe Chamber's annual Tourism Forum this May.



## GO Local & Win Holiday Campaign

Nov. 24, 2018 to Jan. 1, 2019

### Passport Contest:

- 65 participating businesses
- 49 completed passports
- 179 users joined the GO Local Tahoe Group through the Snaptown app
- 62 users checked-in to participating businesses on the app



@GoLocalTahoe

Page Reach: **3,284**  
*(111% Increase)*

Post Impressions: **26,394**  
*(308% Increase)*



[www.TahoeChamber.org](http://www.TahoeChamber.org)

Page Views: **1,521**



## What's Next...





## 2018-19 Topics:

- Get Your Business on Google
- E-commerce for Small Businesses
- Customer Service for the Holidays
- Health & Wellness for the Workplace
- Employment Law Update
- Engaging the Generations at Work
- Active Shooter Training for Small Businesses
- Mandatory Sexual Harassment Training





## Partnership:

### Lake Tahoe Community College and ADVANCE Adult Education Network



Promote and engage business community participation in the following educational opportunities:

- Culinary Boot Camps
- Additional “Earn While You Learn” Programs
- Hospitality Management
- Resort/Lift Operations & Maintenance
- Cyber Security
- Culinary Apprenticeship Program (ACF registered –coming soon)

## Partnership:

### Sierra Small Business Development Center



## 2018 Free Small Business Coaching

- 63 Clients Served
- 242 Total Consulting Hours
- 6 New Business Starts
- 10 New Jobs Created
- \$247,310 Capital Infused into the Community