



The County of El Dorado

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TO: Board of Supervisors

FROM: Vickie Sanders, Parks Manager *Vickie Sanders*
Megan Arevalo, Administrative Technician *Megan Arevalo*

SUBJECT: Sustainable Tahoe - 2013 Tahoe Geotourism Expo

HISTORY:

On August 20, 2013, the Board of Supervisors approved a \$10,000 contribution to Sustainable Tahoe to support the 2013 Tahoe Geotourism Expo held in South Lake Tahoe on September 7-8, 2013. As part of the agreement to support the event, El Dorado County received a booth at the event and was listed as an event sponsor.

FUNDING:

Sustainable Tahoe provided a pre-event budget identifying that the funding contribution by El Dorado County would be used for:

- 1) Stage, sound, lighting - \$1,000
- 2) Entertainment (MC, music, performers) - \$500
- 3) Artists and education displays - \$1,000
- 4) Directional signage, parking control - \$500
- 5) Online advertising (creative, and ads) - \$1,000
- 6) Social Networking - \$500
- 7) Creative development print and media advertising - \$500
- 8) Printing (flyers, rack cards, post cards, posters) - \$500
- 9) Print ads - \$500
- 10) Banners - \$500
- 11) Map - \$250
- 12) Merit badges (design and production) - \$500
- 13) Promotional (T-shirts, water bottles, stickers, etc) - \$500
- 14) Video production - \$500

SUMMARY OF EVENT:

On September 7, 2013, events were held at El Dorado Beach at Lakeview Commons in South Lake Tahoe. The site was considered the central stage for the day, allowing visitors the opportunity to gather in a centralized location for geotour departures and arrivals and partake in on-site activities.

Sustainable Tahoe provided volunteers to assist vendors in finding their booth location. Vendors were on sight selling hybrid bicycles, bath soaps, sunglasses and Native American crafts. A beer garden was set up and the concessionaire was open for food service. The Parks and Trails/Economic Development office shared a booth at the event and was stationed in the same location as the vendors.

The plaza served as the center stage for the event. Event organizers had a microphone and speaker system set-up in this area. The morning performer was a Mark Twain impersonator. Event organizers made a few speeches throughout the morning on the importance of the day and took the opportunity to recognize sponsors. Afternoon performers included the Washoe Indians and live music.

Staff was on site from 8:45 a.m. – 4:30 p.m. Over the course of the day, forty (40) visitors made inquiries at the Parks and Trails/Economic Development booth. Of the forty (40) visitors, eight visitors completed a South Lake Tahoe Master Plan Survey. A summary of the inquiries received is as follows:

Economic Development: 0
Parks and Trails: 15
Rubicon: 7
General Questions: 18

Due to the low attendance at Lakeview Commons, staff decided to disassemble the booth at 4:00 p.m. though remained on site until 4:30 p.m.

The geotours scheduled for September 8, 2013 were to be aligned with Bike Big Blue Tour De Tahoe to provide riders and supporters participating in the event different opportunities to experience Tahoe.

STAFF OBSERVATIONS:

Staff made the following event observations:

- 1) Witnessed one geotour from the Lakeview Commons site. A demonstration of stand-up paddleboards (SUP) was held at Lakeview Commons early Saturday morning;
- 2) Staff saw one shuttle bus arriving to pick-up/drop-off geotour participants throughout the day.
- 3) Staff noted one sign identifying the event at Lakeview Commons. The event location was not cordoned off;
- 4) Sustainable Tahoe event staff recognized El Dorado County as an event sponsor one time over the loud speaker system;
- 5) Staff noted an article on the expo in the Lake Tahoe Daily Tribune the morning of the event; and
- 6) Sustainable Tahoe event staff recorded the Parks Manager for a YouTube video discussing the importance of the event

CONCLUSION:

Staff circled back with Jacquie Chandler, Sustainable Tahoe Executive Director, following the event. It was acknowledged that event attendance needs to increase, better organization and more marketing and advertising are necessary for this event to succeed in the future. Staff offered to provide the organization with marketing data that could be used for their next event.

RECOMMENDATION:

Staff recommends that future requests for sponsorship of this event be referred to the County's Cultural and Community Development Grant Program for award consideration.