



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 Workshop Series

Business Education and Professional Development Workshops

Workforce and Business Development

Activities and Partnerships

10th ANNUAL SAMPLE THE SIERRA



TICKETS ON SALE NOW!



Sample the Sierra™

Lake Tahoe's Largest Farm-To-Fork Festival

September 14, 2019 | 12-5pm
Bijou Community Park,
South Lake Tahoe

Food, Wine, Beer, Spirits
Sierra Chef Challenge,
Local Artisans, Live Music and more...



WWW.SAMPLETHESIERRA.COM

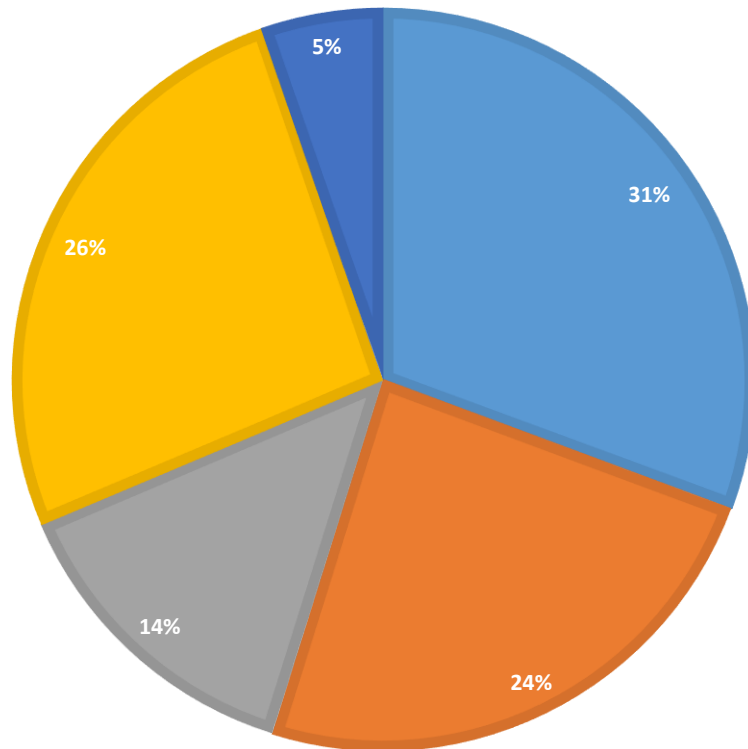
- **20** Restaurants
- **15** Wineries
- **8** Breweries
- **3** Distilleries
- **16** Farmers/Producers
- **30** Artisans
- **4** Lodging Partners
- **1,600** Attendees



2019 Attendee Stats

SALES BY REGION

■ Tahoe ■ Reno/Carson ■ Other States ■ Nor Cal ■ So Cal/Vegas



- Average age of attendee: 49
- Average night stay of visitors: 2.3
- Average attendee spends during their stay: \$884

10th ANNUAL SAMPLE THE SIERRA



2019 Media Insights

OVER 10 MILLION MEDIA IMPRESSIONS
Valued at \$110,000 in publicity

Total Online News Audience: 8.7M

Total Social Media Audience: 230K

Total Print Audience: 1.5M

Some Notable Mentions:

- Food & Beverage Magazine
- Telegraph UK
- Marriott Bonvoy Traveler
- East Bay Times
- San Jose Mercury News
- ABC 10 Sacramento
- KRXI (FOX) Reno's Mornings on Fox 11

New Culinary Trail & Logo

TAHOE CHAMBER
tahoechoamber.org

SOUTH LAKE TAHOE
Elevate Your Palate

SOUTH TAHOE RESTAURANT ASSOCIATION

1. **Lake Tahoe Golf Course**
2500 Emerald Bay Rd.
(530) 577-0788
laketahoegc.com

2. **The Beacon Bar & Grill**
1900 Jameson Beach Rd.
(530) 541-0630
camprichardson.com

3. **Burger Lounge**
717 Emerald Bay Rd.
(530) 542-2010
burgerloungeintahoe.com

4. **South Lake Brewing Co.**
1920 Lake Tahoe Blvd.
(530) 578-0087
southlakebeer.com

5. **Lake Tahoe AleWorX**
2050 Lake Tahoe Blvd. #2050
(530) 600-0442
laketahoedaleworx.com

6. **Chicken in a Barrel**
2100 Lake Tahoe Blvd.
(530) 600-4480
chickeninabarrel.com

7. **Cold Water Brewery & Grill**
2544 Lake Tahoe Blvd.
(530) 544-4677
tahoeoldwaterbrewery.com

8. **Off the Hook Sushi**
2660 Lake Tahoe Blvd. #E
(530) 544-5599
offthehooksushi.com

9. **Riva Grill**
900 Ski Run Blvd.
(530) 542-2600
rivagrill.com

10. **Café Fiore**
1169 Ski Run Blvd.
(530) 541-2908
cafeiore.com

11. **Ten Crows BBQ**
4011 Tahoe Blvd.
(530) 539-4064
10crows.com

12. **The Loft**
1001 Heavenly Village Way
(530) 523-8024
thelofttahoe.com

13. **Lake Tahoe AleWorX**
31 US-50 #105
(775) 580-6163
laketahoedaleworx.com

14. **Edgewood Tahoe**
180 Lake Parkway
(855) 681-0119
edgewoodtahoe.com

15. **Beach Bums Bar & Grill**
300 US-50
(775) 588-3055
roundhillpinesresort.com





COVID-19 Response



3-DAY WORKSHOP:

DON'T JUST SURVIVE, IT'S TIME TO THRIVE

APRIL 22 10-11 AM	THE CURRENT CLIMATE <ul style="list-style-type: none">• Tips for operating during the lockdown POWER OF PARTNERSHIP <ul style="list-style-type: none">• Community partnerships to increase exposure• PR partnership opportunities
APRIL 29 10-11 AM	SOCIAL MEDIA DEEP DIVE <ul style="list-style-type: none">• Instagram best practices• Facebook best practices• Creating creative content• Newsletter marketing
MAY 6 10-11 AM	ONLINE PRESENCE <ul style="list-style-type: none">• Overall website audit• Online ordering "How To"• Blogging best practices• Squeeze pages• Local SEO

In partnership with:



Weekly Zoom Meetings

Discussion Topics:

- Supply Chain Disruption
- Safety & Health Concerns
- The CARES Act
- Financial Planning
- Unemployment Benefits
- Employee Rehiring & Training
- Free Counsel from HR & Legal Professionals





GO Local & Win Holiday Campaign

Nov. 30, 2019 to Jan. 1, 2020

Passport Contest:

- **60** local businesses promoted

GO SHOP
GO EAT



@GoLocalTahoe

Page Reach: **3,000**

Post Impressions: **28,265**



www.TahoeChamber.org

Page Views: **666**

COVID-19 Response



GO Local Tahoe
Yesterday at 10:28 AM · 🌐

🍷🍷 What are you in the mood for on #TahoeTuesdays?

We are encouraging everyone to show their support for local businesses by ordering takeout or delivery today!

Check out our growing list of #GOLocalTakeout options and plan your dinner now: <https://bit.ly/GOLocalTakeout>

#GOLocalTakeout #CATakeoutTuesday #SupportLocal #LoveLocal
Visit California





2019-20 Topics

- HR & Employment Law Update
- Mandatory Sexual Harassment Training
- Tax Saving Strategies
- Developing a Winning Sales Pitch
- Health & Wellness for the Workplace
- Developing a Marketing Budget
- Using Customer Data to Drive Business



COVID-19 Response

Webinar Topics Include (As of 4/22/20)

- Recession Planning
- Doing Business Virtually
- Physical & Mental Wellness
- Developing a Strategic Team
- Financial Fine Tuning



Partnership:

Sierra Small Business Development Center



Free Small Business Coaching

July 1, 2019 thru March 16, 2020

- 38 Clients Served
- 124 Total Consulting Hours

COVID-19 Response



Topics Include:

(As of 4/22/20)

- South Lake Tahoe Response
- El Dorado County Response
- Barton Health Care System
- SBA Loan Programs
- SBDC Business Assistance
- HR & Employment Law



COVID-19 Response

