



TAHOE CHAMBER

EL DORADO COUNTY ECONOMIC
DEVELOPMENT GRANT PROGRAM

SCOPE OF WORK

2023-24

**ANNUAL BUSINESS
DEVELOPMENT
PROGRAM FUNDED
IN PARTNERSHIP
WITH EL DORADO
COUNTY ECONOMIC
DEVELOPMENT
FUNDING**



1

BUSINESS & COMMUNITY DEVELOPMENT

2

**WORKFORCE DEVELOPMENT &
AFFORDABLE HOUSING**

3

MARKETING & PROMOTIONS

4

PARTNERSHIPS

5

RECREATION & TOURISM

1

BUSINESS & COMMUNITY DEVELOPMENT

Digital assets live forever.



Virtual Town Hall ▶ Play all



Envisioning Tahoe's Economy with Heidi Hill Drum and...

Tahoe Chamber
41 views • 3 years ago



Sustainable Tourism and a Responsible Recovery for...

Tahoe Chamber
54 views • 3 years ago



Preparing for Delta Variant Impacts: Public Health and...

Tahoe Chamber
32 views • 3 years ago



Small Business Administration Disaster Loan Program (Caldor Fire)

6 views • 3 years ago



Tahoe Chamber Education

79 views • 1 year ago

Videos



Tahoe Chamber Sept 25 24 LTUSD's Measure U...

18 views • 4 months ago



Tahoe Chamber Mixer at Toulouse

33 views • 5 months ago



KOLO Ch 8 News - Sample the Sierra 2024 Interview

101 views • 5 months ago



SampleTheSierra 2024 30sec

26 views • 5 months ago



SampleTheSierra 2024 15sec

20 views • 5 months ago



TAHOE CHAMBER

SBDC PROGRAMS

The Chamber has continued its close working relationship with the Sierra SBDC to connect our members with its free coaching programs through individual referrals and website links. Made 25 successful referrals. Sierra SBDC has 165 clients in South Lake Tahoe.



SIERRA
/////////
BUSINESS COUNCIL



Successful cohort of 20 future leaders



WORKSHOPS AND TOWN HALL FORUMS

During prior reporting periods,
this scope shifted to a primarily virtual
platform.

Current year and going forward, workshops
and town halls are both in-person and virtual,
per industry standard.

SBDC, SCORE, VBOC, Women's Business
Center



2

WORKFORCE DEVELOPMENT & AFFORDABLE HOUSING

LEADERSHIP AND COLLABORATION



The Tahoe Chamber continues to serve on the ADVANCE Leadership Board to help shape ADVANCE initiatives to support workforce development.



The Chamber works closely with the LTCC Office of Workforce Development to support the growth of workforce pipelines, including culinary and fire, and student housing.



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AFFORDABLE WORKFORCE HOUSING INITIATIVES: TRPA LIVING WORKING GROUP

The Chamber is a member of the TRPA Living Working Group, tasked with developing policies that resulted in TRPA's adoption of affordable housing-friendly standards. These include changes to coverage, height, density and parking rules in town centers to encourage the development of deed-restricted housing.



**ENGAGE WITH
THE CITY OF SOUTH
LAKE TAHOE**

**THE CHAMBER IS A CRUCIAL
SUPPORTER OF THE CITY'S
EFFORTS TOWARD WORKFORCE
DEVELOPMENT AND HOUSING.
THIS INCLUDES THE SUGAR PINE
VILLAGE PROJECT, AT 248 UNITS
THE LARGEST SUCH PROJECT IN
THE BASIN.**



3

MARKETING & PROMOTIONS

PRINT MEDIA LIVES!

The South Tahoe Restaurant Association (STRA) has long been featured in *Visit California* and *California Road Trips* magazines.

In 2023, the chamber made the change to a QR code rather than a directory to be more efficient and timely.

Reach: **1,000,000** total print copies, with 600,000 distributed through Travel+Leisure and other related publications plus a year-long digital version.

Plus monthly leads for STRA members generated through inquiries: 300 leads per year.



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SOUTH TAHOE RESTAURANT ASSOCIATION (STRA)



MISSION STATEMENT

The mission of the South Tahoe Restaurant Association is to elevate the culinary and hospitality experience by providing leadership and resources for marketing, education, and support throughout the restaurant community.

VISION

The South Tahoe Restaurant Association vision is to be recognized as a destination of exceptional culinary and hospitality experience.

MEMBERS

Our community of South Tahoe Restaurant Association comprises diverse restaurants, bars, and breweries scattered across the South Lake Tahoe area. Dive into the map below to explore our vibrant culinary landscape!

MEETINGS

STRA meetings are held the first Wednesday of each month from 10:00-11:30am using a hybrid of virtual and in-person meeting platforms. To register, send us an email.



- 42 member restaurants and growing .
- Solicited input and participation for the return of the Sample the Sierra Farm-to-Fork festival in 2024;
- Worked with members to address policy challenges to industry from local groups;
- Provides ongoing forum for sharing operational challenges and solutions.



SAMPLE THE SIERRA FARM-TO-FORK FESTIVAL

During the reporting period, the Chamber was well into the planning of this event, being held for the first time since 2019. We had a very short, three-and-a-half-month timeline to execute.

This is a unique event that showcases El Dorado County's home-grown products, primarily from the west slope, and agricultural heritage at an event in the Tahoe basin, reversing the usual tourism paradigm.



SAMPLE THE SIERRA SUCCESS!

19 Artisan booths
26 Wineries, Breweries, Spirits booths
18 Food booths

800 attendees: sold out!

Standout El Dorado County participants:

Poor Red's BBQ

Lava Cap Winery

Crystal Basin Cellars

Starfield Vineyards

E16 Winery

Cielo Sulla Terra Estate Vineyard & Winery

Madrona

Field Number Fifteen

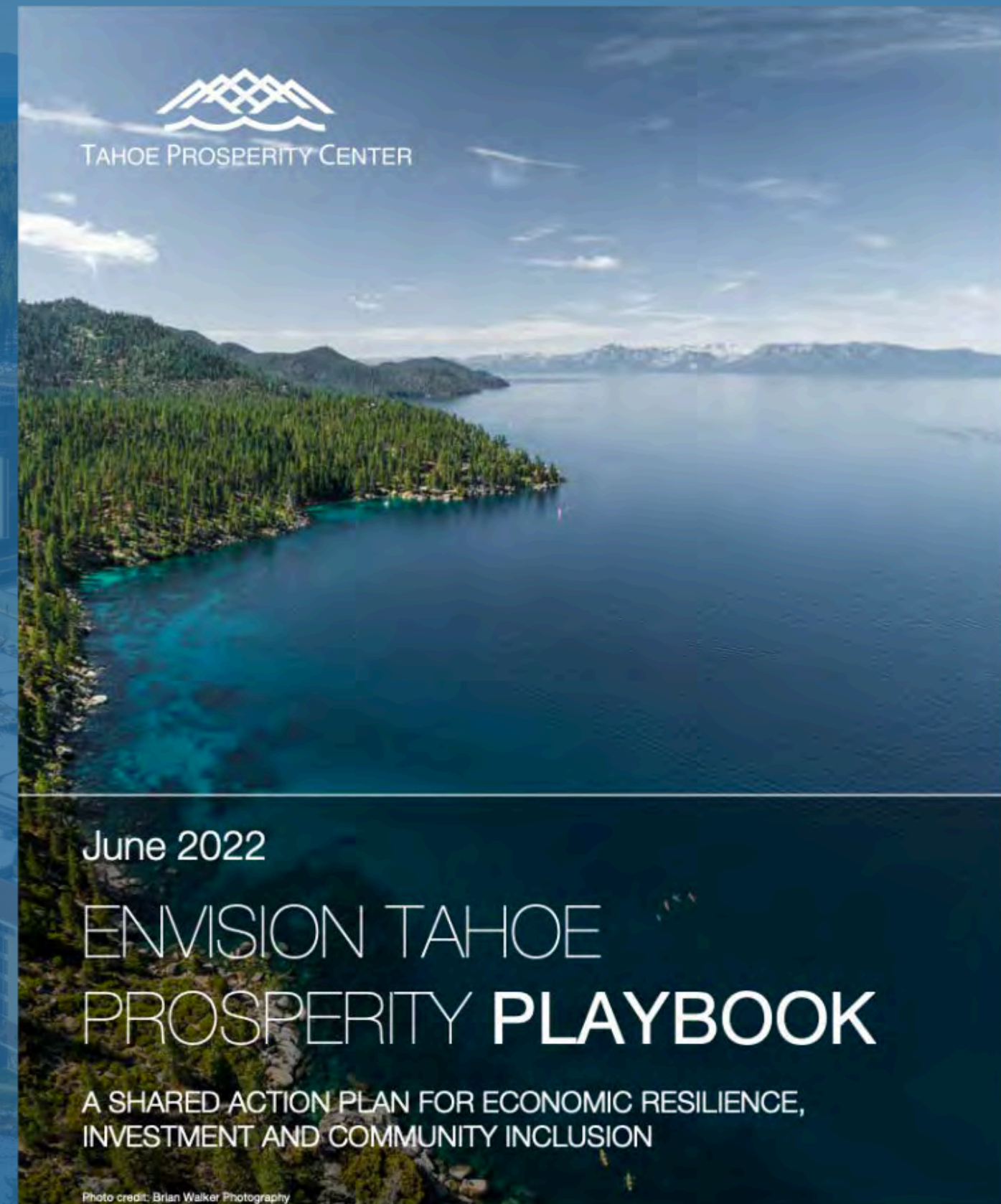


Event covered by local media; photos from The Entertainer

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PARTNERSHIPS

As a member of the Tahoe Prosperity Center Catalyst Committee, promoted regional entrepreneurship roundtables and support for the CA Jobs First Regional Investment Initiative to diversify employment opportunities.



5

RECREATION & TOURISM

The chamber is a founding member of the Destination Stewardship Council, an organization created to promote sustainable tourism throughout the Tahoe region. As a member of the economic action team, the chamber represents the interests of the business community on the council.

**LAKE TAHOE
DESTINATION
STEWARDSHIP
COUNCIL**



Lake Tahoe's Destination Stewardship Plan

Tahoe is a place of aesthetic, cultural, and environmental contrasts. Spanning two states and five counties, encompassing diverse communities, and embodying a wide range of perspectives, the Destination Stewardship Plan has been meticulously designed for and by the Tahoe community. During the summers of 2020 and 2021, along with many special places across the United States, the Lake Tahoe region experienced an influx of visitors seeking release from pandemic restrictions in outdoor spaces. At the same time, a national migration from cities to mountain resort communities drove Tahoe property values and housing costs well beyond levels that most local salaries could afford. The force of this phenomenon turned housing and labor shortages into crises. Traffic congestion, parking transgressions, environmental impacts and litter on beaches and trails, in addition to long lines for restaurants and disrespectful behaviors, pushed local unhappiness to a tipping point. Demands arose for urgent action. A new collaboration of land managers, business owners, public agencies and nonprofits

Rachid Dahmoun / Visit Lake Tahoe

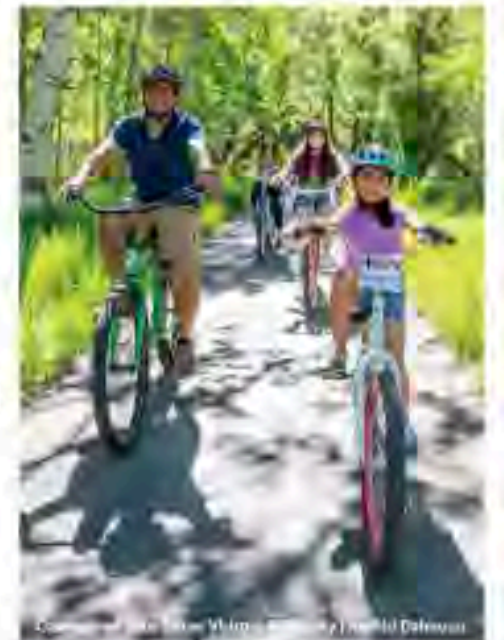
from across the region formed to address immediate recreation issues brought on by the COVID-19 Pandemic.

A tremendous amount of work and collaboration has been underway since the Lake Tahoe Destination Stewardship Plan was released in June 2023. The Destination Stewardship Council was created, hiring Nettie Pardue as Managing Director. The Council developed "action teams" aligned with the plan's strategic pillars, and progress is being made to address the plan priorities. The full plan is available here: stewardshiptahoe.org.

With more than 2 million unique annual visitors spending an average of nearly 15 million visitor days in the region, generating more than \$4.5 billion in direct spending last year, much is at stake. With a local population of about 54,000 in the Basin and another 17,000 in Truckee, protecting the quality of the Tahoe experience while advancing the needs of the region's communities and its visitor and recreation-based economy is a gargantuan challenge. It will take an all-hands-on-deck approach and epic collaboration to achieve a harmonious balance of interests. The plan is centered on a vision for a better future that all who care about Tahoe are invited to share - whether full-time or seasonal residents, business operators and property owners,

government, and is essential to engagement in pursuit of a

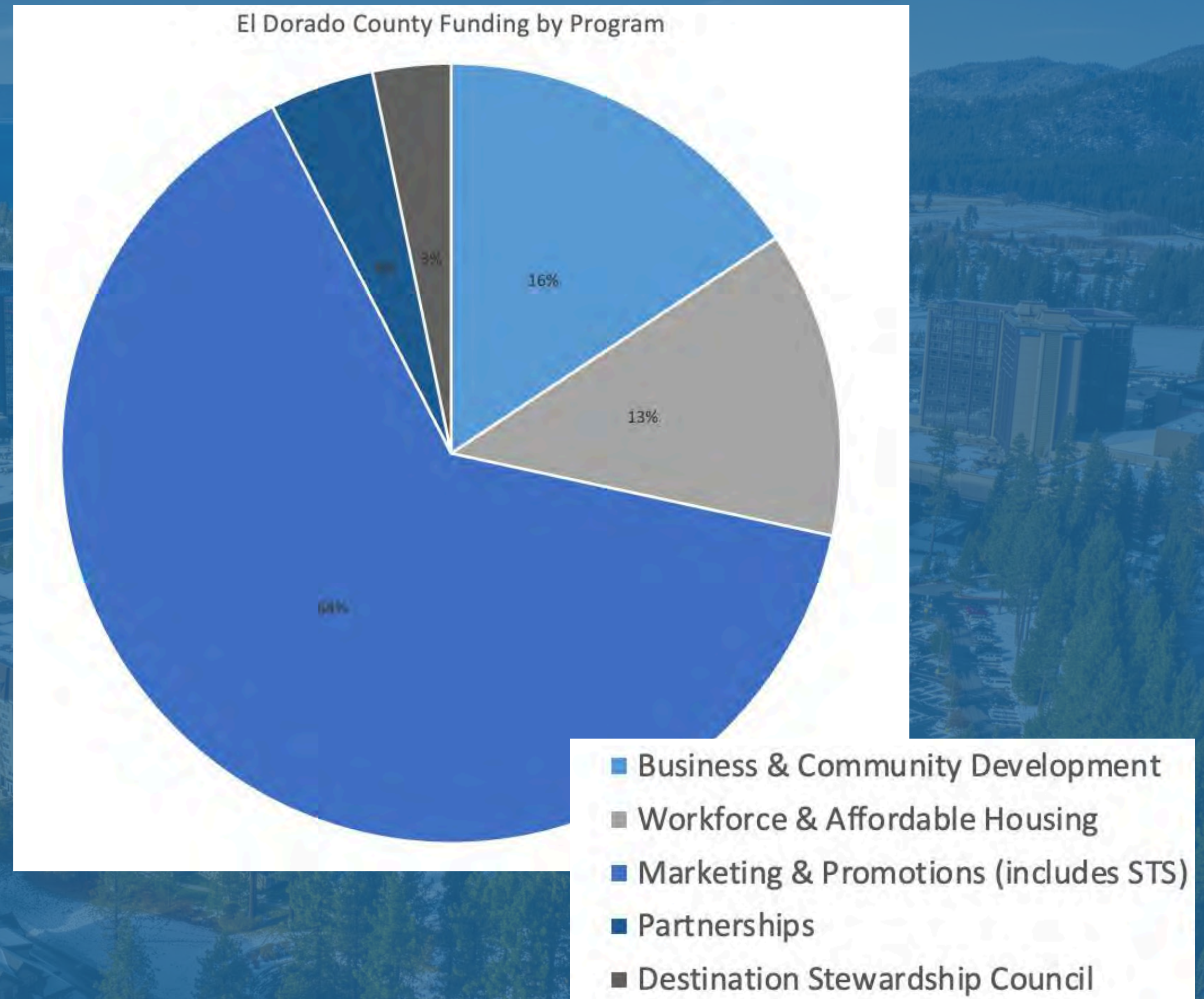
in recreation and play here. The vision stewardship businesses, legacy will inspire



TAHOE CHAMBER

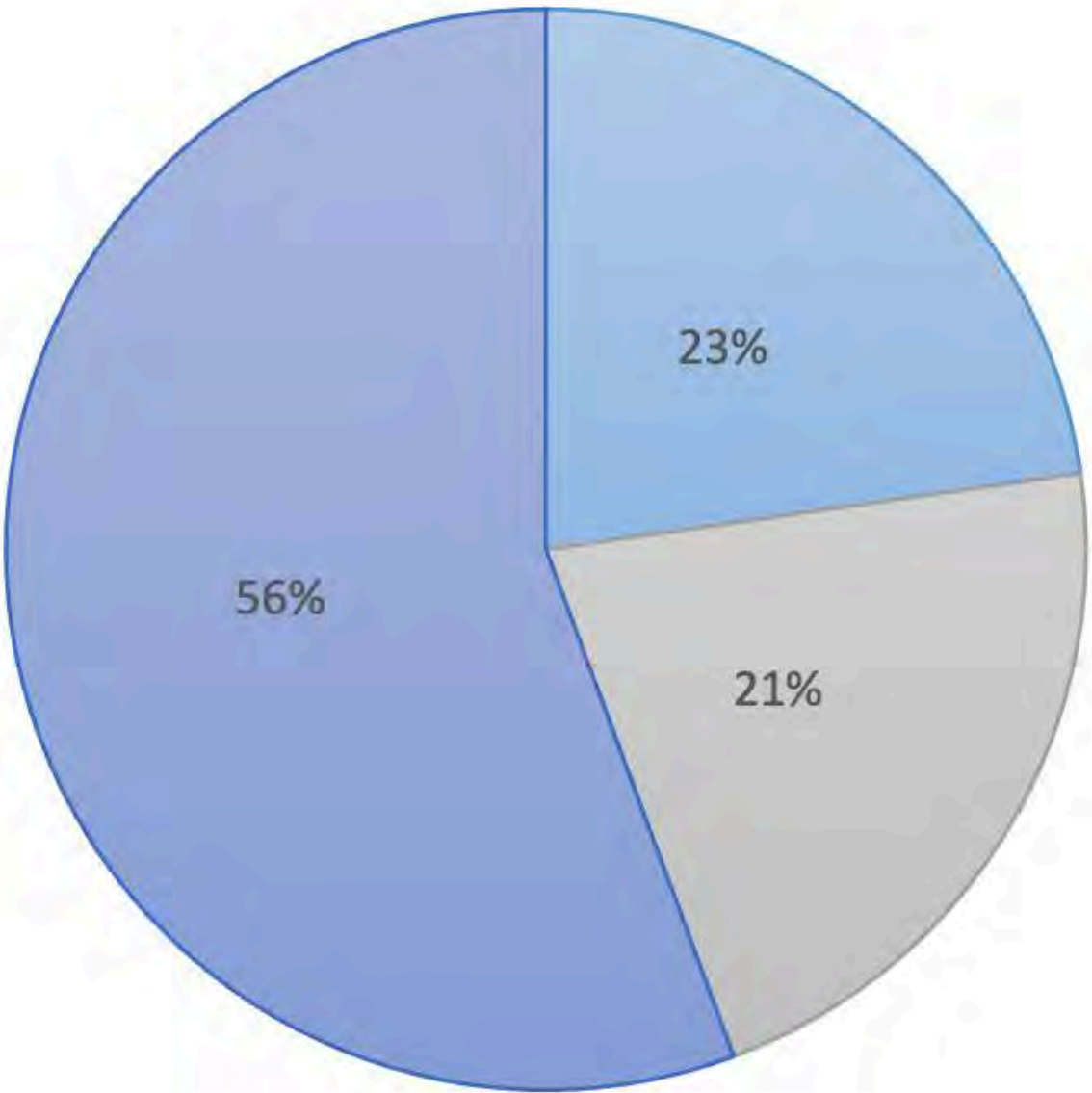
FUNDING BY PROGRAM

Sixty-four percent of funds dedicated to support for STRA and the Sample the Sierra festival, which includes print and multi-media marketing and promotion and stipends to vendors for using county-grown products including grapes, honey, nuts and produce.



EL DORADO COUNTY FUNDING AS PART OF CHAMBER BUDGET

Tahoe Chamber Budget 23-24



El Dorado County, CA Douglas County, NV Memberships

LOOKING AHEAD TO 24-25

- In-person and virtual Level Up workshops
- Town Hall forums: Fire Preparedness on April 17
- Leadership Lake Tahoe Task Force in place
- Sample the Sierra planning begun for September 5

LEVEL UP WORKSHOP



All business owners are invited to discover how the Sierra Small Business Development Center's programs can help grow and strengthen your business—at no cost to you. Co-sponsored by the Tahoe Chamber and the City of South Lake Tahoe, this event includes lunch and valuable insights to support your success.

Thursday, January 16, 2025 | 12:00PM - 1:00PM

Lisa Maloff University Center

Lunch provided & registration required

LEVEL UP WORKSHOP



Join Brandi Brown from Tahoe Production House for a dynamic workshop on elevating your brand. Learn to refine your visuals, messaging, and customer experience while analyzing competitors and gathering valuable feedback. Whether you're a small business owner or refreshing an existing brand, this workshop will equip you with the tools to stand out and succeed. Don't miss this opportunity to grow!

Tuesday, February 25, 2025 | 12:00PM - 1:00PM

Lisa Maloff University Center

Lunch: \$10 from TK Deli or bring your own!

Chamber Members: Free | Non-Members: \$10

Registration required through Eventbrite link



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