



Serving *Your* South Shore Community

“One community, one chamber of commerce”

www.tahoechamber.org

Who we are

- 1,000 plus businesses from California and Nevada
- New board comprised of 21 directors from California & Nevada
- Blue Crew Ambassadors
- One community, one economy!

The Economic Value of our Membership

- Support Services to over 1,000 local businesses
 - 69% of all business on the South Shore (1,458 total businesses*)
 - 9,818 jobs est. (14,229 total employment*)
 - \$237,000,000 est. in salary and wages
 - \$24,140 annual wage

Source: City of South Lake Tahoe Retail Market Analysis

Our Mission

“The Lake Tahoe South Shore Chamber of Commerce is a membership organization dedicated to developing, promoting, and serving your business and community. Our goal is to sustain a high quality of life by achieving economic vitality, with sensitivity and respect for the environment.”

Our Role

“To support and strengthen the business community in an effort to provide a stronger quality of life for all South Shore residents.”

Chamber Focus

- Member Services!
- Business & Economic Development Support!
- Governmental Advocacy!

Our Focus Is Your Focus!

Goal: To strengthen the business community and thereby increase retail sales and tax revenue

- Networking/Referrals
 - Mixers
 - Business Expo “Envision the Future” featuring technology workshop exhibits
- Improved business to business functions to enable members to sell their products and services
- Member/community education
 - Your town luncheons (Understanding the Economy, Generational Marketing)
 - “Your Town Hall Forums”-Shingle Springs, Redevelopment
 - Small business seminars (marketing, online, customer service, legal)
- Member Resources
 - Small business mentor program
 - Small business resource center
- Annual member concerns and issues survey
- New Website www.tahoechamber.com
- Consulting for collaboration and effective decision making

Goal: To support economic development and thereby increasing the local tax base

- “Local Labor First”-Labor force resource and development
 - Work to enable current local business and trades to participate and benefit in redevelopment
- Support city and county economic development strategies in attracting new business to the South Shore
 - Relocation assistance for businesses and Individuals
- New Areas of Economic Development
 - Minority business development
 - “Green” business development
 - Develop a tourism alternative economic development strategy
- Integration of 2nd homeowner into the local economy

Goal: To provide for governmental advocacy that will provide a balance between the environment, economy and the local community

- Governmental affairs representation
 - Dedicated and unified approach to the institutions that can impact the environment, the economy and the community the most.
 - Build relationships and communicate with our elected and appointed officials in an effort to work in a collaborative approach
 - Initiation of a bi-county and city committee to pursue transportation resources & solutions
 - Create new opportunities for dialogue

- Joint Chamber Council
 - Lake Tahoe South Shore Chamber + North Lake Tahoe Chambers of Commerce
 - Northern Nevada Chamber Coalition
 - Unified lobbying for Government action & support
 - Monitor and influence regulatory issues that impact the environment, the economy and the community.
 - Joint councils are collaborating to present a unified perspective to agencies
 - Joint councils are seeking and pursuing educational and financial resources to benefit our memberships

How we will measure our effectiveness

- Specific issues results
- Membership retention & growth
- Annual member survey
- Attendance at events
- Cooperative dollar support
- Contribution to increased sales tax revenue

Public Benefit

- Stabilize and grow employment levels
- Stabilize and grow wages and tax revenue
- Reduced retail leakage
- Stronger business community (better informed, better trained is more effective and generates more tax revenue)
- Stronger middle class stabilizes the community, schools etc.

What we have accomplished to date

- ✓ Launch of new website
www.tahoechamber.org
- ✓ Successful merger of two chambers
- ✓ Hosted inaugural your town luncheons
- ✓ Hosted standing room crowd “Your Town Hall Forum”-Shingle Springs
- ✓ Hosted second “Your Town Hall Forum”-South Shore Redevelopment
- ✓ Hosted holiday gala mixer

What we have accomplished to date

- ✓ Hosted “Heart of the Matter” mixer on February 1 providing businesses the opportunity to sell products and take orders in advance of Valentines day-150 attended
- ✓ Hosted sold out inaugural member networking luncheon and supported the opening of a new local business the Christiana Inn-February 22

What we have accomplished to date

- ✓ Completed member issue survey to guide chamber direction
- ✓ Producing inaugural Business Expo “Envision the Future” on March 30 providing local businesses the opportunity to generate new business and develop crucial technology and marketing skills
- ✓ Presented a “Generational Marketing” luncheon and workshops on March 14.

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