

2014 Promoting El Dorado County's Geotourism Assets



Who we are:

- **Tahoe Chamber**

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

- **Lake Tahoe Visitors Authority**

- The mission of the LTVA is to market the South Shore of Lake Tahoe as a unique, world-class year-round resort destination for the economic benefit and quality of life for the area, while respecting its traditions and environment.

Three-pronged approach

- **5th Annual Sample the Sierra Festival & weekend activities**
 - Farm to Fork Festival
 - Business to Business
 - Ancillary events to enhance & lengthen visitor stay
- **Creating Influencers**
 - Video production and photo assets
- **Integrating the Region**
 - Exhibitor Workshop (tied to Business EXPO)
 - Tourism Forum
 - Chamber Trek
 - Economic Forums
 - Geotourism Award

5th Annual Sample the Sierra

- **Sample the Sierra**

“by the numbers”

- 1200 attendees
 - 16 Local Restaurants
 - 11 Wineries
 - 3 Breweries
 - 2 Distilleries
-
- New Location -
Bijou Community Park
 - Wine Sales by the case



5th Annual Sample the Sierra

- **Pre-event Pop Up Dinner**
 - 25 attendees
 - Lake Tahoe Community College Demonstration Garden
 - Locally sourced ingredients including “Tahoe Lobsters”
 - El Dorado County wine served with dinner
 - Proceeds from this event helped to fund the “Let it Grow!” project at Sierra House Mountain Academy



5th Annual Sample the Sierra

4th Annual Sierra Chef's Challenge
Four Chefs from Local Restaurants compete on stage in 45 minute cook off using a mystery box of locally grown ingredients.

Our Chefs:

- Jeremy Acuna, Executive Chef for ARAMARK Lake Tahoe
- Peter Brinckerhoff, Executive Chef for Tahoe Restaurant Group
- Stephan Moise, Executive Chef for The Ridge Tahoe
- Jimi Nakamatsu, Executive Chef for Kalani's Restaurant



5th Annual Sample the Sierra

Tahoe Rim Lodge



\$50 off per night with 2 night stay

Use promo code "STS2014" when booking

Bluelake Inn



15% discount for Sample the Sierra attendees

Use promo code "STS14" when booking

2014 Labor Day Weekend Events

August 29, 6:00 pm: Pop-Up Dinner

August 30, 9:00 am: Farm-to-Fork Bus Tour

August 30, 12:00 pm: SUP and Sip

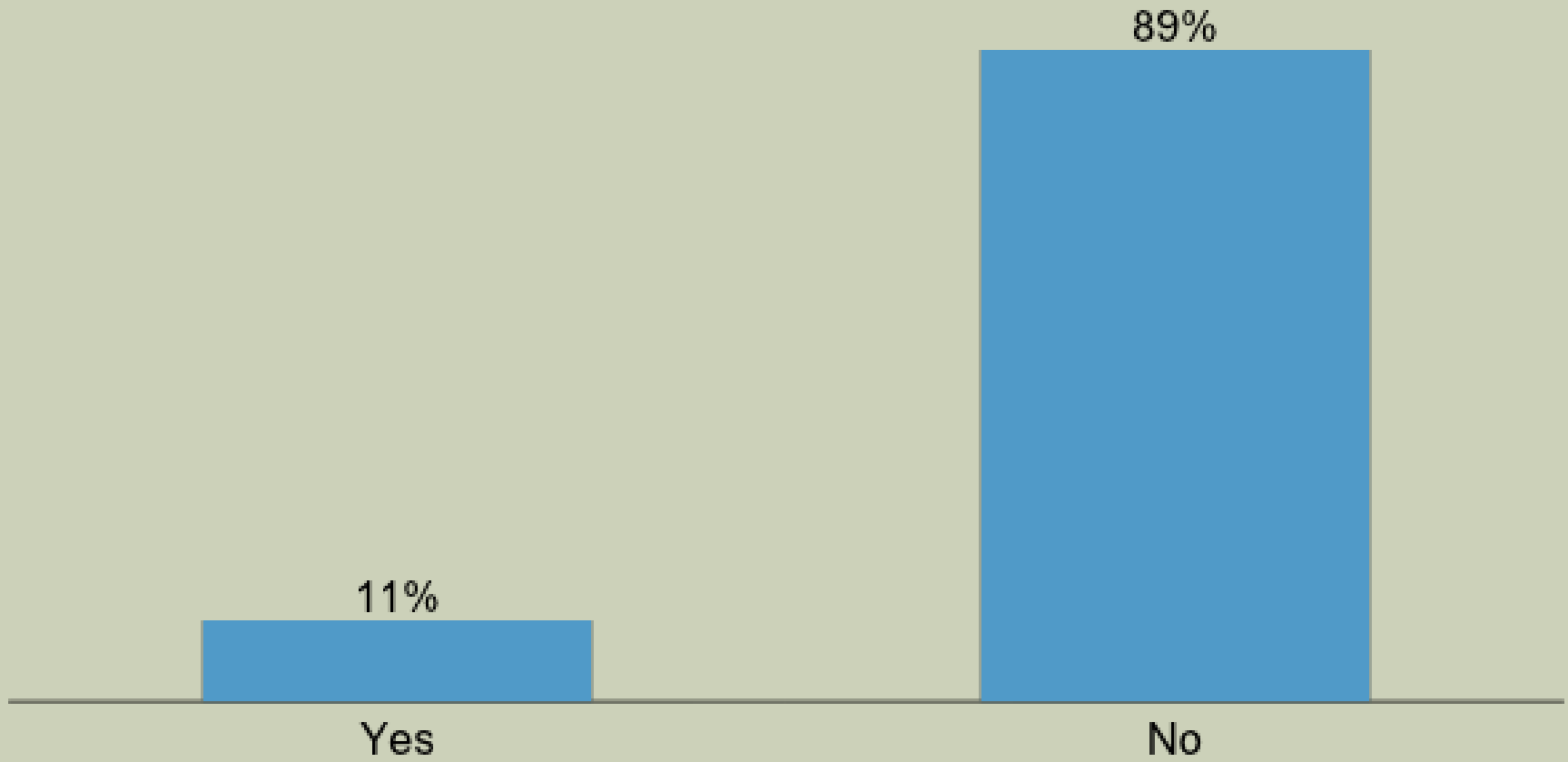
August 30, 3:00 pm: Paint and Sip

August 31, 12:00 pm: Sample the Sierra

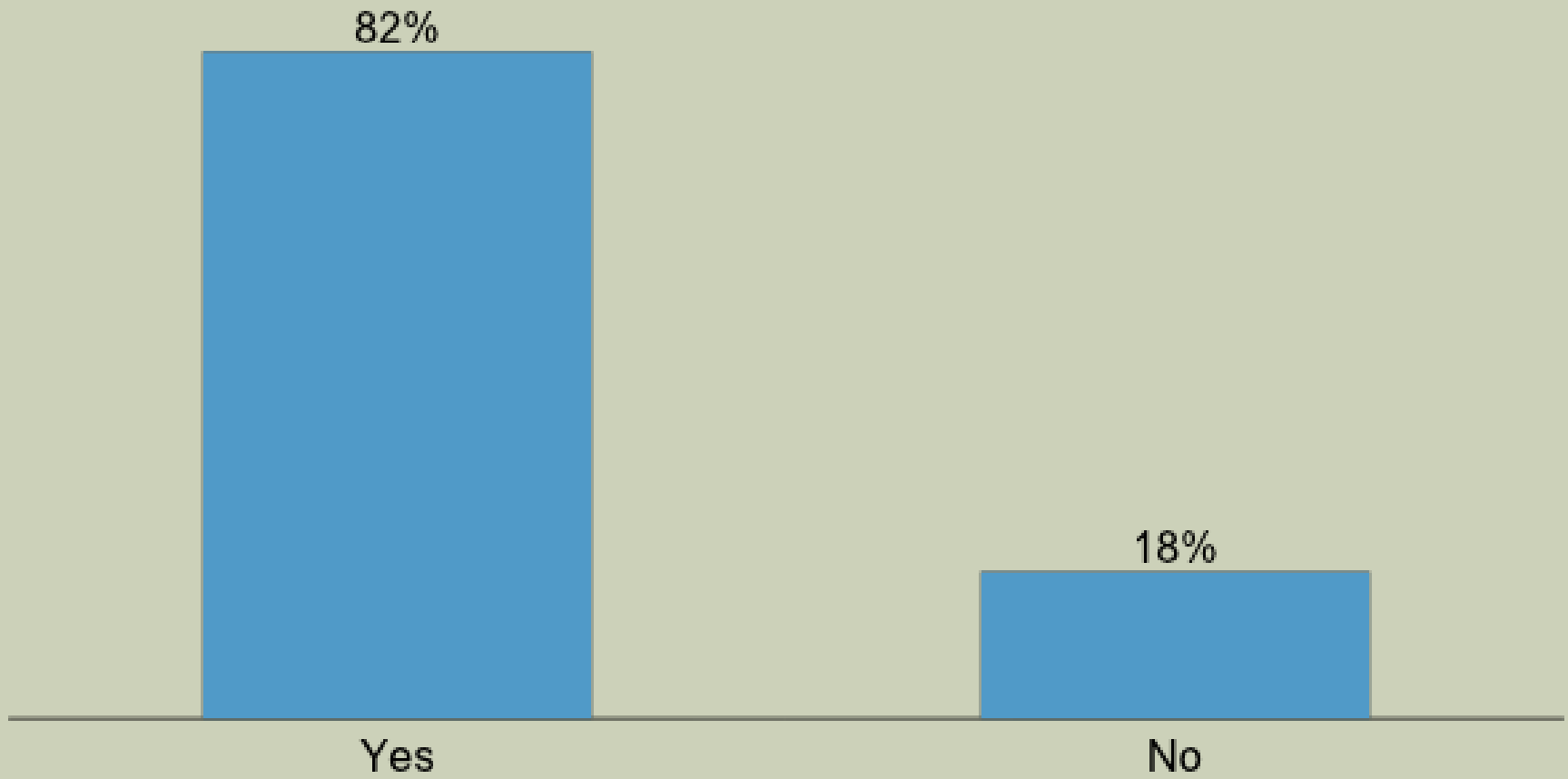
Learn More



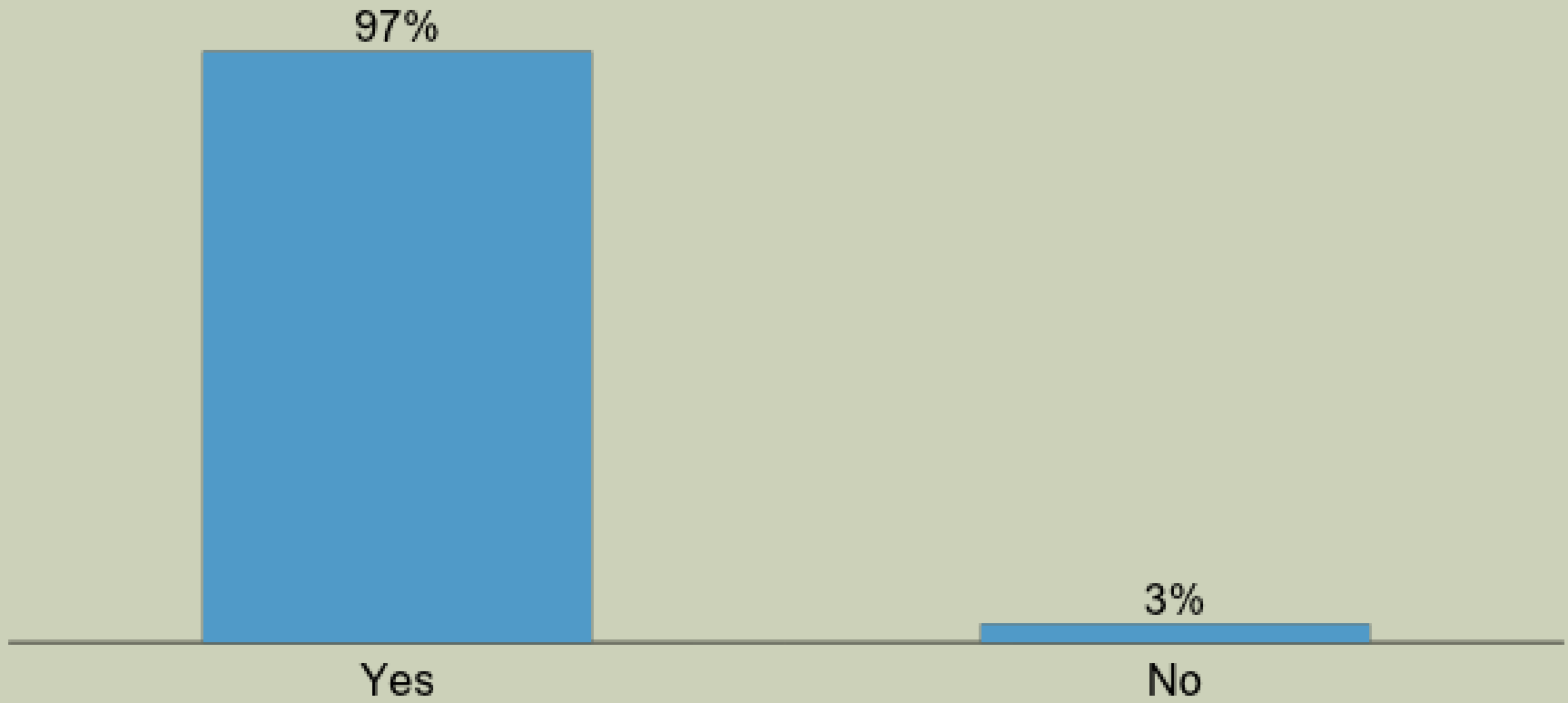
Survey: Have you attended this event before?



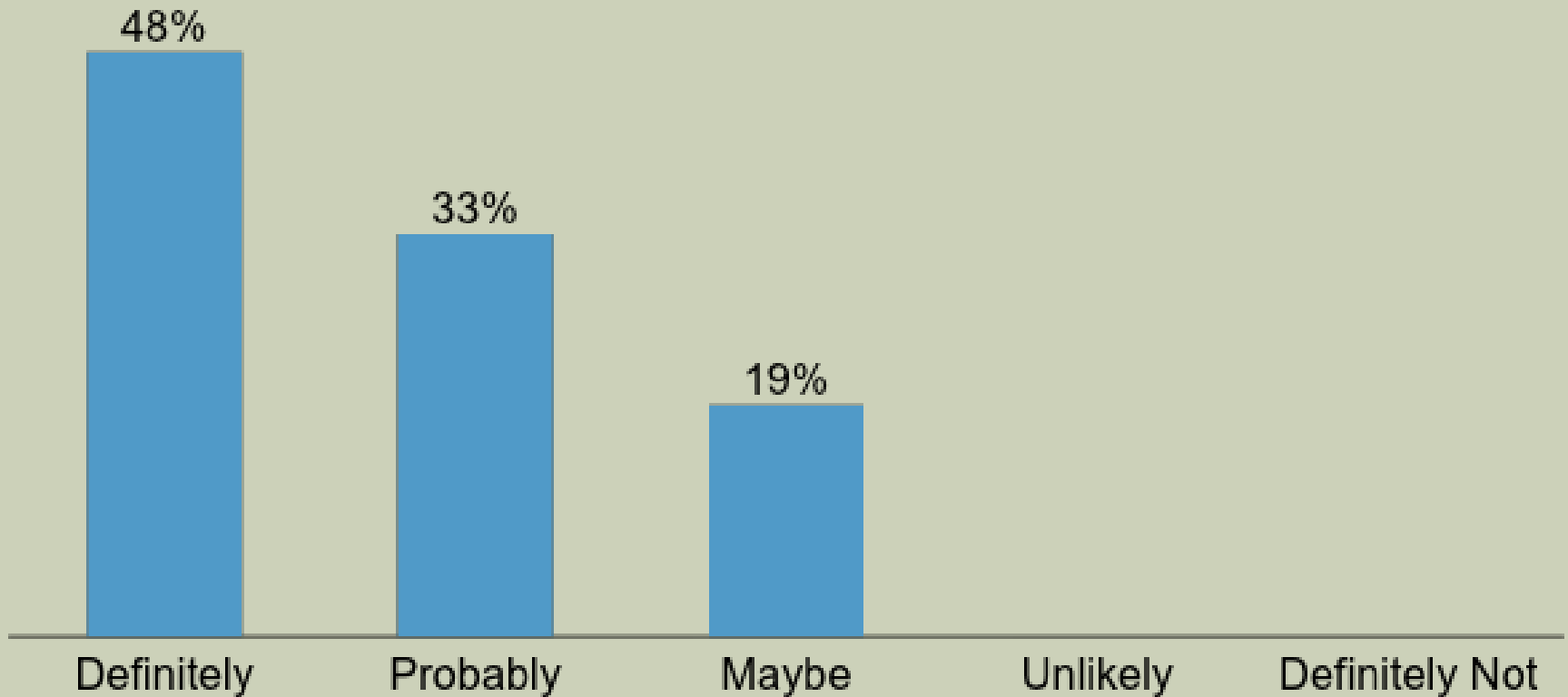
Survey: Will you visit a participating winery after attending this event?



Survey: Will you dine at a participating restaurant after attending this event?



Survey: What is the likelihood you will return to TahoeSouth for a similar event?



Economic Impact

	Overnight from CA/NV	Overnight from Outside CA/NV	Day Visitors	Local
Number of Attendees	467	100	133	500
Average per party spend*	\$ 634.35	\$ 634.35	\$ 97.46	n/a
Total Visitor Spending	\$ 296,241.45	\$ 63,435.00	\$ 12,962.18	

Direct Visitor Spending

\$372,638.63

Marketing of El Dorado County & STS Events

Print coverage in key outlets:

- SacTown Magazine
- EL Dorado Farm Trails Guide
- Sierra Heritage Magazine
- Mountain Democrat
- Tahoe Magazine
- Sierra Food Wine Art
- Tahoe Daily Tribune
- Lake Tahoe Action
- Tahoe South Travel Planner
- Tahoe South Events Brochure



303,000 impressions

Marketing of El Dorado County & STS Events

Radio Ads and Coverage

2,400,000 impressions

PANDORA®



Additional Digital Media Support - Online Event Listings & Coverage



- Huffington Post
- 7x7
- South Tahoe Now
- SierraCulture.com
- Mountain Democrat
- Tahoe Arts & Mountain Culture
- Placer County Online

Tahoe South Summer Advertising

● Traditional Media

○ Outdoor Billboards

- 263,000 impressions
- \$12,500 value

○ Radio

- 1,900,000 impressions
- \$39,000 value

● Online Media


○ Online Radio

- 3,000,000 impressions
- \$17,600 value

○ Dynamic Banners


- 416,000 impressions
- \$2,200 value

Tahoe South Summer Advertising




THE WILD SUMMER SERIES
Tahoe South

Little known fact: summer is not over at the end of August. The best season ever is raging through all the way till September 21. In like a lion and out like...another lion. Goonies never say die, and neither does summer. So get up here and make your stand.




BOSTON & THE DOOBIE BROTHERS

AUGUST 31 | HARVEYS OUTDOOR ARENA
We've got more than a feeling that you'll be listening to the music when these classic rock co-headliners shred it at Harveys. Guitar solos will be played. Faces will melt.



A HISTORY OF THE EAGLES


AUGUST 29-30 | HARVEYS OUTDOOR ARENA
History class never sounded so groovy. These venerable rockers will school you in the ways of desperados, take it easy, and hotels without clearly marked exits.



FARM-TO-FORK FESTIVAL


5TH ANNUAL SAMPLE THE SIERRA

AUGUST 31 | BLOU COMMUNITY PARK
Let's get artisanal, people. Time for local wine, food, and handicrafts as you celebrate this farm-to-fork-to-yum festival.



TOUR DE TAHOE - BIKE BIG BLUE


SEPTEMBER 7 | STARTS AT MONTBLEU
No sleep till... riding your bike all the way around the lake! Show those cars who's boss as you take over one of the most beautiful roads on earth.



LAKE TAHOE MARATHON

LAKE TAHOE MARATHON
42.195 MILES

SEPTEMBER 11-14 | TAHOE SOUTH
In the event of a zombie apocalypse, running will be a very important skill. Fit your legs against 26.2 miles of Sierra beauty, or get all psycho and sign up for an ultra.



SEE ALL EVENTS

Tahoe South
Stay | Eat | Drink & Planning | Shop | Events | Wine Reception | Photography Services | Skiing & Snowboard | Local Culture | Groups | Meetings | Family Fun | Rentals | About

f t i g

● Emails

○ E-Target Media

- 65,000 impressions
- \$5,882 value

○ TahoeSouth

- Owned Database
- 20,000 impressions
- \$2,380 value

Social Media Support - In-house

- Sample the Sierra
- Tahoe Chamber
- Tahoe South

● Facebook Fan Values

LTVA/Tahoe South	124,264
Tahoe Chamber	1,764
Sample the Sierra	1,168
Total	127,196

X \$3.60 each

Total Value \$457,906

- Facebook
 - 152 posts
 - 1,462 engaged
 - 16,987 organic reach
 - 27,065 paid reach
 - 391 new likes
- Twitter
 - 140 Tweets
 - 35 hashtags
 - 54 mentions
- Instagram
 - 4 posts
 - 14 hashtags
 - 535 total likes

Social Media Support - Blogs

- Sample the Sierra (27)
- Sierra County Prospect
- Tahoe Arts & Mountain Culture
- Placer County Online
- Mountain Democrat
- Tahoe South (3)
- TahoesBest.com
- Heavenly Mountain Resort
- Tahoe Culture
- Lakeside News

RAINBOW ORCHARDS: QUALITY FRUITS SINCE 1977

By Administrator at August 6, 2014 | 10:00 am | 0 Comment



Rainbow Orchards is a family farm that prides itself in producing quality fruits and fruit products since 1977. Dedicated to legacy farming, this fifth generation El Dorado farming family grows blueberries, raspberries, blackberries, peaches, ne pumpkins c

Sierra Nevada Apple Hill Rainbow Or of thousand season to e our labors farm and ot



Visitors to home-styl bakeshop scratch in HOT apple favorites a apple, pea crisps, anc syrups, bu sample fre apple cider! During the listen to b

orchard, shop for handmade crafts on the green, and enjoy outd ingredients.

Rainbow Orchards is open for You Pick Blueberries in June and July. The apple barn in Camino is open from Labor Day through December. Rainbow Orchards fruits and fresh apple cider are available in the San Francisco Bay Area and at Truckee and Tahoe City in the Sierras.

Rainbow Orchards has proudly participated in Sample the Sierra since its beginning in 2009 providing fresh local fruit for chefs to create their awesome offerings. Look for something tasty using l Sierra 2014!

Blog

Sample the Sierra - Five years of local food and wine in Tahoe South

Posted in [Eat](#) | April 21, 2014 | By [Tahoe South](#)



PHOTO BY LAUREN LINDLEY

- Shannon Earley

[Sample the Sierra's](#) 5 year anniversary brings big changes to the annual festival with a brand new location! Lake Tahoe's only [Farm to Fork celebration](#) moves off of Ski Run Blvd to the beautiful Bijou Community Park in South Lake Tahoe. The park is a favorite recreation spot for many, as it is home to a dog park, a disc golf course and a fitness course among other amenities. Framed by towering pines and a lush landscape, Bijou Community Park is the perfect backdrop for a day of food and wine tasting. Guests will be treated to live music, local artists and artisans selling their wares as well as the 3rd Annual Sierra Chefs Challenge.

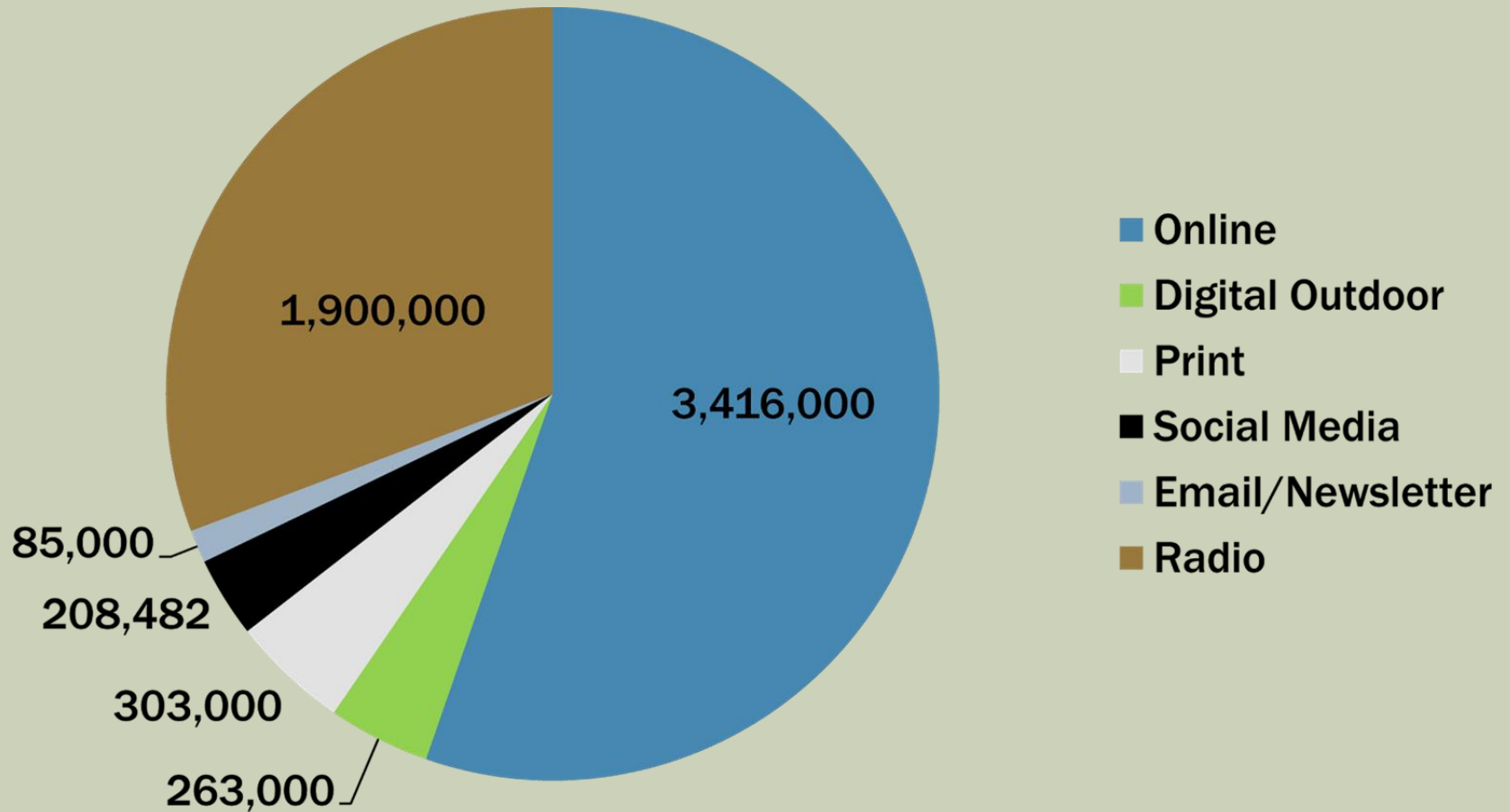
Support Summary

Media	Total Impressions	Estimated Value
Online	3,416,000	\$19,800
Digital Outdoor	263,000	\$12,500
Print	303,000	\$5,006
Social Media	208,482	\$457,906
Email/E-newsletters	85,000	\$8,262
Radio	1,900,000	\$39,000
Total	6,175,482	\$542,474

- Sample the Sierra PR and Marketing efforts reached **over 6,000,000 impressions, at an estimated value of \$542,474**

Includes paid and earned media impressions

Over SIX MILLION Impressions



Creating Influencers - Video & Photo Assets

- Photos and video from Sample the Sierra
- Promotional Videos of local restaurants
 - Riva Grill
 - MacDuff's Public House
 - The Tavern at Tahoe Beach Retreat
 - ECHO Lounge at Lake Tahoe Resort Hotel



Integrating the Region

- Exhibitor Workshop (tied to Business EXPO)
- Tourism Forum
- Chamber Trek
- Geotourism Award
- Promoting Agricultural Commerce

Exhibitor Workshop



Tahoe Tourism Forum 2014



The 2014 Annual Tourism Forum "Tools for Success" will focus on the latest trends, techniques and opportunities available to South Lake Tahoe retailers, restaurants, hotels, entertainment and recreation providers to drive profits.

Speakers will include industry experts Andy Berkenfield of Duncan/Channon and Michael Thomas of Noble Studios, as well as TahoeChamber and LTVA executive leaders. Speakers will delve into the importance and "how-to" of branding, leading trends in travel technology and how to make the most out of opportunities, whether perceived positive or negative.

April 15th, 2014

3:30—5:30 PM | Lake Tahoe Resort Hotel

Tickets are \$10 for Chamber members/\$15 for non-members

Includes wine and cheese reception immediately following

4130 Lake Tahoe Blvd in South Lake Tahoe, CA

Purchase tickets in advance at www.tahoechamber.org

Additional Information on:

- 📍 Kingsbury Grade Construction
- 📍 Harrison Avenue Construction
- 🔧 Recent Property Renovations
- 🔧 "Tool Kit" Takeaways

For more information, contact Emily Abernathy at (775) 588-1728 x303 or Emily@TahoeChamber.org.

Sponsored By




The focus for the 2014 forum was to highlight technology trends in tourism that will affect local business operators.

The speakers also presented best practices such as leveraging special events, window displays and customer service.

Economic Forums

- 3 economic forums held in 2013/14
- Two working groups birthed from this:
 - Discovery Center
 - Recently completed visitor survey
 - 90% indicated they visit museums and interpretive centers when traveling
 - Business Incubator
 - Research phase public/private partnership
 - Hybrid model
 - Start-up weekends in 2015

ECONOMIC FORUM - PART 3
Shaping the future of South Shore



Please join us for the third in a series of forums focused on shaping the future of the South Shore community.

**Tuesday
October
22
2013**

Lake Tahoe Resort Hotel
former Embassy Suites
4130 Lake Tahoe Blvd.
South Lake Tahoe, CA

Refreshments 5 - 6 p.m.
Workshop 6 - 8 p.m.


Free and open to the public

ECONOMIC FORUM - PART 1
In the 1st forum the economic facts and data presented made it clear that we are facing challenging times

ECONOMIC FORUM - PART 2
In the 2nd forum we heard about projects underway and solicited the community's ideas on projects they would like to see developed

ECONOMIC FORUM - PART 3
In this forum, we will give an update on the projects underway and review the community's ideas: A Music Venue; An Interpretive Center; Pursuit of an Arts Identity

Now is the time for us to pool our collective energy and creativity in prioritizing these ideas and finding ways to make them a reality.



For more information please call 775.588.1728 or visit TahoeChamber.org

Chamber Trek - Park City, UT



2014 Blue Ribbon Awards: Geotourism Award

- November 13, 2014
- Nominees:
 - Blue Angel Café
 - Camp Richardson Corral
 - Camp Richardson Resort & Marina
 - Cruise Tahoe
 - Lake of the Sky Outfitters
 - Lake Tahoe Boat Rides
 - Lake Tahoe History Museum
 - Sample the Sierra
 - South Tahoe Standup Paddle
 - Tahoe Geotourism Expo
 - Tahoe Wellness Cooperative
 - Valhalla Boathouse & Grand Hall



Winner: Lake of the Sky Outfitters
14-1602 A 28 of 30

Promoting Agricultural Commerce



...TO THE VALLEY

SPARKLING		Glass Bottle	CABERNET		Glass Bottle
10	Brut Piper-Heidsieck (Albino - France)	187 ml	11	Toasted Head (California)	10-
10	Brut Korbel (California)	20-	12	Beaulieu Vineyard - BV (Napa)	31-
10	Brut Mumm (Napa)	30-	10	Alexander Valley (Alexander Valley)	12-
10	Blanc de Noirs Domaine Chandon (Carmel)	35-	11	Beringer (Diablo Valley)	30-
10	Brut J (Russian River)	40-	11	Robert Mondavi (Napa)	40-
10	Blanc de Blancs Schramsberg (Napa)	55-	10	Francis Coppola Doctor's Cut (Alexander Valley)	14-
CHARDONNAY					
12	Toasted Head (California)	10-	20-	11	Mt. Veeder (Mt. Veeder)
12	Chateau St. Jean (Sonoma)	31-	11	Hess Alton Vineyard (Sonoma)	54-
11	Merryvale Saravali (Napa)	33-	11	Provenance (Napa)	56-
12	Wente Rita Ranch (Monterey)	54-	11	Frog's Leap (Napa)	50-
12	La Crema (Sonoma)	56-	11	Rombauer (Napa)	64-
10	Chalone Estate (Chalone)	12-	38-	10	Jordan (Sonoma)
12	Sonoma Cutrer (Russian River)	41-	11	Duckhorn (Napa)	94-
12	Ferrari-Carano (Sonoma)	14-	42-	10	Silver Oak Cellars (Alexander Valley)
12	Patz & Hall (Sonoma)	48-	10	Columbia Crest Grand Estates (Columbia Valley)	20-
12	Frank Family (Napa)	50-	11	Franciscan (Napa)	34-
12	Rombauer (Carmel) half	55-	10	Butterford Hill (Napa)	14-
12	Rombauer (Carmel)	10-	65-	11	Ferrari Carano (Sonoma)
SAUVIGNON & FUME BLANC					
12	Ferrari-Carano (Sonoma)	20-	11	Whitchell Lane (Napa)	40-
12	Charles Krug (Napa)	30-	11	Duckhorn (Napa)	77-
12	Brancott (Marborough)	31-	PINOT NOIR		
12	Kim Crawford (Marborough)	12-	35-	10	MacMurray Ranch (Russian River)
12	Duckhorn (Napa)	40-	10	Wiki Horse (Santa Barbara)	35-
LIGHTER WHITES					
12	Blesing Wente (Monterey)	27-	10	Wente Solis Creek (Monterey)	15-
12	Pinot Gris La Crema (Monterey)	31-	10	Gloria Ferrer (Carmel)	45-
12	Pinot Gris Elk Cove (Willamette Valley)	35-	11	Adelsheim (Willamette Valley)	40-
12	Pinot Gris Adelsheim (Willamette Valley)	35-	10	Truckee River Gary's Vineyard (Santa Lucia)	51-
12	Pinot Gris J (Russian River)	15-	37-	11	Sonoma Cutrer (Russian River)
12	Trogner Zaca Mesa (Paso Robles)	10-	35-	ZINFANDEL	
12	Rose Francis Coppola Solis (Sonoma)	11-	20-	11	Fiddletown Old Pinot (Fiddletown)
BOLDER REDS					
10	Syrah Grace Purist (El Dorado)	30-	12	Mathe Alamos (Monterey)	36-
10	Petite Syrah Stags' Leap (Napa)	50-	10	Hess 19 Block (Mount Veeder)	57-
11	Claret Newton (Napa)	15-	35-	11	Meritage Franciscan Magnifica (Napa)
11	Sangiovese Ferrari-Carano Siona (Sonoma)	36-	10	Meritage Girard Arisary (Napa)	70-
12	Zinfandel Blend The Prisoner (Napa)	17-	54-	10	Meritage Joseph Phelps Insignia (Napa)
					225-

We attempt to display the current vintages of all the wines on our list. However, due to the various release dates of new vintages, please request date verification if you desire a specific vintage. Corkage fee \$20 on each 750 ml. Before ordering please advise the manager of your server of any food or beverage allergies.

5-14

Questions?

Betty “B” Gorman

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