

Lake Tahoe South Shore Chamber of Commerce

Exhibit A

Scope of Work

Upon execution of this Agreement, Recipient shall perform the following services and/or provide deliverables as detailed below for the period of July 1, 2021 through June 30, 2022. Prior to April 1, 2022, Recipient shall provide County with a Scope of Work for the period of July 1, 2022 through June 30, 2023, which shall be approved by County and incorporated into this Agreement as an addendum without the need for an amendment.

Activity:	Scope of Work and Deliverables:	Activity Completion Date:
<p>Provide an active multi-media and public relations campaign directed at the “deliberate” and “opportunistic” culinary and other visitors, including print, radio, social media channels, and SampletheSierra.com</p>	<p style="text-align: center;">Sample the Sierra</p> <ol style="list-style-type: none"> 1. Integrate Festival into the larger movement and brand. 2. Work to innovate new safety features to the event that allow for the maximum amount of in-person participation. 3. Expand efforts to increase the amount and diversity of El Dorado County agricultural and other products featured at the Festival. 4. Incorporate additional links to El Dorado County agricultural products, attractions, and experiences on the Sample the Sierra website (www.samplethesierra.com). 	<p>September 30, 2021</p>
<p>Work to strengthen and expand STRA's roll and leadership in developing the South Shore as a</p>	<p style="text-align: center;">South Tahoe Restaurant Association (STRA)</p> <ol style="list-style-type: none"> 1. Hold monthly STRA meetings, adjusting the frequency and range of topics as necessary to ensure the evolving needs of the members 	<p>June 30, 2022</p>

Activity:	Scope of Work and Deliverables:	Activity Completion Date:
<p>recognized culinary destination and El Dorado County as a source for quality home grown agricultural products, wines, spirits, and craft beer.</p> <p>Enhance the marketing and promotion of STRA members</p> <p>Evolve, expand, and further enhance GO Local Tahoe marketing and promotions, and increase brand awareness</p>	<p>are being addressed, particularly as members emerge from COVID-19 related operating restrictions.</p> <p>2. Continue to build STRA's influence on policy and regulatory issues at the local and regional government levels.</p> <p>3. Encourage restaurant operators to support employee participation in the culinary education and training programs offered at Lake Tahoe Community College (LTCC) so they can improve their knowledge and skills, advance their careers, and help raise Tahoe's reputation and standing as a culinary destination.</p> <p>1. Expand marketing and promotional opportunities for the "Elevate Your Palate" Culinary Trail and the South Tahoe Beer Trail.</p> <p>Go Local Tahoe Shop & Dine Program</p> <p>1. Further enhance and expand GO Local Tahoe marketing and promotions using the new GO Local Tahoe website (www.golocaltahoe.com).</p> <p>2. Increase the number of businesses featured on the GO Local Tahoe website and work to expand consumer awareness of the local business landscape.</p>	<p>June 30, 2022</p>

Activity:	Scope of Work and Deliverables:	Activity Completion Date:
<p>Increase the profile, appeal, and marketing of this important educational series, tailored to the need of the business community.</p>	<p>Level UP Business Webinar and Workshop Series</p> <ol style="list-style-type: none"> 1. Continue virtual webinars, begun in March 2020 in response to COVID-19 public health restrictions, incorporate some in-person workshops when permitted to do so. 2. Partner with local, regional, and national experts to deliver tailored forums that meet the needs of the business community. 	<p>June 30, 2022</p>
<p>Engage and diversify Tahoe Chamber involvement with workforce and business development opportunities, education, and training programs</p>	<p>Workforce Development Programs</p> <ol style="list-style-type: none"> 1. Convene business leaders and educators to facilitate discussions on skill gaps and workforce needs within the South Shore region. 2. Partner with the Sierra Small Business Development Center (SBDC) to facilitate discussions on skill gaps and workforce needs within the South Shore. 3. As a member of the ADVANCE Adult Education Consortium Leadership Board, Tahoe Chamber will continue to actively shape the workforce development programs offered by ADVANCE. 4. Serve as a liaison between employers/businesses and the Lake Tahoe Unified School District (LTUSD) Workforce Coordinator to help identify and support career 	<p>June 30, 2022</p>

Activity:	Scope of Work and Deliverables:	Activity Completion Date:
	pathways from high school to college and/or directly to the workplace.	