



TAHOE CHAMBER

Funding Agreement Presentation

Annual Business
Development Programs
Funded in Partnership
with El Dorado County
Economic Development
Funding and Tahoe
Chamber Match Funding



- 1 Sample the Sierra
Farm-to-Fork Festival**Event**Promotion
- 2 South Tahoe Restaurant Association
Elevate Your Palate
- 3 GO Local Tahoe
Local Shopping and Dining Promotions
- 4 Level UP Workshop Series
Business Education and Professional
Development Workshops
- 5 Workforce and Business Development
Activities and Partnerships



Changes Requiring Our Programs to Evolve

Impacts of Wildfire

- Wildfires - Caldor and Tamarack - Disrupting Businesses and Community
- Prolonged Periods of Smoke and Poor Air Quality
- Entire South Shore Community Evacuated in Early Fall 2021 (Caldor Fire)
- Outdoor Events Negatively Impacted - Sample the Sierra 2021 Canceled

Top: Noah Berger/Associated Press

Bottom: CAL FIRE Amador-El Dorado Unit



Impacts on Business

- Increasingly Difficult to Hire Adequate Staff
- Business Operations Constantly Having to Pivot; Reduced Hours of Operation
- Some Business Closures; Some Consolidations; Changes in Ownership
- Supply Chain Challenges

Need to Evolve Marketing, Promotion, and Education

- Younger Generation of Leaders and Consumers are Social Media Savvy
- More Digital Media Presence and Interaction is Needed to Capture Audience
- Sustainable Business Practices and Destination Management are Important Trends

How We're Evolving our Programs

GO Local Shopping, Dining and Events
Increased Video and Digital Media

Program Goals

➤ Increase the number and variety of participating local businesses

➤ Expand promotion of "Elevate Your Palate"

➤ Increase Restaurant Options for Participating

➤ Multi-media/ PR campaign for culinary and digital savvy visitors

➤ Update partnerships and promotions with El Dorado County farms, wineries and breweries

➤ Increase GO Local promotion on Digital Media and evolve to address target audiences

VIDEO PROJECT: LOCAL STORIES



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- 3-minute video features of El Dorado County businesses
- First round:
 - 5 Restaurants
 - 5 Breweries, Distilleries or Wineries
 - 5 Farmers or producers
- Additional features and categories to be developed
- Digital media marketing campaign on YouTube, Facebook, and Instagram



SAMPLE THE SIERRA

The event will return in June 2023. The event will be revamped and updated to meet the changes in the marketplace and community.

We are actively shaping the event with input from the South Tahoe Restaurant Association.

We will continue to promote El Dorado County and the diversity of agriculture, wineries, distilleries, breweries, and local businesses.



LEVEL UP WEBINAR

We will continue to present relevant and informative sessions to support the business community.

Business Needs

- Employee Hiring and Retention
- HR Employment and Laws
- Social Media Marketing
- Building Emotional Wellness
- E-Commerce
- Understanding and Embracing DEI



SUSTAINABLE TOURISM FORUMS

Our Level UP Series will Include Seasonal Sustainable Tourism Forums

- Lake Tahoe Is experiencing extraordinary visitation - complete with careless behavior, crowded access points, new patterns of visitor use, and strained resources.
- The need for a more sustainable recreation and tourism future for Tahoe has never been more evident

Tahoe Chamber is a partner in Tahoe's Sustainable Recreation and Tourism Initiative



BUSINESS & WORKFORCE DEVELOPMENT



There are 3 Primary Components to our Program:

- Act as a liaison between employers/employees and the Lake Tahoe Unified School District's K-12 Strong Workforce Coordinator to help identify and support career pathways from high school to college or directly to the workplace
- Tahoe Chamber's role as a member of the ADVANCE Board of Directors, helping to shape ADVANCE initiatives to support the organization's workforce development programs as well as curriculum at Lake Tahoe Community College
- Small Business Coaching Program (free to the client) in partnership with the Sierra Small Business Development Center