



April 1, 2020

Mr. Kyle Zimbleman  
Economic and Business Relations Manager  
County of El Dorado  
330 Fair Lane  
Placerville, CA 95667

**Re: FY-2020-2021 Economic Development Funding Submittal  
Proposed Programs, Scope of Work, and Budgets**

Dear Kyle:

On behalf of our Board of Directors and program partners, we are pleased to submit our proposed updated Scope of Work and individual Budgets for the five programs we continue to evolve and grow with the Economic Development investments we receive from El Dorado.

As you are aware, each year we build on the past year's outcomes and work to ensure that our programs evolve with the changes and demands of the community we serve. This evolution is reflected in this year's submittal. As our community and El Dorado County seek to emerge from the COVID-19 pandemic, each of these programs take on an even greater level of significance.

We also take this opportunity to report a measurable increase in the reach and effectiveness of our Tahoe Chamber website, social media, and other communication channels.

We value our working relationship and the confidence the County continues to place in our proven ability to invest the funds we receive to secure tangible, meaningful results. The partnerships we have developed with community-based organizations and the County are fundamental to our success.

Please contact us should you have any questions regarding the information provided.

Respectfully yours in service,

Steve Teshara  
Chief Executive Officer

Emily Abernathy  
Director of Operations

**Exhibit “A-1”**  
**Scope of Work FY 2020-2021**  
**Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)**  
**Economic Development Funding Agreement**

**Background**

In this transmittal, our Tahoe Chamber team is pleased to detail our Fiscal Year 2020-2021 Scope of Work and budget for the five projects and initiatives funded through our valued partnership with El Dorado County. Each budget incorporates the Chamber funding and staff resources we invest in partnership with the County. We appreciate the support we receive from the Board of Supervisors and County staff and always look to maximize the investment you make in and through our organization.

It is our practice to continuously build on our prior year accomplishments and evolve each of these five programs to ensure we are meeting the needs of the community we serve as well as alignment with the County’s program goals.

**Summary of Proposed Program and Scope of Work for FY 2020-2021**

Updated Scope and Budgets attached hereto as Exhibits “A-2” through “A-6”

## Sample the Sierra “Farm to Fork” Festival 2020, Saturday, September 12, 2020

*County Funding \$20,800. No change from total County funding in 2019-2020*

*Chamber Contribution: \$19,400*

- In terms of marketing and promotion, integrate our Sample the Sierra signature event into the larger regional “farm to fork” movement and branding, a region that includes all of El Dorado County, the greater Sacramento area, and other adjacent areas of the foothills and Lake Tahoe-Truckee.
- Continue to expand efforts to increase the amount and diversity of El Dorado County agricultural and other products featured at the Festival.
- Incorporate additional links to El Dorado County agricultural products, attractions, and experiences on Sample the Sierra website ([www.samplethesierra.com](http://www.samplethesierra.com)).
- Add a special VIP ticket component to the Festival.
- Continue to expand vendor participation and the efficiency and effectiveness of Festival marketing, seeking to secure another “sold out event” (All tickets sold prior to the event).

Sample the Sierra Expenses	STS Budget	EDC Funds	Chamber Match	Match Source
CEO	\$ 600.00	\$ 300.00	\$ 300.00	Chamber Budget
Director of Operations	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00	Chamber Budget
Membership Services	\$ 3,000.00	\$ 1,500.00	\$ 1,500.00	Chamber Budget
Communication Coordinator	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00	Chamber Budget
Executive Assistant	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	Chamber Budget
Participating F&B Vendor Stipend	\$ 8,600.00	\$ 6,000.00	\$ 2,600.00	Chamber Budget
Marketing Campaign	\$ 16,000.00	\$ 7,000.00	\$ 9,000.00	Chamber Budget
	<b>\$40,200.00</b>	<b>\$20,800.00</b>	<b>\$ 19,400.00</b>	

## South Tahoe Restaurant Association (STRA)

County Funding: \$13,600. No change from total County funding in 2019-2020

*Chamber Contribution: \$9,900*

- Undertake actions to strengthen the resiliency of STRA member restaurants and related businesses as they emerge from the COVID-19 impacts, including a significantly expanded STRA marketing campaign.
- Take the STRA restaurant map to the next level with a digital format.
- Enhance GO Local Tahoe restaurant promotions through the [tahoechamber.org](http://tahoechamber.org) website, all Chamber social media channels, and third party channels that feature food and beverage.
- Continue to actively encourage restaurant operators to support employee participation in the culinary education and training programs offered at Lake Tahoe Community College and through the ADVANCE adult education consortium.

Sample the Sierra Expenses	STS Budget	EDC Funds	Chamber Match	Match Source
CEO	\$ 600.00	\$ 300.00	\$ 300.00	Chamber Budget
Director of Operations	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00	Chamber Budget
Membership Services	\$ 3,000.00	\$ 1,500.00	\$ 1,500.00	Chamber Budget
Communication Coordinator	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00	Chamber Budget
Executive Assistant	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	Chamber Budget
Participating F&B Vendor Stipend	\$ 8,600.00	\$ 6,000.00	\$ 2,600.00	Chamber Budget
Marketing Campaign	\$ 16,000.00	\$ 7,000.00	\$ 9,000.00	Chamber Budget
	<b>\$40,200.00</b>	<b>\$20,800.00</b>	<b>\$ 19,400.00</b>	

## GO Local Tahoe Shop and Dine Program

County Funding: \$13,200. No change from total County funding in 2019-2020

*Chamber Contribution: \$10,700*

- Evolve and significantly enhance the marketing and promotion of the GO Local Shop and Dine Program, recognizing its elevated importance as businesses emerge from the impacts of COVID-19.
- Establish a new GO Local program landing page where visitors and locals can find the most up to date special deals, discounts or promotions provided by participating businesses.
- Expand the promotion of the Tahoe Tuesdays program initiated in 2018-2019.
- Successfully engage new GO Local Shop and Dine business partners.

GO Local Expenses	Budget	EDC Funds	Chamber Match	Match Source
CEO	\$ 600.00	\$ 300.00	\$ 300.00	Chamber Budget
Director of Operations	\$ 5,800.00	\$ 2,900.00	\$ 2,900.00	Chamber Budget
Membership Services Director	\$ 3,000.00	\$ 1,500.00	\$ 1,500.00	Chamber Budget
Communications Coordinator	\$ 4,000.00	\$ 2,000.00	\$ 2,000.00	Chamber Budget
Executive Assistant	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	Chamber Budget
Collateral Development/Printing	\$ 3,000.00	\$ 2,000.00	\$ 1,000.00	Chamber Budget/In-Kind
Marketing Campaign	\$ 3,000.00	\$ 2,000.00	\$ 1,000.00	Chamber Budget/In-Kind
Go Local Tahoe Site	\$ 2,500.00	\$ 1,500.00	\$ 1,000.00	Chamber Budget/In-Kind
<b>Total Expenses</b>	<b>\$23,900.00</b>	<b>\$ 13,200.00</b>	<b>\$ 10,700.00</b>	

## Business Workshops (Level UP) and Annual Tahoe Tourism Forum

County Funding: \$11,200. No change from total County funding in 2019-2020

*Chamber Contribution: \$8,540*

- Continue to integrate online webinars into the Level UP series, an approach begun in March of 2020 in response to the COVID-19 pandemic.
- Incorporate an additional range of educational topics based on the need to inform businesses about new state and federal programs to help stimulate economic recovery and tips and ideas about operating business in a time of new challenges.
- Increase event marking and promotion and continue to build the stature and attendance at our annual spring Tahoe Tourism Forum, produced in partnership with the Lake Tahoe Visitors Authority (LTVA) and our Tahoe South destination.
- Secure national and regionally-recognized keynote speakers with break-out sessions on timely topics as part of the program.

Level UP Expenses	Budget		EDC Funds	Chamber Match	Match Source
Director of Operations	\$ 2,660.00		\$ 1,440.00	\$ 1,220.00	Chamber Budget
Communications Coordinator	\$ 3,180.00		\$ 1,060.00	\$ 2,120.00	Chamber Budget
Instructors, Travel & Facility Fees	\$ 9,000.00		\$ 6,200.00	\$ 2,800.00	In-Kind
Marketing & Collateral	\$ 4,900.00		\$ 2,500.00	\$ 2,400.00	In-Kind
<b>Total Expenses</b>	<b>\$ 19,740.00</b>		<b>\$ 11,200.00</b>	<b>\$ 8,540.00</b>	

## Workforce Development Program

County funding: \$20,150. No change from total County funding in 2019-2020

*Chamber Contribution: \$11,550*

- Serve as a liaison between employers/businesses 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 and/or directly to the workplace.
- As a member of the ADVANCE Board of Directors, Tahoe Chamber will continue to actively shape the workforce development curriculum and programs offered by ADVANCE Adult Education consortium headquartered at Lake Tahoe Community College (LTCC).
- Continue to work with LTCC senior leadership to provide input on workforce educational offerings at the College and through the relationships they and we have with Washington State University (Hospitality Management degrees) and Brandman University (teaching credential degrees).
- Continue our work with Chamber members and other community employers to encourage their employees to take advantage of career advancement opportunities at Lake Tahoe Community College (LTCC) and the ADVANCE adult education network headquartered at LTCC.
- Accelerate the marketing and promotion of the free-to-the-client Small Business Coaching Program in cooperation with our partners at the Sierra Small Business Development Center (SBDC).

<b>Workforce Development Expenses</b>	<b>Budget</b>	<b>EDC Funds</b>	<b>Chamber Match</b>	<b>Match Source</b>
Chamber CEO	\$ 4,000.00	\$ 2,000.00	\$ 2,000.00	Chamber Budget
Chamber Director of Membership Services	\$ 2,500.00	\$ 1,200.00	\$ 1,300.00	Chamber Budget
Director of Operations	\$ 3,000.00	\$ 1,500.00	\$ 1,500.00	Chamber Budget
Communications Coordinator	\$ 1,800.00	\$ 1,000.00	\$ 800.00	Chamber Budget
Administrative Coordinator	\$ 1,400.00	\$ 750.00	\$ 650.00	Chamber Budget
Program Development	\$ 15,000.00	\$ 10,000.00	\$ 5,000.00	In-Kind
Marketing Development & Production	\$ 4,000.00	\$ 3,700.00	\$ 300.00	In-Kind
<b>Total Expenses</b>	<b>\$ 31,700.00</b>	<b>\$ 20,150.00</b>	<b>\$ 11,550.00</b>	