



September 6, 2024

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

Re: Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber)
Scope of Work Activities for the period July 1, 2023 through June 30, 2024
El Dorado County Funding Agreement #7709

Dear Kyle:

The Tahoe Chamber is pleased to submit this Annual Report for the above-referenced Funding Agreement for contract year July 1, 2023 through June 30, 2024. We were able to achieve consistency with the Scope of Work as economic conditions and the climate for business stabilized somewhat. The Tahoe Chamber is proud of the leadership it has been able to provide to our regional business community over the past year with the support of this funding from El Dorado County.

Some of the same themes as prior years continued to be factors, such as difficulty with staffing levels, and there are new, local challenges to the business climate as the South Lake Tahoe City Council considered three tax measures that would have negative impacts to our business community. These challenges allowed us to provide significant guidance and perspective to the South Tahoe Restaurant Association (STRA) and to advocate for business-friendly outcomes as identified in the Scope of Work.

As previously reported, in close consultation with our restaurants, we have modified the format and timing of our Sample the Sierra festival, now scheduled for Saturday, September 21. The festival is on track to be a successful showcase of our region's produce and talent, with chefs, breweries, wineries and distilleries creating interesting culinary pairings. The festival is supported through 'a robust, multi-media advertising campaign' as noted in the Scope of Work.

We have continued at every level to support affordable workforce housing solutions and leadership development efforts. In addition, as noted in the Scope of Work, we have continued to collaborate with the Tahoe Prosperity Center (TPC) on use of its Playbook and engage more deeply with TPC on the coordination of a basin-wide Business Walk to collect data to most accurately develop solutions for the success of our business community.

Attached is a more detailed description of our Scope of Work activities and initiatives. The Chamber so values this partnership with El Dorado County as we continue collaborating to strengthen the economy of the South Shore and eastern El Dorado County.

Respectfully,

Cristi Creegan

Cristi Creegan
Chief Executive Officer

1. Business and Community Development

A. Business Best Practice Video Series: The Chamber promoted the Workplace Violence Prevention video to our members, describing changes to California state law, as an initial step in this series. Further parts of the series will be completed in the second year of this funding agreement.

B. Chamber Member Showcase Video Series: This program has begun and will be completed in the second year of this funding agreement. Completed videos to date include Gaialicious Boutique in midtown South Lake Tahoe and Camp Richardson Resort in El Dorado County.

C. Active Promotion of Free Business Coaching Programs with the Sierra Business Council's Small Business Development Center: The Chamber continues to support the Small Business Coaching Program (free to the client) in partnership with the Sierra Small Business Development Center (SBDC), headquartered at the Sierra Business Council. The Chamber does this through individual referrals and website links.

D. Leadership Lake Tahoe: The Leadership Lake Tahoe program hosted another successful cohort, taking 20 future leaders through a series of impactful workshops, panels and off-site experiences with direction from Chamber board members and the Leadership Lake Tahoe Task Force. Cohort members included participants from the City of South Lake Tahoe's management staff and commissions, Vail Resort's management staff, a regional consulting firm, the Lake Tahoe Visitors Authority, the California Conservation Corps. and local creative industries. These individuals, many already involved in the community, have committed to continuing to invest in their leadership skills for the benefit of our businesses and organizations.

The group also provided feedback that in the future the program should include increased interactions with community leaders in small settings rather than in a panel format, a meaningful recommendation that the facilitators will incorporate into the next class. The Chamber will continue to focus on leadership development as a core program.

E. Level Up Workshops and Town Hall Community Forums: LevelUP Business workshops are designed to engage the business community with tools, education, forums, and solutions to the problems facing the businesses of the South Shore and eastern El Dorado County. While the report year workshops were primarily online, during the 24-25 year the Chamber is planning increased in-person workshops as well as a series of Town Halls focussed on the issues affecting the regional economy. The State of the South Shore in May, 2023 was an online event that remains posted on the Chamber's website.

Future Town Hall forums will include a presentation on the results of the basin-wide Business Walk to be held in October, 2024.

2. Workforce Development and Affordable Housing

A. ADVANCE Adult Education Leadership Board: Tahoe Chamber continues to serve on the ADVANCE Leadership Board, helping to shape ADVANCE initiatives to support the organization's workforce development programs as well as curriculum at Lake Tahoe Community College.

B. Regional Business Education Collaborative (RBECE): The Chamber continues to be active in the regional efforts around business education, including collaborations with the Lake Tahoe Community College.

C. Affordable Workforce Housing Initiatives: During this reporting period, the Tahoe Chamber was an active participant in the TRPA Living Working Group, advocating successfully for TRPA code changes to help



increase the production and availability of affordable/attainable housing. The Chamber also supports the efforts of the St. Joseph's Community Land Trust in the affordable housing arena.

D. Engage with the City of South Lake Tahoe: The Chamber continues to support the City's efforts toward housing, including for the Sugar Pine Village affordable housing development, which will see its first occupants in November, 2024, as well as the 3900-3908 Lake Tahoe Boulevard development.

3. Marketing and Promotions

A. GO Local Tahoe Shop and Dine Promotions: The GoLocal Shop and Dine Campaign continues to promote the patronizing of local business through various campaigns year-round. Campaigns within the year included \$10 bonus per \$25 GoLocal Gift Card purchased for use at county-wide locations. The Chamber has created several videos highlighting local dining options, including Cork 'n' More and Coldwater Brewery, that are posted to both the Chamber's website and its YouTube account.

B. GO Local Tahoe E-Gift Card Promotion: This program will be completed in the second year of this funding agreement.

C. South Tahoe Restaurant Association: Support for and guidance of the STRA is a primary focus of the efforts within this Scope of Work. The STRA is the only industry-specific group within the Chamber. It is comprised of very passionate and committed business owners dedicated to providing the best culinary experiences for our residents and visitors. During this reporting period, our Chamber team reinstituted regular STRA meetings with three primary areas of focus: 1) soliciting input and participation for a return of the Chamber's Sample the Sierra Farm-to-Fork festival; and 2) addressing current challenges to the restaurant industry as well as the broader business community from a series of potential increases in the cost of doing business emanating largely from one member of the South Lake Tahoe City Council. These issues included a city-based minimum wage standard and a proposed residential "Vacancy Tax." Supported by the Chamber team, STRA members attended and provided effective testimony at multiple City Council meetings.

The third area of focus was a sharing of mutual challenges to operating a restaurant, including staffing shortages and retention efforts, supply chain disruptions, and the increased cost of food and items related to restaurant operations. The informal roundtable nature of the meetings facilitates information sharing that all participants note is an aspect of the group that is very valuable to them and their business operations.

Advertising and marketing efforts include ad placements in the Visit California and Visit Lake Tahoe guides and well as website promotion and maintenance. In addition, STRA members are provided with weekly leads through the Visit California Inquiry Management System (IMS).

D. Sample the Sierra Farm-to-Fork Festival: After several years of being unable to hold the event, we are well into the planning of the 2024 Sample the Sierra. To be held on Saturday, September 21, 2024 at Bijou Community Park, the festival is at pre-pandemic levels of chefs, breweries, wineries and distilleries, with artists and artisans and some non-profit partners rounding out the regional marketplace. Producers are a combination of first-time vendors and long-time participants. The multi-media advertising campaign is designed to showcase the County's farm-to-fork offerings and spotlight the agricultural heritage of El Dorado County. This includes social media posts and blogs with significant cross-promotions for all vendors, a dedicated Sample the Sierra webpage and Facebook and Instagram accounts in addition to more traditional marketing including print and digital ads placed with the Tahoe Daily Tribune, Tahoe Guide, and South Lake Tahoe Now, along with live and recorded television Interviews on Reno's KOLO 8 News Now Midday and Morning Break, and Tahoe's Outside TV. Radio spots include those heard on KTKE, Truckee's community-oriented local radio station.

El Dorado County participants (exclusive of those in South Lake Tahoe) include Lava Cap Winery, Starfield Vineyards, Crystal Basin Cellars, Hinterhaus Distilling, E16 Winery, Field Number Fifteen, Cielo Sulla



Terra Estate Vineyard & Winery, and Poor Red's. These shining stars of our regional agricultural landscape are celebrated through the Chamber's advertising of the festival, as noted above.

4. Partnerships

A. Implementation of the Tahoe Prosperity Playbook: This grant element helped to support the Chamber's continued engagement with initiatives of the Tahoe Prosperity Center and the Envision Tahoe Playbook, a shared regional action plan for economic resilience, investment, and community inclusion. Our engagement included participation in meetings of the TPC Catalyst Committee, support and promotion for a series of entrepreneurship roundtables with our members and others, and with the CA Jobs First Regional Investment Initiative (formerly the Community Economic Resilience Fund) with TPC as a "sub-regional lead" for the Tahoe region. The goal of the Catalyst Program of this investment initiative is to bring to life the projects and programs identified at the regional and sub-regional level that address economic disparities, jobs, and support the transition to a clean energy economy. Projects and programs can include key elements of the Envision Tahoe Playbook as well as other ideas currently being solicited.

5. Recreation and Tourism

A. Lake Tahoe Destination Stewardship Plan: During this reporting period, Chamber representatives continued to participate in meetings of the Lake Tahoe Destination Stewardship Council and helped to support and promote activities of the Council's Action Teams. Specifically, the Chamber worked with Council leadership to determine how to effectively engage and convene businesses to support the Action Teams. This effort is ongoing. The Chamber also included a piece on the Destination Stewardship Plan in our quarterly on-line publication Above 6000.

Project Budget

The budget below represents actual project expenditures for the period July 1, 2023 through June 30, 2024. While the funding agreement allocates \$75,000 per year from El Dorado County to the Lake Tahoe South Shore Chamber of Commerce (Tahoe Chamber) per year, actual funds received were \$59,212.50 due to an installment payment that was received late. The financial information below therefore reflects the actual amount of funding provided, and the next reporting period will include the additional payment.

Business and Community Development

Proposed Budget: \$14,500
County Funding: \$ 7,500
Chamber Match: \$ 7,000
Actual Expenditures: \$14,500

Workforce Development and Affordable Housing

Proposed Budget: \$11,750
County Funding: \$ 7,325
Chamber Match: \$ 4,425
Actual Expenditures: \$11,750

Marketing and Promotions

Proposed Budget: \$ 59,200
County Funding: \$ 39,988
Chamber Match: \$ 20,200
Actual Expenditures: \$ 59,200

Partnerships

Proposed Budget: \$ 4,000
County Funding: \$ 2,500
Chamber Match: \$ 1,500
Actual Expenditures: \$ 4,000

Lake Tahoe Destination Stewardship

Proposed Budget: \$ 3,000
County Funding: \$ 1,900
Chamber Match: \$ 1,100
Actual Expenditures: \$ 3,000