

## Lake Tahoe South Shore Chamber of Commerce

Activity:	Deliverable(s):	Activity Completion Date:
<p>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 <a href="http://SampletheSierra.com">SampletheSierra.com</a></p>	<p><b>1) Sample the Sierra</b></p> <ul style="list-style-type: none"> <li>a) Integrate Festival into the larger movement and brand.</li> <li>b) Work to innovate new safety features to the vent that allow for the maximum amount of in-person participation.</li> <li>c) Continue to expand efforts to increase the amount and diversity of El Dorado County agricultural and other products featured at the Festival.</li> <li>d) Incorporate additional links to El Dorado County agricultural products, attractions, and experiences on the Sample the Sierra website (<a href="http://www.samplethesierra.com">www.samplethesierra.com</a>)</li> </ul>	<p>September 30, 2021</p>
<p>Continue work to strengthen and expand South Tahoe Restaurant Association’s roll and leadership in developing the South Shore as a recognized culinary destination and El Dorado County as a source for quality home grown agricultural products, wines, spirits, and craft beer.</p> <p>Continue to enhance the marketing and promotion of STRA members.</p>	<p><b>2) South Tahoe Restaurant Association (STRA)</b></p> <ul style="list-style-type: none"> <li>a) Hold monthly STRA meetings, adjusting the frequency and range of topics as necessary to ensure the evolving needs of the members are being addressed, particularly as members emerge from COVID-19 related operating restrictions.</li> <li>b) Continue to build STRA’s influence on policy and regulatory issues at the local and regional government levels.</li> <li>c) 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 in their careers, and help raise Lake Tahoe’s reputation and standing as a culinary destination.</li> </ul> <p><b>3) Expand marketing and promotional opportunities for the “Elevate Your Palate” Culinary Trail and the South Tahoe Beer Trail.</b></p>	<p>June 30, 2022</p>
<p>Evolve, expand, and further enhance GO Local Tahoe marketing and promotions, and increase brand awareness.</p>	<p><b>4) Go Local Tahoe Shop &amp; Dine Program</b></p> <ul style="list-style-type: none"> <li>a) Further enhance and expand GO Local Tahoe marketing and promotions using the new GO Local Tahoe website (<a href="http://www.golocaltahoe.com">www.golocaltahoe.com</a>)</li> <li>b) Increase the number of businesses featured on the GO Local Tahoe website and work to expand consumer awareness of the local business landscape.</li> </ul>	<p>June 30, 2022</p>

<p>Continue to increase the profile appeal and marketing of this important educational series, tailored to the need of the business community.</p>	<p><b>5) Level UP Business Webinar and Workshop Series</b></p> <ul style="list-style-type: none"> <li>a) 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.</li> <li>b) Partner with local, regional, and national experts to deliver tailored forums that meet the needs of the business community.</li> </ul>	<p>June 30, 2022</p>
<p>Continue to engage and diversify Lake Tahoe South Shore Chamber of Commerce involvement with workforce and business development opportunities, education, and training programs.</p>	<p><b>6) Workforce Development Programs</b></p> <ul style="list-style-type: none"> <li>a) Convene business leaders and educators to facilitate discussions on skill gaps and workforce needs in the South Shore region.</li> <li>b) Partner with the Sierra Small Business Development Center (SBDC) to facilitate discussions on skill gaps and workforce needs within the South Shore.</li> <li>c) As a member of the ADVANCE Adult Education Consortium Leadership Board, Lake Tahoe South Shore Chamber of Commerce will continue to actively shape the workforce development programs offered by ADVANCE.</li> <li>d) Serve as a liaison between employer/businesses and the Lake Tahoe Unified School District (LTUSD) Workforce Coordinator to help identify and support career pathways from high school to college and/or directly to the workplace.</li> </ul>	<p>June 30, 2022</p>