

EL DORADO COUNTY PRESENTATION

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EI DORADO COUNTY PRESENTATION

Annual Programs Funded in Part by Economic Funding Agreement



Sample the Sierra Farm-to-Fork Festival

South Tahoe Restaurant Association "Elevate Your Palate"

GO Local Tahoe Local Shopping and Dining Promotions

Level UP Workshops Business Education and Professional Development Workshops

> Workforce and Business Development Activities and Partnerships







- 19 Restaurants
- 12 Wineries
- 8 Breweries
- 1 Distillery
- 16 Farmers/Producers
- 27 Artisans
- 5 Lodging Partners
- **1,600** Attendees



2018 Attendee Stats

- 51% of attendees are local to the Tahoe area
- 49% of attendees are guests from out of the area that stay an average or 3.7 nights
 - 23% of attendees are overnight visitors from CA/NV
 - 5% of attendees are overnight visitors from outside CA/NV
 - 7% of attendees are second home owners
- Overnight visitors spent an average of \$515 during their stay













2018 Media Insights

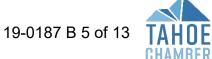
Total Online News Audience: 6,075,556 Total online news publicity valued at \$77,430

Total National TV Audience: **4,133** Total national TV publicity valued at \$1,040

Total Print Audience: **1,502,712** Total print publicity valued at \$5,604

Some Notable Mentions:

- Visit California
- East Bay Times
- San Jose Mercury News
- KTVN Reno
- KRXI (FOX) Reno's Mornings on Fox 11



Digital Influencers

Audience: **31,000** Total Digital Influencer exposure valued at \$310

- @SarahFunky
 - Est. Audience 21,000
- @TheHangryWoman
 - Est. Audience 10,000







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SOUTH TAHOE RESTAURANT ASSOCIATION



Vision: South Tahoe is recognized as a destination of exceptional culinary and hospitality experience.

Mission: To elevate the culinary and hospitality experience by providing leadership and resources for marketing, education and support throughout the restaurant community.



"Considering food tourism is a multi-billion dollar industry in the U.S. and that the food scene in Tahoe is an integral role in expanding our reputation as a global destination, STRA's mission to elevate the local food scene is important not just for my bottom line, but for the entire community"

-Jeff Cowen, Owner of Blue Angel Café



SOUTH TAHOE RESTAURANT ASSOCIATION



Accomplishments:

- Successfully advocated for a Pilot Program to test the introduction of Food Trucks in to the city of South Lake Tahoe.
- Marketed and implemented a "Elevate Your Palate" Restaurant Week promotion in conjunction with Visit California.
- Effectively utilized the Snaptown App to run a South Tahoe Beer Trail passport event as part of restaurant week.

Upcoming Endeavors:

- South Tahoe Beer Trail passport event hosted during Tahoe South's Spring Loaded campaign.
- South Tahoe Restaurant Association Map to be included in the next edition of the South Shore of Lake Tahoe Visitor's Guide.
- Host an industry break out session during Tahoe Chamber's annual Tourism Forum this May.
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GO LOCAL TAHOE

GO Local & Win Holiday Campaign

Nov. 24, 2018 to Jan. 1, 2019

Passport Contest:

- 65 participating businesses
- 49 completed passports
- **179** users joined the GO Local Tahoe Group through the Snaptown app
- 62 users checked-in to participating businesses on the app



@GoLocalTahoe

Page Reach: **3,284** (111% Increase)

Post Impressions: **26,394** (308% Increase)



www.TahoeChamber.org

Page Views: 1,521



GO LOCAL TAHOE

What's Next...





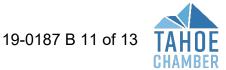
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LEVEL UP WORKSHOPS

2018-19 Topics:

- Get Your Business on Google
- E-commerce for Small Businesses
- Customer Service for the Holidays
- Health & Wellness for the Workplace
- Employment Law Update
- Engaging the Generations at Work
- Active Shooter Training for Small Businesses
- Mandatory Sexual Harassment Training





Partnership:

Lake Tahoe Community College and ADVANCE Adult Education Network





Promote and engage business community participation in the following educational opportunities:

- Culinary Boot Camps
- Additional "Earn While You Learn" Programs
- Hospitality Management
- Resort/Lift Operations & Maintenance
- Cyber Security
- Culinary Apprenticeship Program (ACF registered –coming soon)



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Partnership:

Sierra Small Business Development Center



2018 Free Small Business Coaching

- 63 Clients Served
- 242 Total Consulting Hours
- 6 New Business Starts
- 10 New Jobs Created
- \$247,310 Capital Infused into the Community

