



Legislation Text

File #: 19-0187, **Version:** 1

Chief Administrative Office recommending the Board receive a presentation from Steve Teshara, CEO from Lake Tahoe South Shore Chamber of Commerce on activities completed for Fiscal Year 2017-18. (Est. Time: 30 Min.)

FUNDING: N/A

DISCUSSION / BACKGROUND

Policy 10.1.6.4 of the Economic Development Element of the County's General Plan specifies that, "The majority of transient occupancy tax (TOT) generated revenue shall be directed toward the promotion of tourism, entertainment, business, and leisure travel in El Dorado County." For budget purposes, the "majority" of TOT has been interpreted to mean 51% of funds, although this figure has been adjusted upward by the Board in prior fiscal years.

To accomplish the goals of the Policy, the County has entered into agreements with various organizations over the years that act on the County's behalf to promote tourism, entertainment, business, and leisure travel.

Effective July 1, 2017, the County entered into an agreement (Funding Agreement #085-F1811) with the Lake Tahoe South Shore Chamber of Commerce to conduct the following during the period of July 2017 through June 30, 2018:

SAMPLE THE SIERRA

- 1) Continue to increase vendor participation over prior years;
- 2) Continue to increase attendee participation over prior years;
- 3) Drive incremental business during a non-holiday weekend by partnering with local lodging properties to offer weekend discounts or specials;
- 4) Pair participating restaurants with ten farmers/producers from El Dorado County; and,
- 5) Solicit ten El Dorado County wineries to participate at the event and to be paired with participating restaurants;

SOUTH TAHOE RESTAURANT ASSOCIATION (STRA)

- 1) Continue monthly meetings with Chamber staff facilitation and administrative support;
- 2) Expand marketing and PR in support of the Association brand, logo and tagline; e.g., Association is the glass sponsor for Sample the Sierra 2017;
- 3) Develop and deliver educational opportunities to STRA participants, including from resources such as the California Restaurant Association; expand number of STRA participants; and,
- 4) Continue STRA contributions to the Culinary Training and related programs at Lake Tahoe Community College (LTCC) and ADVANCE Adult Education Consortium (ADVANCE)

GO LOCAL SHOP AND DINE PROGRAM

- 1) Create shoulder season promotions to help drive business during slower periods;
- 2) Continue the GO Local Holiday Shopping campaign as a signature annual campaign;

- 3) Create a designated website landing page to drive more traffic to participating retail and restaurant participants; expand number of participants; and,
- 4) Establish tracking analytics to better measure program performance

LEVEL UP WORKSHOP SERIES

- 1) Plan and host a minimum of eight (8) business development workshops during the year;
- 2) Continue to expand workshop marketing, e.g., "Register for 3, get 1 free";
- 3) Secure a regionally or nationally recognized Tourism Expert for keynote speaker; and,
- 4) Create take home piece for attendees to use in their day to day operations

WORKFORCE DEVELOPMENT PROGRAM

*Formerly Guest Services Ambassador Program

- 1) Broaden program definition to fully embrace the Hospitality, Tourism, Recreation, and Retail sectors (HTRR) as encompassed by the ADVANCE HTRR Adult Education Consortium Program at Lake Tahoe Community College;
- 2) Continue to support Chamber-ADVANCE Customer Service "Boot Camp" Program;
- 3) Add a new customized business coaching program tailored to interested individual businesses; and,
- 4) Actively market Tahoe Chamber's new online Customer Service Training Program

ALTERNATIVES

N/A

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

Receive and file the presentation.

FINANCIAL IMPACT

There is no financial impact as a result of this presentation. The total amount of this funding agreement is \$157,900 for the two year period from July 1, 2017 through June 30, 2019, funded with Transient Occupancy Tax revenue.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

Don Ashton, MPA

Chief Administrative Officer