

ENJOY



A COMMUNITY ENGAGEMENT INITIATIVE

May 2022



CURRENT SITUATION

Dramatic Change in Our Community

- COVID-19 impacts and isolations
- Over 900 properties sold in the last 2 years
- Many new full-time residents and people using their homes more
- Polarizing political issues
- Returning to in-person experiences

THE OPPORTUNITY

- Create times and spaces for the membership to (re)connect, meet their neighbors and find ways to **ENJOY TAHOE DONNER**



INITIATIVE FOCUS

1:
Increase
Member
Community
Engagement

2:
Create Spaces
and Places for
Community
Connections

3:
Offer a Menu of
Options to Meet
a Variety of
Segments of the
Community

4:
Partner with
Clubs and Not
Add to Staffing
Challenges



TYPES OF ACTIVITIES + MEET-UPS

ACTIVITIES + CLUBS

- 'Meet at the Park' Informal Playground Gatherings
- Cornhole Tournaments
- Group Hike Meet-ups
- Group Trail Runs
- Group Mountain Bike Rides

FOOD + DRINK

- Happy Hour with the GM
- Meet the New Chef Happy Hour
- Beer-Maker Receptions
- Wine-Maker Dinners
- Wine Tastings

RETURN OF EVENTS

- Member Expo + BBQ
- Summer Concert on the Green
- Wild West Festival
- Fall Festival

PROMOTING OTHER COMMUNITY GATHERINGS

- Truckee Day CleanUp + BBQ
- Golden Meet + Greet Weekly Social
- Tahoe Donner Yard Sale



SUMMER CONCERT ON THE GREEN RETURNS JULY 2 + 3

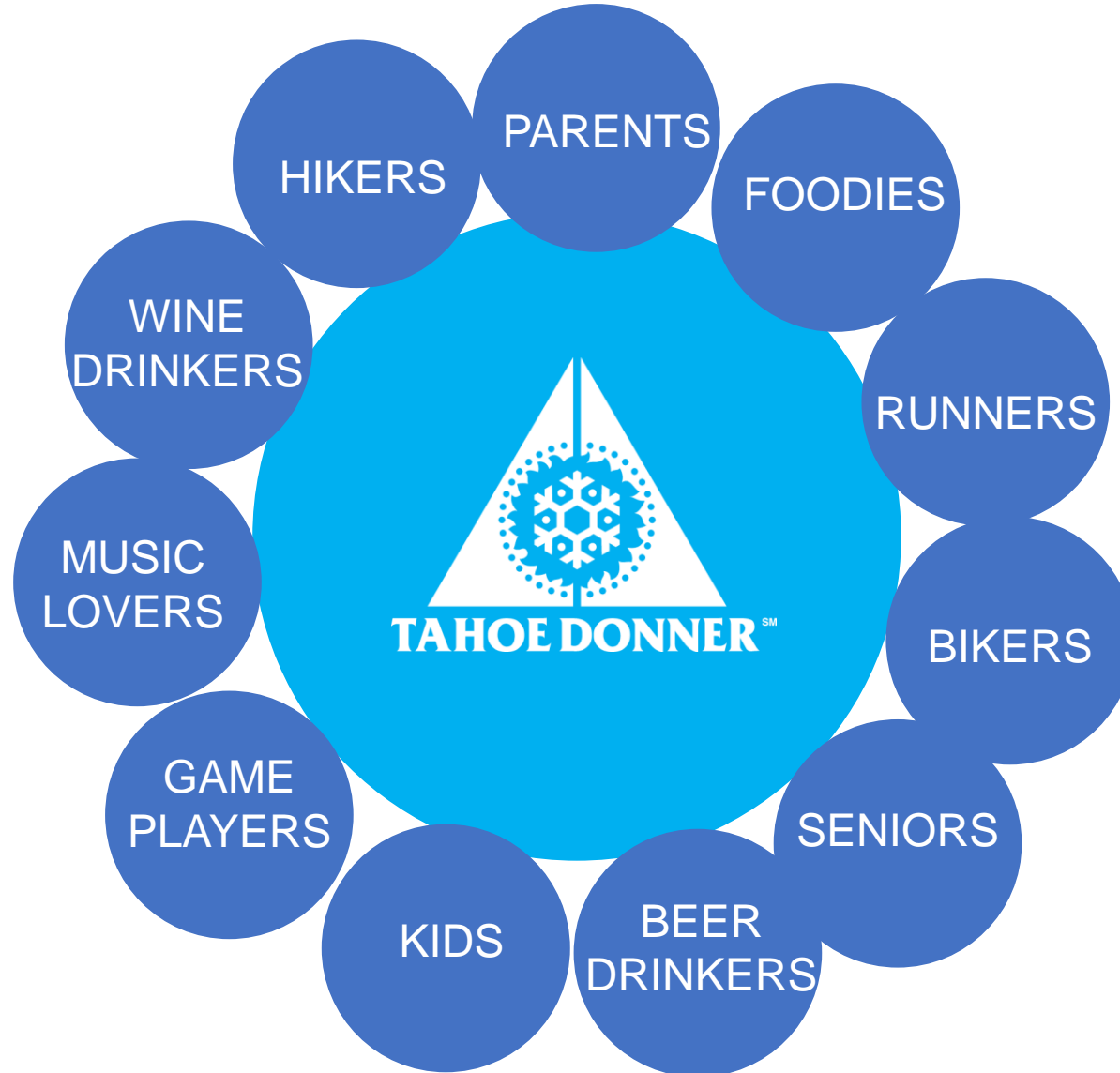


EXAMPLE – MEET AT THE PARK

- Open invite to parents to meet at the park outside of Pizza on the Hill at specific times
- Regular schedule
- Informal, organic way to connect with other families
- Music playing on the speakers outside of Pizza on the Hill
- Yard games set up for play
- Pizza and bar offerings available



MEMBER SEGMENTS TO TARGET





HOW WILL WE COMMUNICATE THIS INITIATIVE?

- New Campaign Webpage
- Weekly Activity Guide (Cover)
- July and August *TD News*
- Email Marketing
- Social Media
- Tahoe Donner App
- Tahoe Donner Event Calendar
- Partnerships with TD Clubs

WHEN WILL IT BEGIN?

- Promotion of certain activities has already begun
- Creation of the umbrella campaign will happen in early June
- Continued collaboration with clubs throughout the summer
- Most activities will be offered during the summer months, except Wine/Beer-Marker Dinners, which will be late summer/early fall



QUESTIONS?

THANK YOU



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