

A COMMUNITY ENGAGEMENT INITIATIVE

June 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

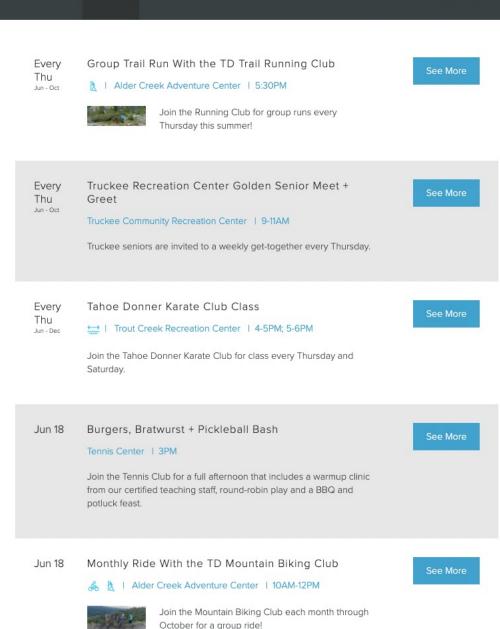
 Create times and spaces for the membership to (re)connect, meet their neighbors and find ways to ENJOY TAHOE DONNER'

## Events

# ENJOY **CAMPAIGN LIVE**

#### **ENJOY TD Events Calendar**

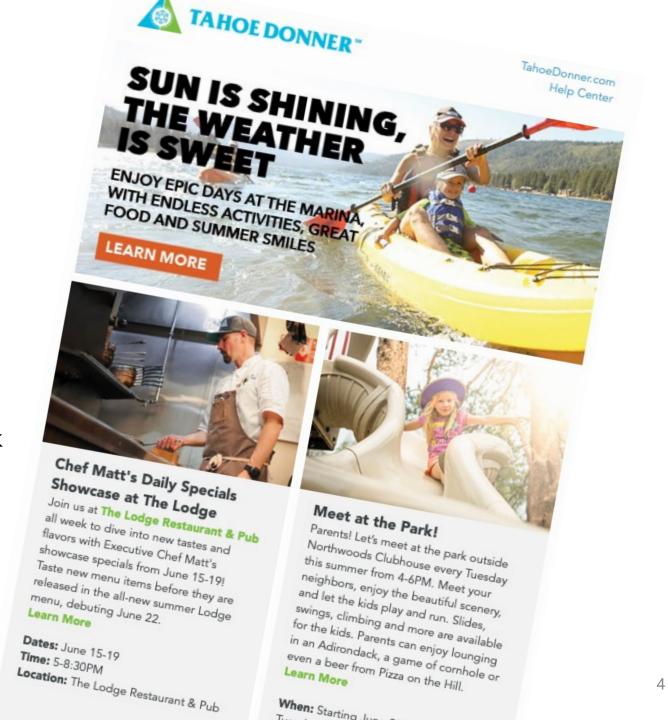
- Cornhole Tournaments
- Karate
- Mountain Bike Rides
- Pickleball
- Tennis
- Golden Senior Meet + Greets
- Family Meet at the Park!
- Trail Running
- Outdoor Yoga Class





# How are we communicating these opportunities?

- New Campaign Webpage
- ENJOY TAHOE DONNER Calendar
- Weekly Activity Guides begin next week
- July and August TD News
- Email Marketing
- Social Media
- Partnerships with TD Clubs



#### **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
- Karate Lessons
- Youth Golf Play

#### **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



# NEW ADDITION: YOGA ON THE MEADOW



- Free!
- Every Saturday, 9-10AM
- Starting July 9 through Aug. 13
- Bring your own yoga mat
- Behind the Northwoods Clubhouse, overlooking Bennett Flat Meadow





# GET OUT AND ENJOYMENT

THANK YOU