



South Tahoe Restaurant Association

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

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

South Tahoe Restaurant Association (STRA) Membership:

- Tahoe Chamber restaurant members are eligible to participate in STRA as a part of their membership investment free of charge.
- STRA members are eligible to participate in monthly meetings, engage in meaningful discussions, advocacy, and opportunities to meet directly with city and county leaders.
- STRA meetings are held the first Wednesday of each month from 9:00-10:00am using a hybrid of virtual and in-person meeting platforms.

South Tahoe Restaurant Association (STRA) Benefits:

- STRA members are prominently featured in the Elevate Your Palate Map and South Lake Tahoe Beer Trail and Brewery Map.
- STRA members are featured on GoLocal Tahoe website and Tahoe Chamber's website with links driving traffic directly to your business website.
- STRA members have access to marketing opportunities, signage, materials, and campaigns that support positive communication and business success.
- STRA members are eligible to participate in all GoLocal x STS Showcase campaigns and marketing opportunities at no additional charge.
- STRA members are eligible for promotion of your events, specials, and promotions through GoLocal Tahoe and GoLocal Tahoe Facebook Page.

To join the **South Tahoe Restaurant Association**, visit bit.ly/RestaurantAssociationForm

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