



**THE LOST SIERRA**  
— CHAMBER OF COMMERCE —

**WELCOME TO**

**THE MIXER!**

Location Sponsor:



Thank you to our Sponsors 🙌



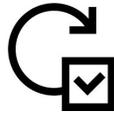


**THE LOST SIERRA**  
— CHAMBER OF COMMERCE —

**THANK YOU FOR  
ATTENDING!**



**OUR UPCOMING  
SCHEDULE FOR  
THE REST OF THE  
EVENING:**



Board of Directors 2023 Year  
in Review



Board of Directors Review of  
What is Coming in 2024



Short presentations by  
Longboards Bar & Grill, Lost Sierra  
Wine Co. and Advantage DJ



Top Things to Better Your Web  
and Social Presence in 2024

Presenter: Board Member, Samantha Lenhart



Back to Socializing!

# WE HAVE BEEN BUSY!

In 2023...



- ✓ The Visitors Center was open serving thousands
- ✓ Promoted businesses through Discover Lost Sierra and Chamber websites and social media
- ✓ Revived, Created New, and Grew Events in 2023
- ✓ Advocated for Plumas County businesses with US Congressman and local county officials

# WE HAVE BEEN BUSY!

In 2023...



- ✔ Educational programs for businesses
- ✔ Driving force for the Chamber Coalition
- ✔ Created a solid foundation for the Chamber
- ✔ Increased Membership by 17%!

*[lostsierrachamber.org](https://lostsierrachamber.org) and [discoverthelossierra.com](https://discoverthelossierra.com)*

# LOST SIERRA VISITOR CENTER

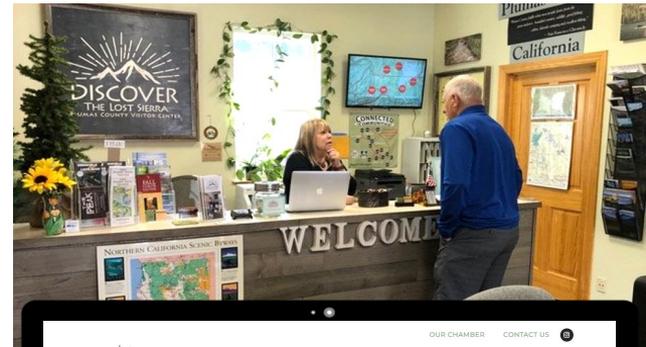
SOLELY FUNDED BY THE CHAMBER OF COMMERCE



The Lost Sierra Visitors Center is a valuable resource to both tourists and local business owners and organizations!



- ✓ Avg 5000 monthly web visitors
- ✓ 3000 Visitor Center walk-ins per month during peak season



- ✓ Approx. 16,000 questions and answers for tourists of where to eat, where to shop, where to hike, etc.
- ✓ Avg 20,000 referrals from [discoverthelostsierra.com](https://discoverthelostsierra.com) during the season



Google Analytics

## MEMBER PAGE TRAFFIC

Approx 1700 visitors per month  
[lostsierrachamber.org/membership-directory](https://lostsierrachamber.org/membership-directory)



## OUR CONFERENCE ROOM

Utilize it as needed at no cost!



## MEMBER EMAIL BLASTS

40% open rate! Stay in the know...



## FREE WEB LISTINGS

Events + job listings



## NEW OFFICE HRS!

Talk with Membership and Events Coordinator Erin Wallace about your membership benefits during "Office Hours" at the Chamber Business Office.

**11am-2pm**  
Every Thursday!

**+COMMITTEES & ADVOCACY INFLUENCE**

# 2023 CHAMBER EVENTS



Organized the 2023 Summer Hunt for Bigfoot with **over 1000 entries** from participants visiting local participating businesses.

🎉 Winner Madonna of Incline Village won a gift basket filled with Lost Sierra Chamber Businesses Gift Cards and swag. 😊

Hosted the 26th Annual Antique and Collectables Fair →

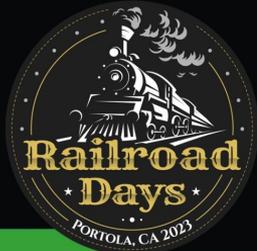
Had a booth at the Graeagle Arts and Crafts Fair



Hosted Congressman Kevin Kiley for a Town Hall at Nakoma Resort in September 2023 →

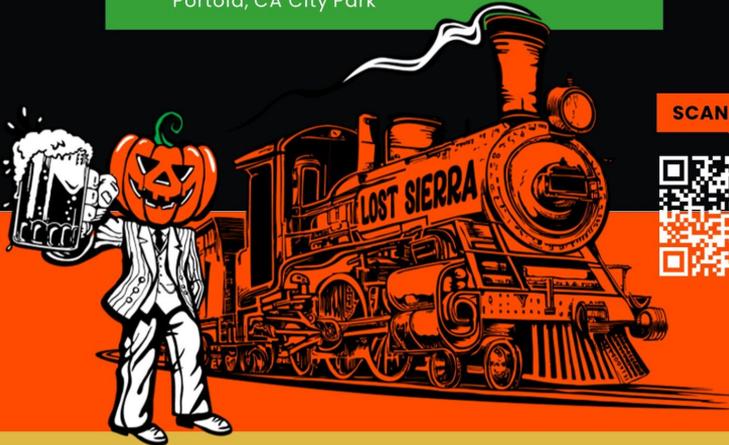


# RAILROAD DAYS Revival



Sunday October 29<sup>th</sup> 11am-5pm

Portola, CA City Park



SCAN ME



Since 1982, Railroad Days has been an end-of-the-summer event celebrating Portola's rich history as a railroad town. The event was canceled in 2019 and this year we are going to bring back some of the fun!

**Pumpkin Patch Express Train Rides offered @ the Western Pacific Railroad Museum**

\$10 per car OR \$5 with three cans of non-perishables.

\*\*\*Must arrive in a vehicle- no walk-ins permitted. Please note: the museum is closed for the season

[lostsierrachamber.org/railroad-days](http://lostsierrachamber.org/railroad-days)

**Activities & Fun for Kids**

Kids encouraged to wear their costume!

**Local Beer & Bar  
Vendor Craft & Food Fair**

**Live Entertainment**

Since 1982, Railroad Days has been an end-of-the-summer event celebrating Portola as one of only three "Train Town USA's" in the Country. The event was canceled in 2019 and this year we brought back the fun!



**Performances:** by the Nevada Gunfighters Theater Troupe

**Music:** by Lost Sierra DJ-Bob Caudle and Danny Horton

SPONSORS



# A HUGE SUCCESS!



- ✔ 240 gifts purchased and raffled off this year up from 140 gifts last year. 10 local booths, and over 600 in attendance!
- ✔ Received \$9750 in donations from the community for gifts this year
- ✔ Nakoma Residents raised \$3350 alone! 🙌
- ✔ White Hawk Ladies Golf Club donated \$1800 used to purchase all the bicycles raffled off! 🎁



DEC 1ST FROM 4-8PM

FREE GIFTS BONFIRE FOOD & DRINKS  
OUTDOOR HOLIDAY CRAFT FAIR

## Co-Organizers



WHITE HAWK  
Ladies Golf Club

Thank you to our Sponsors



# 2024 EVENT SCHEDULE



**Chamber Board Meetings** are typically the **second Wednesday of every month at 8am**. Let us know if you want to attend and help out!

**Quarterly Mixer Dates** Thursday, April 18th, 2024 Thursday, September 12th, 2024  
Thursday, December 14th (all tentative dates)

**Family Adventure Camp:** June 22nd-28th, 2024

**Railroad Days:** Saturday, September 28th, 2024

**Christmas in Old Town:** Saturday, November 30th, 2024



Mixer April 2023

STARTED ONE YEAR AGO...

# CHAMBER COALITION

MEETINGS: 1st WED OF EVERY MONTH @ 10am



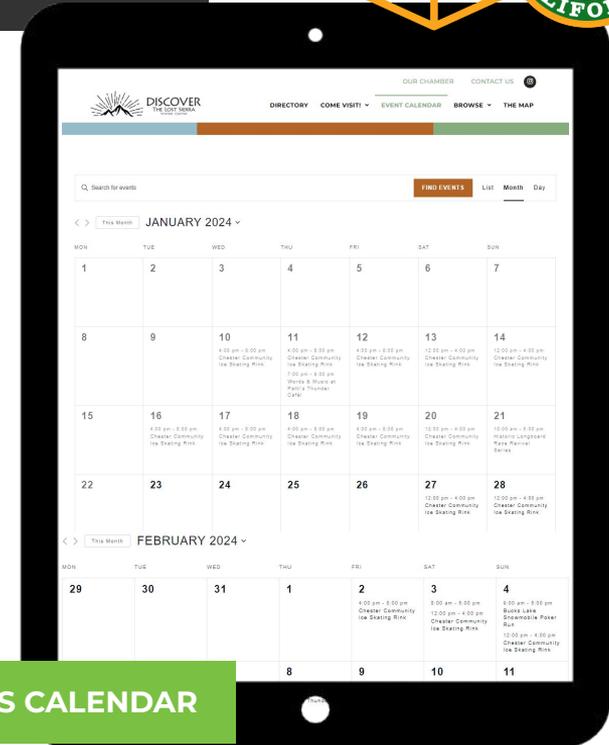
## WHAT IS THE GOAL:

An effort to bring Plumas and Sierra County Chamber of Commerces together to work on common interests supporting local businesses, addressing important issues, promoting events in our area, and retaining and attracting residents.

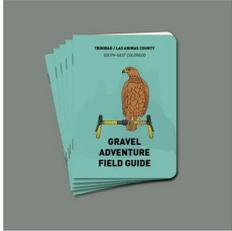
Work on initiatives to benefit our Lost Sierra region for business sustainability and increasing revenue.

[discoverthelostsierra.com](http://discoverthelostsierra.com)

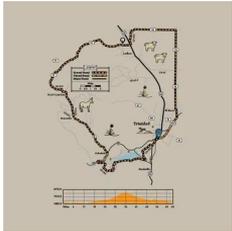
EVENTS CALENDAR



# Lost Sierra Passport Concept



Pocket-Sized Guidebook to give you all the information needed to explore the Lost Sierra - first book would be Portola, Graeagle, Lake Davis, Lakes Basin area



Detailed illustrated maps with GPS routes, identification of regional historical sites, and cool spots to check out for families and adventure seekers.



Local business listings within to drive dollars directly into businesses. Businesses have Passport Stamps to support a contest for participants to win prizes for visiting businesses.



**SPONSOR  
OPPORTUNITIES  
AVAILABLE!**



# WHAT ELSE IS COMING UP IN 2024...



## OPEN BOARD, COMMITTEE AND VOLUNTEER MEMBER POSITIONS!



2nd Wednesday of Every Month @ 8am  
8989 CA-89 #3, Blairsden, CA 96103

Fill out the Chamber Member Survey to help inform our areas of focus 📝👉

Indian Valley Innovation Hub (IVIH): Plumas Business Directory, Seminar Schedule and “Made In Plumas County” program

Relocation and retention webpage in partnership with Indian Valley Innovation Hub (IVIH)



# STAY IN THE KNOW...



## DON'T FORGET TO...

- Update your contact information
- Follow Lost Sierra Chamber of Commerce on Facebook & Discover the Lost Sierra on Instagram
- Read our Newsletters and updates from Erin
- Update your membership profile on [Lostsierrachamber.org](http://Lostsierrachamber.org)
- Google yourself to see your search engine ranking

[lostsierrachamber.org](http://lostsierrachamber.org) and [discoverthelostsierra.com](http://discoverthelostsierra.com)





**SHORT PRESENTATION**  
CHAMBER MIXER SPONSOR



advantage **DJ.com**



PLUMAS PINES  
GOLF RESORT

*Longboards*  
bar & grill

SHORT PRESENTATION  
CHAMBER MIXER SPONSOR



*Longboards*  
bar & grill



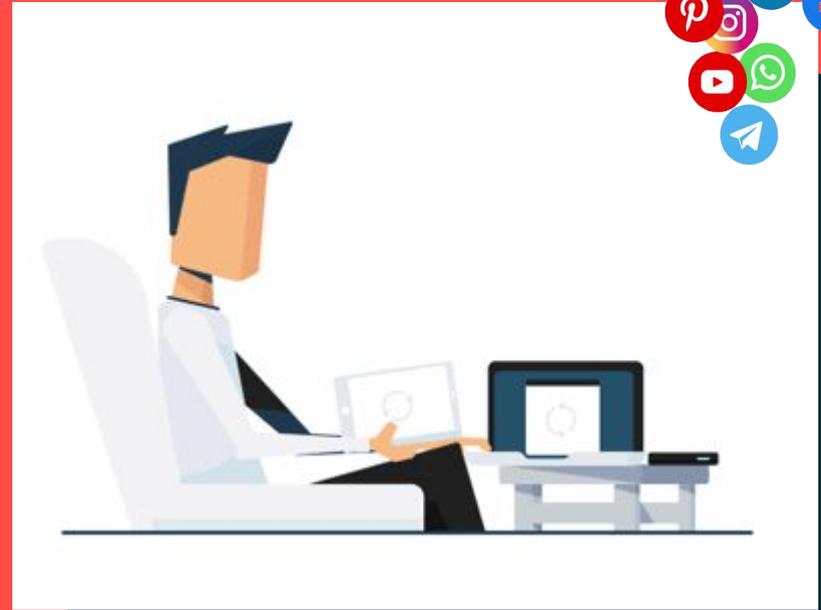
**SHORT PRESENTATION**  
CHAMBER MIXER SPONSOR



**LOST SIERRA  
WINE CO.**

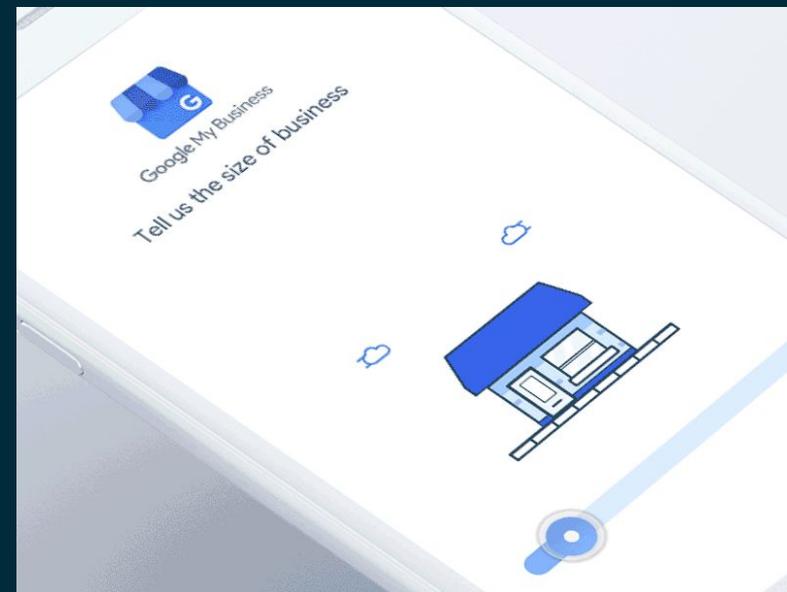
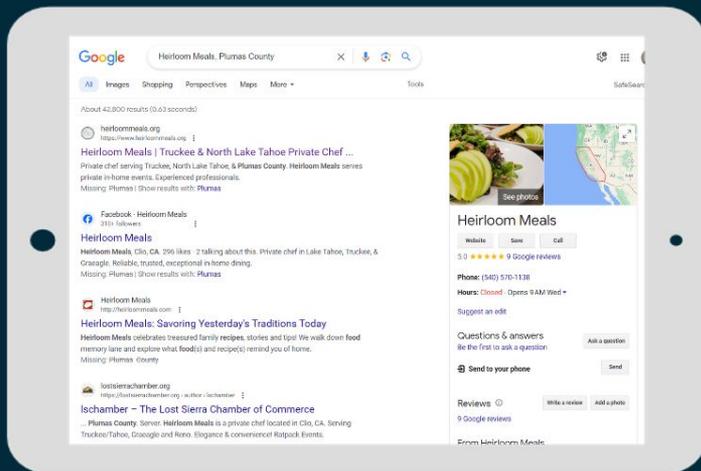
## **Supercharge** *your online* **strategy**

(Simple tactics and updates you can easily implement)



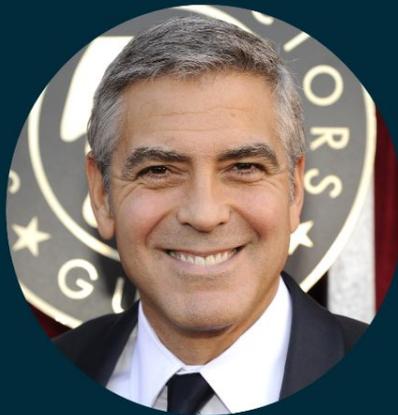
# #1 Your Online "Bible"

Let's discuss your Google My Business Profile...



# #2 Backlink SEO “Weight”

What are they...and their importance in 2024.

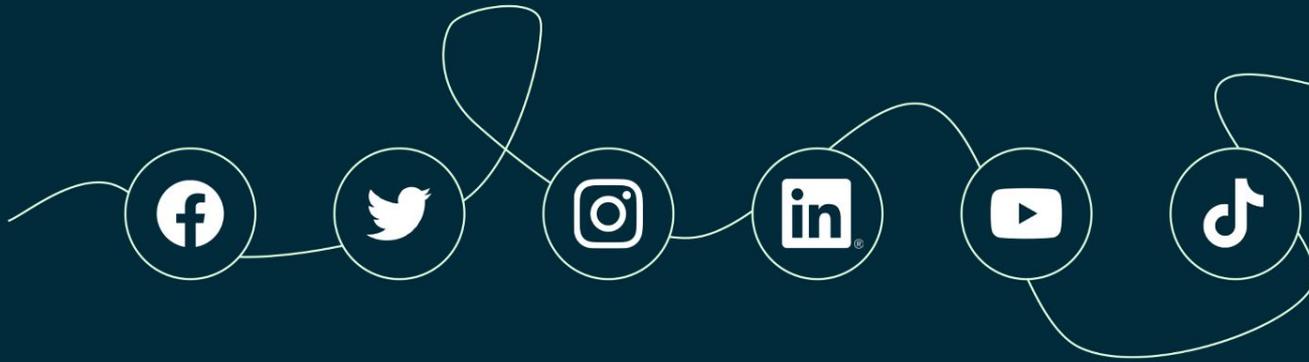


vs.



# So...what makes a good social strategy?

(in 2024...)



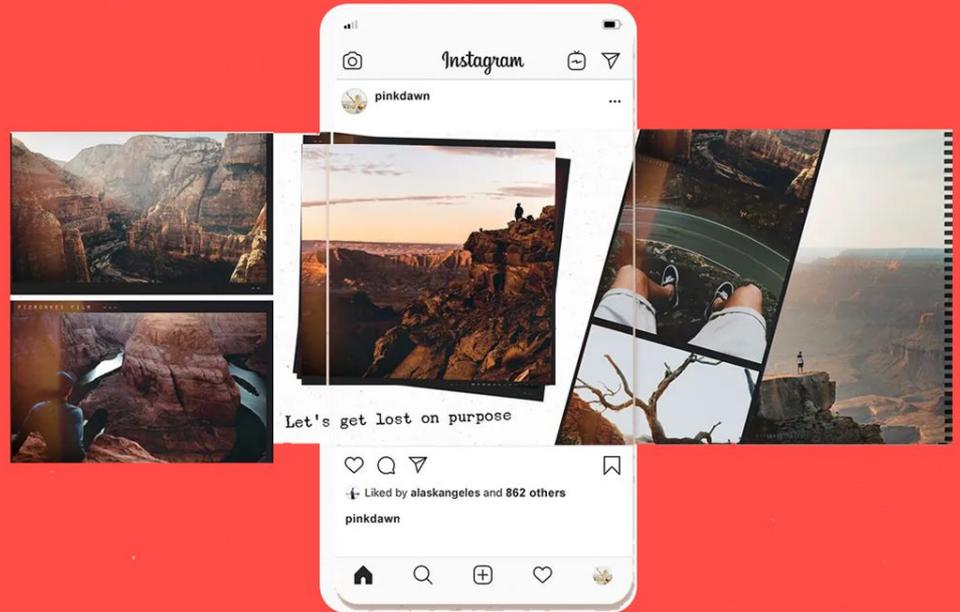
Can you answer this...

**Why would someone follow your company on social media?**

It really is this simple...

# #3 Know Thy Algorithm

The most important update  
on Instagram this year...



# #4 Message Response Time

What is your score...



Q & A

THANKS!



Blissbranding Agency

# THANK YOU FOR COMING!



MIXER SPONSORS



\*Longboards is **donating 20% of net proceeds** from this evening food sales to the Portola Purple Pride Boosters Club so grab some dinner on your way out!

## CHAMBER MEMBER SURVEY

Please scan this QR code to take our Member survey..



## THANK YOU TO OUR SIGNATURE MEMBERS!

