

Alpine County Chamber of Commerce & Visitors Center



Annual Report Dec. 24, 2021

Board of Directors & Staff

Karrie Baker, Board
President
(Advanced Appraisal
Services)

Jennifer Quillici, Vice
President/Treasurer
(Community
Member)

Patrick Sarni, Board
Member
(7800' Bar and Grill)

Mark Schwartz, Board
Member
(California Alps
Cycling)

Aaron Johnson, Board
Member
(Bear Valley
Adventure Company)

Becky DeForest,
Executive Director

Pearlie Jim,
Visitors Center
Ambassador

Susan Radach,
Visitors Center
Assistant

Ruby Hanson,
Visitors Center
Assistant

Grants and Donations Received

\$15,000 California Relief Grant

\$20,000 Paycheck Protection Program Forgiven Loan

\$30,000 Alpine County American Rescue Plan Act (ARPA) Subgrant

\$500 Private Donations

\$106,447 Fire Assistance Fund

Community Investments & Contributions

\$35,379 Alpine County Marketing and Tourism Promotion

\$21,325 Contributions to community organizations

\$106,447 Raised for Tamarack Fire Assistance

- \$39,947 to Individual Households
- \$50,000 to Businesses
- \$6,500 to Community-Based Organizations
- \$10,000 Reinvestment for Recovery Marketing Projects

Marketing, Engagement & Tourism Promotion

Visit California

Adventure Sports Journal

Tahoe Weekly

Nevada News Group

Cycle California

Lake Tahoe Television

High Sierra Visitors Council

Facebook & IG (Up 154% over 2020)



Events and Programs

- ❖ Launched the Shop Local Program
- ❖ Semi-Annual Photo Contests
- ❖ Monthly Chamber Coffee / Networking
- ❖ Instructor-led Paint Party at the J. Marklee Toll Station
- ❖ Yoga in the Aspens
- ❖ Taste of Alpine / Restaurant Week
- ❖ Sponsored Markleeville Pumpkin Patch & Trick-or-Treat
- ❖ Death Ride – 2,200 participants registered to cycle Alpine County
- ❖ Virtual Death Ride – Worldwide audience of cyclists participated
- ❖ Grow and Maintain Public Events Calendar on alpinecounty.com/events
- ❖ Create and Maintain Current, Local Content on alpinecounty.com/news

Thank *you,* the Members!

This year the Alpine County Chamber was 81 members strong. In 2022 we strive to further engage our members in the planning and promotion of local activities, develop a stronger marketing presence for our business members, and continue to support the non-profits and community-based organizations that deliver critical programs that serve our residents and environment.