

# Seminars designed to help businesses during Tour of California

The North Lake Tahoe Chamber of Commerce is hosting a series of seminars this month to help businesses benefit from the Amgen Tour of California May 5-16.

Hosted by Tourism Director Andy Chapman of the North Lake Tahoe Resort Association, the seminars will educate businesses about how to connect with the thousands of spectators, fans and participants who will be in North Lake Tahoe for the Stage 1 Finish (May 15) and the Stage 2 Start (May 16), as well as the Tahoe 10-Day Countdown, a succession of events in the days leading up to the start.

The seminars are free and open to the public. No RSVP is required to take part.

Attending businesses will walk away with information about deadlines for advertising in publications, race contact information, sponsorship information, best viewing spots for their guests, timing for best viewing, where to view the race on television, ideas for maximizing their revenue during this time, as well as lodging package opportunities.

## **Seminar dates are:**

March 23 2-3:30pm at Sawtooth Ridge in Tahoe City;

March 24 5:30-7pm at Blue Onion Café in Kings Beach;

March 28 9-10:30am at the Parasol Building in Incline Village;

March 28 2-3:30pm at Granlibakken Resort just outside of Tahoe City.

For more information about the seminars, call Kym Fabel at (530) 581.8764 or [kym@puretahoenorth.com](mailto:kym@puretahoenorth.com).