

Public Comment #19
BOS Recd. 2/10/25

From: BOS-Clerk of the Board
To: Kim Dawson; BOS-Clerk of the Board
Subject: RE: Letter to EDC Board of Supervisors - CA Welcome Center

From: Seymour, Kelly <Kelly.Seymour@blueshieldca.com>
Sent: Sunday, February 9, 2025 8:44 PM
To: Kim Dawson <kim.dawson@edcgov.us>
Cc: Debbie Manning <debbie@eldoradohillschamber.org>
Subject: Letter to EDC Board of Supervisors - CA Welcome Center

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El Dorado County Board of Supervisors
Attn: Kim Dawson (kim.dawson@edcgov.us)
330 Fair Lane
Placerville, CA 95667

Dear Members of the Board,

As a resident of El Dorado County and a member of the El Dorado Hills Chamber of Commerce Board, I am writing to urge continued support for tourism funding for the California Welcome Center based in El Dorado Hills.

As one of the board members for the El Dorado Hills Chamber of Commerce, our charter is to help support a thriving community where people want to work and live. A strong community is very much dependent on thriving business and tourism.

The California Welcome Center serves as an important stopping point for both locals and visitors providing them with information and resources to visit our region. As visitors travel through our community, they spend dollars that bolster our businesses (and TOT revenue) thus directly benefiting our community.

Sincerely,

Kelly Seymour
Senior Manager, Digital Employee Experience
Office: 510-901-2074 , Cell: 916.817.9993
Pronoun: she/her/hers
Obsessed with providing the best customer experiences
kelly.seymour@blueshieldca.com



From: BOS-Clerk of the Board
To: Kim Dawson; BOS-Clerk of the Board
Subject: RE: California Welcome Center - Support for Continued Tourism Funding

From: David Williamson <Dave@frifs.com>
Sent: Monday, February 10, 2025 11:32 AM
To: Kim Dawson <kim.dawson@edcgov.us>
Cc: 'Debbie Manning' <debbie@eldoradohillschamber.org>
Subject: California Welcome Center - Support for Continued Tourism Funding

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El Dorado County Board of Supervisors
Attn: Kim Dawson (kim.dawson@edcgov.us)
330 Fair Lane
Placerville, CA 95667

Dear EDC Board of Supervisors,

I am writing to ask you to continue providing support to the California Welcome Center (CWC) based in El Dorado Hills with tourism funding.

I have lived in El Dorado Hills since 2005 (OK, a "newbie"), and I have been on the El Dorado Hills Chamber of Commerce's Board of Directors for several years now. As such, I am aware of the value the CWC brings to EDC.

Since its inception, the CWC has demonstrated year after year that it provides an important service to the County by assisting residents and visitors alike with information and helping them find places to spend their money in the County.

Thank you for your consideration.

Best Regards,

Dave



David A. Williamson MBA, LUTCF, CLTC
Tax Deferral Consultant
Foothills Regional Insurance & Financial Solutions
Serving Individuals, Families, and Businesses, alike
Office: (916) 358-5799 Cell: (916) 220-1973

The finest compliment you can give to us is an introduction to someone you care about.

*** Schedule a Meeting ***

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From: Gordon Helm <grhelm@grhelm.com>
Sent: Monday, February 10, 2025 2:15 PM
To: BOS-Clerk of the Board
Subject: BOS Agenda Item 25-0236

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Dear Members of the El Dorado County Board of Supervisors,

I am writing to express my strong support for the continuation of the contracts for services with the El Dorado County Visitors Authority and the El Dorado Lake Tahoe Film & Media Office. These organizations play pivotal roles in promoting our county's unique assets, driving economic growth, and enhancing our community's profile both nationally and internationally.

The El Dorado Lake Tahoe Film & Media Office has been instrumental in attracting numerous film productions to our region. For instance, the acclaimed film "Memoirs of a Geisha" was partially filmed in El Dorado County, contributing over \$4 million to the local economy during its production. (cdn.film.ca.gov)

Such projects not only generate immediate revenue but also showcase our county's diverse landscapes, encouraging future tourism and investment.

Similarly, the El Dorado County Visitors Authority has been effective in marketing our county's recreational and tourism opportunities. Their efforts have led to significant economic benefits, with visitor spending contributing substantially to our local economy. For example, in a recent year, visitor spending in El Dorado County was substantial, with restaurants alone accounting for 24% of this expenditure, averaging \$107 per visitor. (visit-eldorado.com)

This influx of tourism revenue supports local businesses and generates Transient Occupancy Tax (TOT) dollars, which fund essential county services.

As a local property owner who offers private vacation rentals, I have directly benefited from the Visitors Authority's marketing initiatives. Their promotion of lodging options, including hotels, motels, and private rentals, has led to increased bookings and, consequently, higher TOT contributions. This symbiotic relationship underscores the importance of maintaining these contracts, as the success of individual businesses contributes to the county's financial health.

It is important to recognize that the benefits of these contracts extend beyond direct revenue generation. The activities of the Film Commission and Visitors Authority enhance our county's reputation, attract diverse visitors, and stimulate various sectors of our economy. By continuing to support these organizations, we invest in a prosperous future for El Dorado County.

Thank you for considering my perspective. I urge you to renew the contracts with the El Dorado County Visitors Authority and the El Dorado Lake Tahoe Film & Media Office, recognizing their invaluable contributions to our community's economic vitality and cultural richness.

Regards,
Gordon Helm

Madrone Tree Hill

EL Dorado County Board of Supervisors

**Carl Ribaudo
P.O. Box 10109
South Lake Tahoe, CA 96158**

El Dorado County Board of Supervisors
330 Fair Lane
Placerville, CA 95667

Dear Members of the Board,

I hope this letter finds you well. As a 40-year resident of El Dorado County and a tourism industry consultant, I am writing to urge you to urge continue support for tourism funding for the El Dorado County Visitors Authority and to advocate for the continued support of a California Welcome Center in our county. Our region, with its stunning landscapes, rich history, and vibrant culture, has immense potential to grow as a premier tourist destination.

One of the most significant benefits of investing in tourism is the direct impact of visitor spending on our local economy, particularly through the generation of Transient Occupancy Tax (TOT). This tax is collected from visitors who stay in our hotels, motels, and short-term rental properties, and it plays a crucial role in funding essential local services and projects.

1. **Economic Impact of Visitor Spending:** Every dollar spent by tourists contributes to our local economy, from accommodation and dining to shopping and recreational activities. This influx of cash not only supports local businesses but also generates substantial tax revenues, including the TOT. These funds are vital for maintaining and improving community services that benefit all residents.
2. **Funding Local Efforts:** The revenue generated from TOT is allocated to various local initiatives, including infrastructure improvements, public safety, parks, and community services. By enhancing tourism, we can increase the TOT revenue, thereby providing more resources for local projects that enhance the quality of life for our residents.
3. **Sustaining Community Services:** As tourism grows, so does the revenue from TOT, which helps sustain vital services such as road maintenance, emergency services, and community programs. This creates a positive feedback loop where increased tourism not only benefits visitors but also strengthens our community.
4. **California Welcome Center:** The Welcome Center in El Dorado County serves as a crucial touchpoint for visitors, providing them with valuable information and resources to explore our region. By guiding tourists to local attractions and businesses, we can maximize their spending and, consequently, the TOT revenue that supports our community.
5. **El Dorado County Film Commission:** **The El Dorado County Film Commission** promotes the county as a premier film destination, attracting film, television, and commercial productions that showcase its

EL Dorado County Board of Supervisors

diverse landscapes and historic towns and generating between \$1- \$7 million in revenues annually. By facilitating permitting and connecting productions with local resources, the commission ensures a seamless experience while prioritizing community interests. Film and media production generate significant economic benefits, supporting local businesses, creating jobs, and increasing tourism exposure. The commission's work enhances El Dorado County's visibility and supports a thriving creative economy, reinforcing its reputation as a dynamic and film-friendly destination.

6. Long-term Economic Sustainability: Investing in tourism and ensuring the establishment of a Welcome Center can foster long-term economic sustainability. As more visitors are drawn to our beautiful county, the resulting TOT revenue can be reinvested into initiatives that promote tourism, further enhancing our local economy and services.

In conclusion, continued investment in tourism and the establishment of a California Welcome Center are critical for the economic health and cultural vitality of El Dorado County. These initiatives promise significant returns in terms of visitor spending and the resulting TOT revenue, which is essential for funding local efforts and improving the quality of life for our residents.

Thank you for considering this important matter. As someone who has called El Dorado County home for four decades and has witnessed its potential firsthand, I look forward to your continued support in enhancing our county's tourism potential.

Sincerely,



Carl Ribaud

South Lake Tahoe
El Dorado County
Carl@smgonline.net