

COUNTY OF EL DORADO

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March 17, 2015

California Department of Food and Agriculture
Federal Funds Management Office
1220 N Street, Room 220
Sacramento, CA 95814

RFP Title: 2015 Specialty Crop Block Grant Program

Pin # 29145

El Dorado Winery Association (EDWA) Wine Tourism PR and Marketing Campaign

To Whom It May Concern:

On behalf of El Dorado County Board of Supervisors, we are writing in support of the El Dorado Winery Association (EDWA) Wine Tourism PR and Marketing Campaign funded through the 2015 Specialty Crop Block Grant Program.

El Dorado County is governed by a five-member Board of Supervisors representing nearly 178,000 residents and encompassing 1,805 square miles of rolling hills and mountainous terrain. Revenues for local government are primarily provided from property taxes, sales taxes, license/permit fees, gas tax, cigarette tax, alcoholic beverage tax, assessment districts and franchise fees. Travel, hospitality, tourism and their affiliated businesses, plus wineries and wine sales bring significant revenues to our county. Significant to the tune of \$587.4 million of economic generation per our El Dorado County Visitor's Authority.

The 2015 Specialty Crop Block Grant Program proposed by EDWA is designed to increase consumer awareness of El Dorado County and greater Sierra Foothills region. Proposed familiarization trips for travel journalists will result in increased tourism to our region. Winery visits to key markets beyond Sacramento and Reno, and proposed educational summits will contribute to increased wine trade awareness and sales of the region's wine. Digital marketing enhancements will build brand awareness of our growing wine region. Economic impact studies will provide useful marketing information for all businesses in the region. Beneficiaries will not only be wine grape growers, wineries, tourism and hospitality industry, as well as all the businesses that support and cater to those interests, but also residents of El Dorado County who will benefit from increased tax revenues.

We strongly support the 2015 Wine Tourism PR and Marketing Campaign proposed by EDWA.

Sincerely,

Brian K. Veerkamp, Chair