

2016-2017

The El Dorado County Visitors Authority estimated totals until the end of the fiscal June 30, 2017 and put them into the ROI calculator for 389.88%. As always we have been very conservative with estimates.

*How is the El Dorado County Visitors Authority
Return on Investment Calculated?*

Daily Economic Impact: \$112

Overnight Economic Impact: \$140

International Overnight: \$160

What is included in ROI Calculation: Leveraged Coop Advertising \$,
Trackable Individual Spending & Editorial Value of Media

What is NOT included in this estimate: Broadcast media, Indirect Spending
majority of online values i.e. blogs, social media impressions etc.

**Standard Destination Marketing Performance Reporting Model and the Rural Advertising and marketing
conversion study implemented by Visit California to determine ROI where appropriate

El Dorado County Visitors Authority Economic Impact Report

Print Media Coverage Jul 2016 - Jun 2017

Date	Print Media	size	page value	Total Value
Jul. 16	Mountain Democrat	0.75	\$2,000.00	\$1,500.00
Jul. 16	Group Tour	1	\$5,500.00	\$5,500.00
Jul. 16	Sierra Lonestar	5	\$2,000.00	\$10,000.00
Jul. 16	Mountain Democrat	0.75	\$2,000.00	\$1,500.00
Jul. 16	Quotidiano Travel	0.666	\$2,000.00	\$1,332.00
Aug. 16	2016 Travel Guide to California	7	\$20,000.00	\$140,000.00
Sep. 16	Eat, Drink, Play	4.5	\$5,000.00	\$22,500.00
Sep. 16	Mountain Democrat	2.3	\$2,000.00	\$4,600.00
Sep. 16	Nataqua News	2.75	\$500.00	\$1,375.00
Sep. 16	Mountain Democrat	0.33	\$2,000.00	\$660.00
Sep. 16	Mountain Democrat	0.5	\$2,000.00	\$1,000.00
Sep. 16	Georgetown Gazette	9	\$2,000.00	\$18,000.00
Sep. 16	Mountain Democrat	0.25	\$2,000.00	\$500.00
Sep. 16	Mountain Democrat	0.66	\$2,000.00	\$1,320.00
Sep. 16	Serrano	5	\$2,000.00	\$10,000.00
Sep. 16	Around Here	6	\$1,000.00	\$6,000.00
Oct. 16	EDC Adventures	41	\$2,000.00	\$82,000.00
Oct. 16	Mountain Democrat	0.75	\$2,000.00	\$1,500.00
Nov. 16	Mountain Democrat	0.5	\$2,000.00	\$1,000.00
Nov. 16	My Bookmarks	2.5	\$1,500.00	\$3,750.00
Nov. 16	Mountain Democrat	0.5	\$2,000.00	\$1,000.00
Nov. 16	Mountain Democrat	0.3	\$2,000.00	\$600.00
Dec. 16	Sierra Heritage	3	\$2,000.00	\$6,000.00
Dec. 16	Winter Funtastic	11.5	\$2,000.00	\$23,000.00
Dec. 16	Style	1	\$2,000.00	\$2,000.00
Dec. 16	Bucket List Publications	15	\$1,000.00	\$15,000.00
Dec. 16	A Journey into California's Gold Rush	5.5	\$3,000.00	\$16,500.00
Jan. 17	Mountain Democrat	3	\$2,000.00	\$6,000.00
Jan. 17	visitRanchoCordova.com	1	\$2,000.00	\$2,000.00
Jan. 17	Examiner	19	\$5,000.00	\$95,000.00
Jan. 17	trekaroo.com	9	\$2,000.00	\$18,000.00
Jan. 17	americanriverandagtrail.com	2	\$2,000.00	\$4,000.00
Feb. 17	Placerville NewsWire	27	\$1,000.00	\$27,000.00
Feb. 17	Sactown	2	\$5,000.00	\$10,000.00
Feb. 17	Sacramento Bee.com	2.5	\$4,000.00	\$10,000.00
Mar. 17	Mountain Democrat	0.5	\$2,000.00	\$1,000.00
Mar. 17	San Francisco Chronicle	20	\$5,000.00	\$100,000.00
Mar. 17	Mountain Democrat	1	\$2,000.00	\$2,000.00
Apr. 17	Mountain Democrat	0.5	\$2,000.00	\$1,000.00
Apr. 17	Mountain Democrat	0.66	\$2,000.00	\$1,320.00
Apr. 17	Touring & Tasting	6	\$5,500.00	\$33,000.00
17-May-2017	Wine Enthusiast	9	\$10,000	\$90,000.00
Jun. 17	Mountain Democrat	2	\$2,000	\$4,000.00
				\$0.00
				\$0.00
			Total Ad Value	\$782,457.00



EL DORADO COUNTY CHAMBER OF COMMERCE FILM COMMISSION

Estimated Economic Impact
for the Period Ended December 31, 2016

	Month It Happened	Type of Project	Calibur of Project	In/Out of County	Shoot Days	Economic Impact	Comments
Air B&B Amy Silberman	Jan	Still Photography	Medium	In	2	50,000	
Outdoor Nevada PBS Vegas	Jan	Documentary	Medium	In	1	25,000	
Tabi Salad Twenty 4 Seven Production	Jan	Documentary	Low	In	1	15,000	
Inside Crime M3 Alliance Limited	Mar-Apr	Independent Feature F	Low	In	14	420,000	
CSAA Lightbox Libraries	Mar	Still Photography	Low	In	1	15,000	
TV Land Viacam Media Networks	Mar	All Other	low	In	1	15,000	
100 Best Placers Hudson Street Production	Apr	All Other	Low	In	1	15,000	
360 Video US Cellular	Apr	Commercial	Low	In	1	25,000	
Strive Gold Road Films	May	All Other	Low	In	1	15,000	
Adventure Sportif USA	May	Still Photography	Low	In	2	30,000	
Seven Pictures SK Luxury Boar	Jun	Still Photography	Low	In	4	60,000	
Designing Spaces	Jul	Reality	Medium	In	8	200,000	
Pandoras Box Sharp Entertainment	Jul	Reality	Medium	In	1	25,000	
Expedia	Jul	All Other	Low	In	1	15,000	
Google Houghton Miffln Harcourt	Aug	All Other	Low	In	1	15,000	
Foothill Photo	Aug	Still Photography	Low	In	1	500	Ultra low budget
Iron Clad Media Alliane LLC	Aug	Still Photography	Medium	In	2	50,000	
Total Divas Cats Entertainment	Aug	Reality	Medium	In	2	50,000	
Stranded Hidden Empire Films	Aug-Sep	Independent Feature F	Medium	In	21	1,050,000	
Acura Room Two Productions	Sep	Commercial	High	In	2	300,000	
Evil Stepmothers Sirens Media LLC	Sep	Reality	Medium	In	2	50,000	
Dicks Sporting Goods	Oct	Still Photography	High	In	1	35,000	
Snowline Photo	Oct	Still Photography	Low	In	1	500	Ultra low budget
Visit California Caviar LLC	Oct	Commercial	Medium	In	1	100,000	
Share the Joy Maker Studios	Oct	All Other	Low	In	3	45,000	
CASIO CES Perspective Cinema	Nov	All Other	Medium	In	4	100,000	
Book About Gold Sweden	Dec	All Other	Low	In	1	15,000	

Economic Impact to the County

\$ 2,736,000

Cost of Operating the Film Commission

\$ 143,552

Economic Return on the Cost of Operations

18.06%

Note: The column "Shot In/Out of County" tracks whether a project was shot in El Dorado County (IN) or whether El Dorado County supplied a crew (OUT). If out, then only 10% of the daily shoot impact amount was used.

The valuation of economic impact used was that of the AFCEI Association of Film Commissioners International Tracking Production Revenue: Direct Spending for on-Location Production

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Years	# of Proj.	Impact \$\$	Funding	Return	% on Return
1993	17	1,856,700.00	74,500.00	1,782,200.00	2492%
1994	24	1,321,900.00	74,500.00	1,247,400.00	1774%
1995	25	6,059,000.00	63,913.00	5,995,087.00	9480%
1996	20	1,984,500.00	89,683.00	1,894,817.00	2213%
1997	33	3,265,750.00	63,747.00	3,202,003.00	5123%
1998	33	2,721,000.00	78,016.00	2,642,984.00	3488%
1999	24	1,198,500.00	84,279.00	1,114,221.00	1422%
2000	27	2,169,000.00	91,356.00	2,077,644.00	2374%
2001	27	2,004,500.00	92,606.00	1,911,894.00	2165%
2002	33	4,726,300.00	69,455.00	4,656,845.00	6805%
2003	30	3,880,500.00	92,606.00	3,787,894.00	4190%
2004	26	1,493,000.00	100,000.00	1,393,000.00	1493%
2005	31	3,227,750.00	101,650.00	3,126,100.00	3175%
2006	37	1,290,500.00	107,148.00	1,183,352.00	1204%
2007	23	2,073,500.00	111,270.00	1,962,230.00	1863%
2008	29	1,337,000.00	96,200.00	1,240,800.00	1390%
2009	29	2,619,050.00	113,601.00	2,505,449.00	2305%
2010	27	1,811,000.00	104,140.00	1,706,860.00	1739%
2011	35	1,837,500.00	118,003.29	1,719,496.71	1557%
2012	29	1,761,000.00	124,824.60	1,636,175.40	1411%
2013	34	2,177,000.00	124,828.00	2,052,172.00	1744%
2014	33	2,336,000.00	143,552.00	2,192,448.00	1627%
2015	27	2,114,500.00	143,552.00	1,970,948.00	1473%
2016	27	2,736,000.00	138,367.00	2,597,633.00	1977%

680 \$ 58,001,450.00 \$ 2,401,796.89 \$ 55,599,653.11