



California Welcome Center El Dorado Hills

California Welcome Center Guests

Month	2010	2011	2012	2013	2014
January		463	558	439	442
February		812	979	414	462
March		626	596	617	665
April		679	976	962	1124
May	*408	751	1377	1072	941
June	874	1183	1214	1075	858
July	941	1192	1165	1039	1409
August	1066	1024	1160	961	1016
September	822	1001	1200	1282	908
October	1239	1093	1018	957	
November	1358	1223	1178	1090	
December	3406	2901	4549	4980	
Year Total	10114	12948	15970	14888	
*Opened May 28th					

October 2013 - September 2014

Total Guests	14,986
Local (Sacramento Region)	60%
CA	15%
USA	18%
International	7%

14,986 – 3,000 (Santa pictures) = 11,986 guests

11,986 X \$15 per capita = \$179,790

10% stayed one additional night @ \$125

1198 X \$125 = \$149,750

10% will return, spending \$500

1198 X \$500 = 599,000

\$ 928,540 additional revenue generated from the
California Welcome Center

* Data based on visitcalifornia.org* CWC Guest Surveys - * formerly
known as CTTC

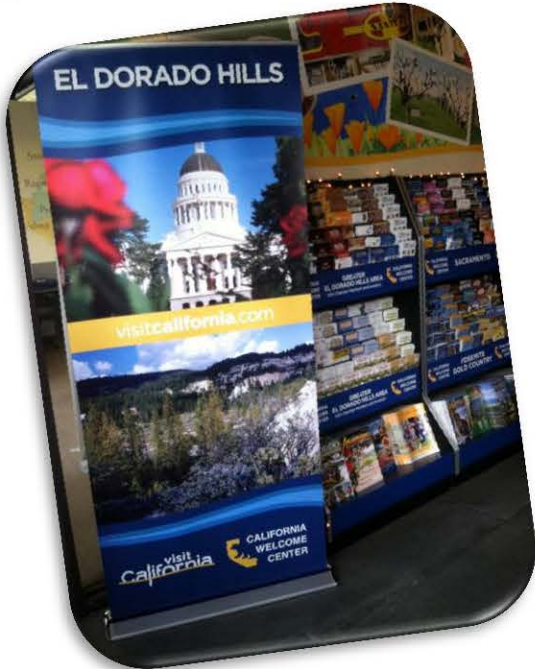


California Welcome Center Operations

- Open seven days a week
- 362 days a year
- Staffed by Two Part-time Employees and four volunteers
- *Chamber staff of three supplement when needed

* Chamber President & CEO has not received a salary for the operation of the CWC since its inception.

Merchandise in Welcome Center



Fireworks Jubilee 2014

Reported by El Dorado Hills Town Center Management

Estimated Attendance: 27,500

El Dorado Hills – 36%

El Dorado County – 16%

Folsom – 20%

Sacramento County & Beyond – 28%

Feedback from merchants: “sales were up for the weekend”

Holiday Inn Express Hotel & Suites was sold out



“The 2014 Fireworks Jubilee continues to grow and draw from outside our county. We continue to see growth from Sacramento County and beyond. It was our best show to date with a spectacular fireworks show; which wow’s the crowd. The Fireworks Jubilee is being recognized throughout the region as the place to celebrate the 4th of July!” –Natalie Buerki, Marketing Director, The Mansour Company

2014 Art & Wine Affaire



Two day attendance 14,000*
14,000 X \$15 per person =
\$210,000

Event collected 10% from
artists on art purchased =
\$8,618

Based on 10% total sales =
\$86,618

Total revenue generated from
Art & Wine Affaire \$180,000 +
sales tax on \$86,618 art
sales

2014 Town Center Concerts

This event has become a multiple county gathering place bringing an average of 2,500 people here every Thursday for their live music fix. The concerts bring in not only the local community; surveys show that our advertising is attracting people from all four counties: Sacramento, Placer, Amador and El Dorado with 50% being outside El Dorado County.



CWC Website Report Calendar Year 2013

CWC Website Report
Calendar Year 2013

www.visitcalifornia.com/California-Welcome-Centers/ Unique Page Views

Month	Alpine	Anderson	Arcata	Auburn	Barstow	Buena Park	El Dorado Hills	Mammoth Lakes	Merced	Oceanside	Oxnard
Jan-13	90	95	154	64	106	456	118	101	93	285	205
Feb-13	57	69	125	56	79	333	96	74	74	234	153
Mar-13	115	114	150	95	112	422	149	82	90	346	210
Apr-13	66	91	146	76	128	305	114	80	80	242	148
May-13	72	83	137	64	100	300	94	105	52	260	167
Jun-13	64	100	145	64	129	309	98	100	63	231	172
Jul-13	76	98	281	167	168	338	94	148	78	469	408
Aug-13	56	71	246	135	134	304	70	190	83	386	255
Sep-13	64	71	248	174	177	230	84	181	82	412	293
Oct-13	57	73	222	209	198	259	72	178	72	437	257
Nov-13	36	121	193	144	187	212	80	89	53	487	178
Dec-13	34	128	158	66	110	139	195	99	48	338	197
CWC Total	787	1,114	2,205	1,314	1,628	3,607	1,174	1,427	868	4,127	2,643

www.visitcalifornia.com/California-Welcome-Centers/ Unique Page Views

Month	Pismo Beach	Salinas	San Bernardino	San Francisco	San Mateo	Santa Rosa	Truckee	Tulare	Yreka	Yucca Valley	CWC Main Page
Jan-13	243	107	164	885	129	161	60	96		129	4,599
Feb-13	210	75	89	828	113	102	38	70		83	3,670
Mar-13	293	128	95	999	128	161	62	84		117	4,207
Apr-13	207	125		842	106	112	40	95		96	4,217
May-13	237	153		953	134	137	51	83		86	4,553
Jun-13	228	179		1,237	135	142	58	71	-	73	4,390
Jul-13	409	213		1,625	140	436	207		23	81	4,020
Aug-13	387	163		1,917	131	334	160		24	80	3,370
Sep-13	352	170		1,881	111	549	200		35	65	2,584
Oct-13	263	163		2,026	116	538	179		27	101	2,687
Nov-13	256	218		2,136	99	464	221		26	68	2,412
Dec-13	203	136		1,503	87	237	220		27	50	2,135
CWC Total	3,288	1,830	348	16,832	1,429	3,373	1,496	499	162	1,029	42,844

Unique Page Views 94,024

County Investment (TOT) = **\$130,949**

Return on Investment = **\$1,033,540***

CWC : \$ 928,540

Fireworks Jubilee : Holiday Inn
Sold Out

Art & Wine Affaire : \$210,000
*(1/2 \$105,000)

+sales tax on \$86K art sales

Data based on visitcalifornia.org CWC Guest Surveys - * formerly known as CTTC

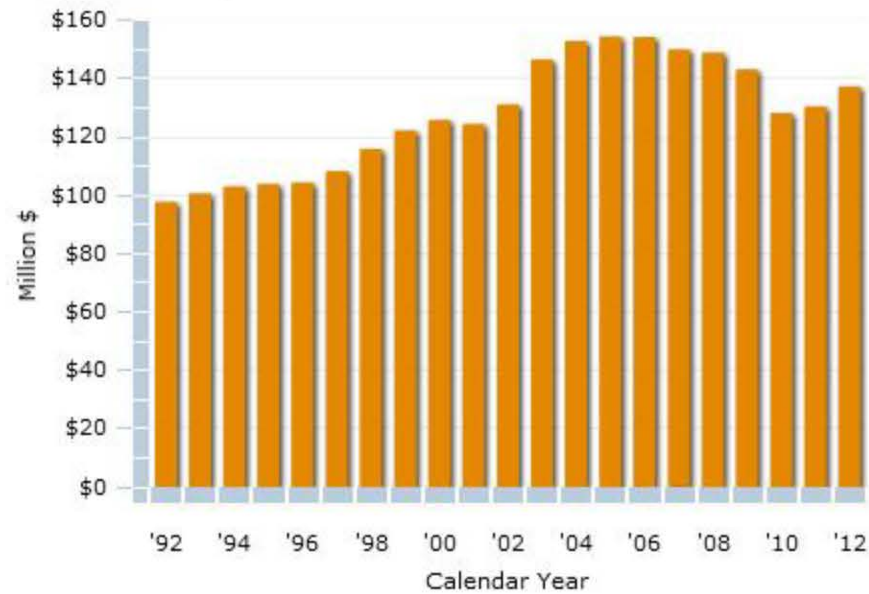


County Specific Travel Data El Dorado County

TOTAL DIRECT EARNINGS, 1992-2012

Accommodations and Food Service

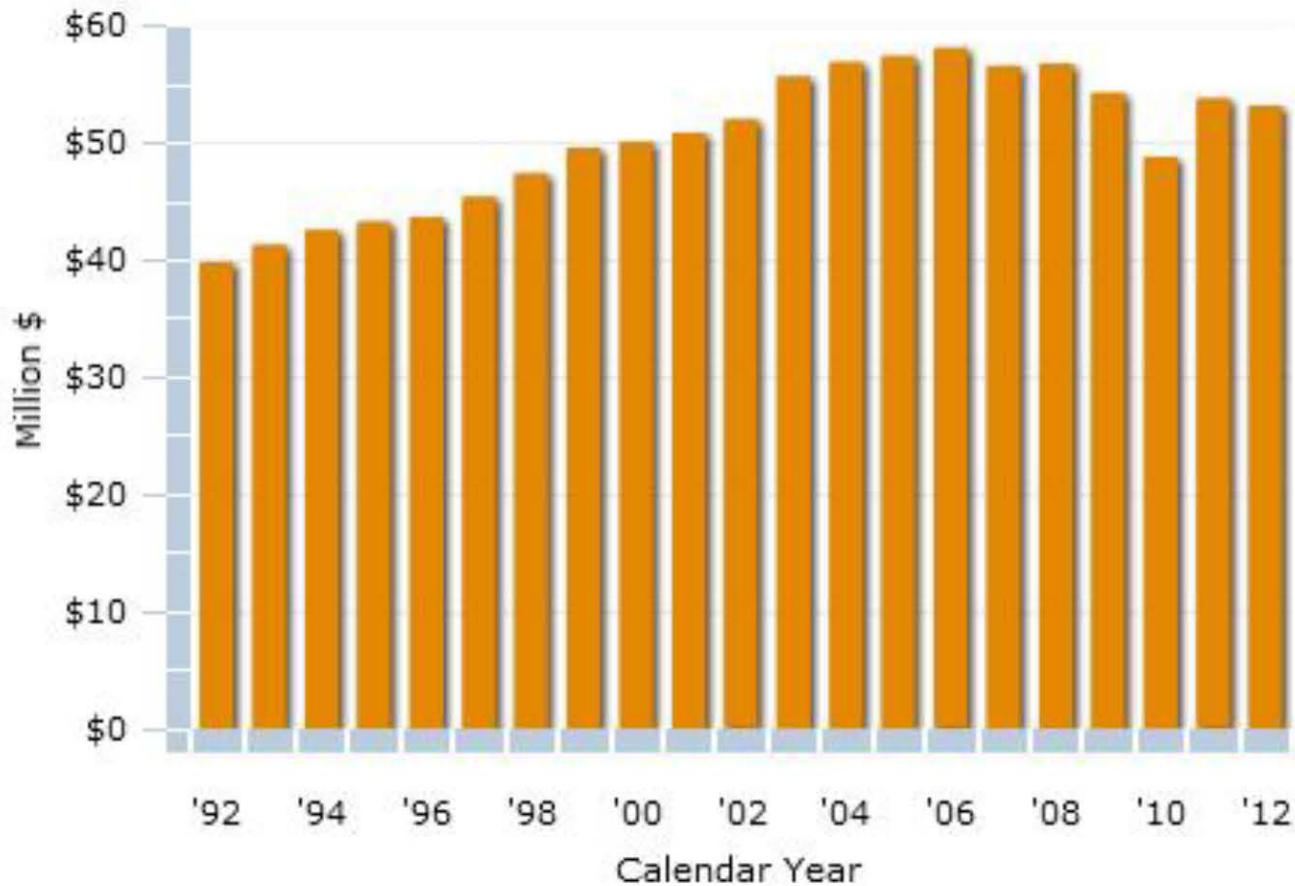
Direct Earnings - Accommodations and Food Service
El Dorado County



TOTAL DIRECT EARNINGS, 1992-2012

Arts, Entertainment and Recreation

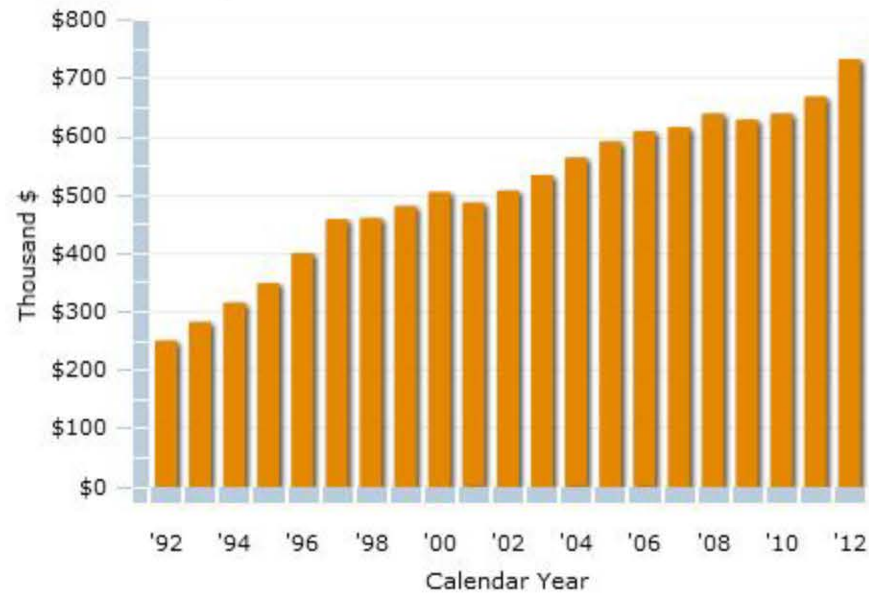
**Direct Earnings - Arts, Entertainment and Recreation
El Dorado County**



TOTAL DIRECT EARNINGS, 1992-2012

Auto Rental and other Ground Transportation

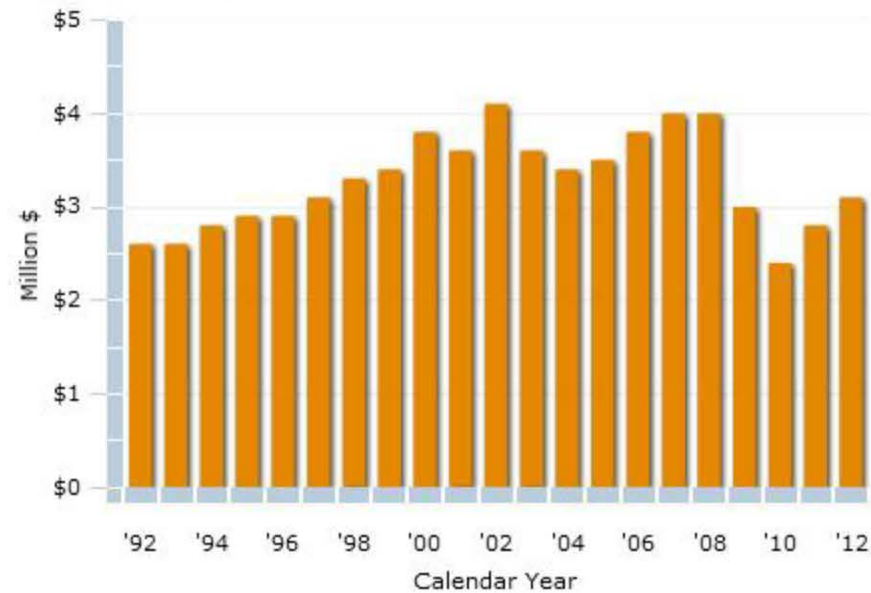
Direct Earnings - Auto Rental and Other Ground Transportation
El Dorado County



TOTAL DIRECT EARNINGS, 1992-2012

Other Travel

Other Travel Earnings
El Dorado County

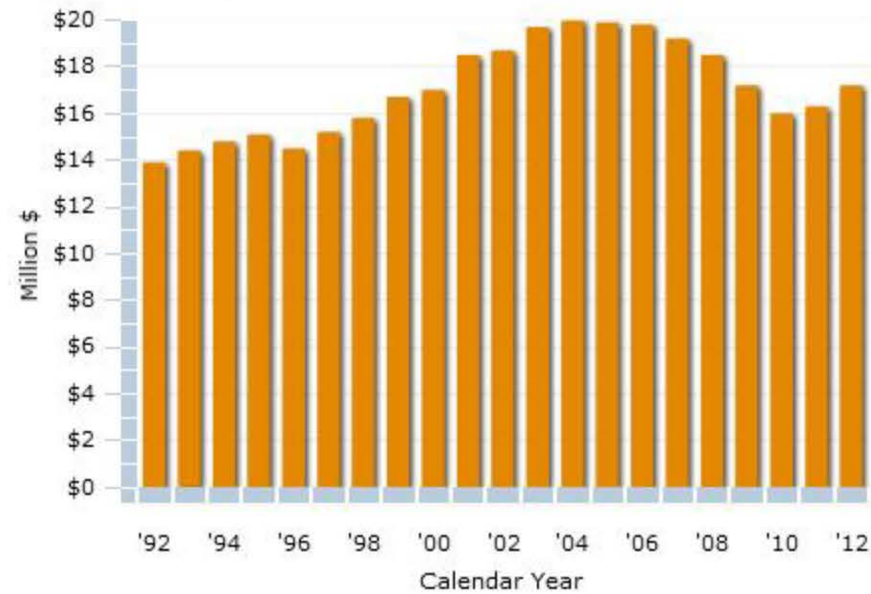


Other Travel includes resident air travel and travel agencies.

TOTAL DIRECT EARNINGS, 1992-2012

Retail

Direct Earnings - Retail
El Dorado County

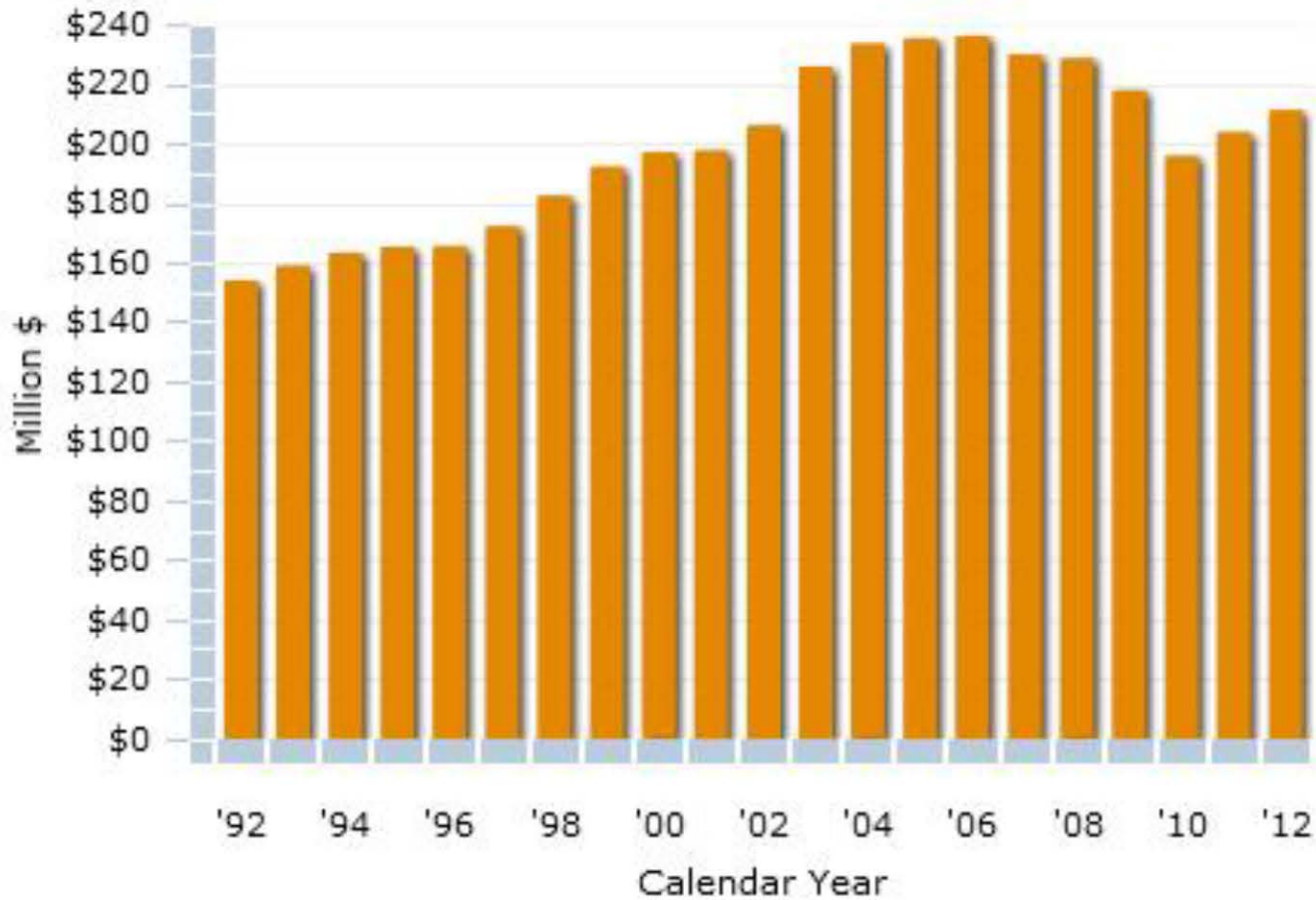


Retail includes gasoline.

TOTAL DIRECT EARNINGS, 1992-2012

Total Earnings Annual Trend

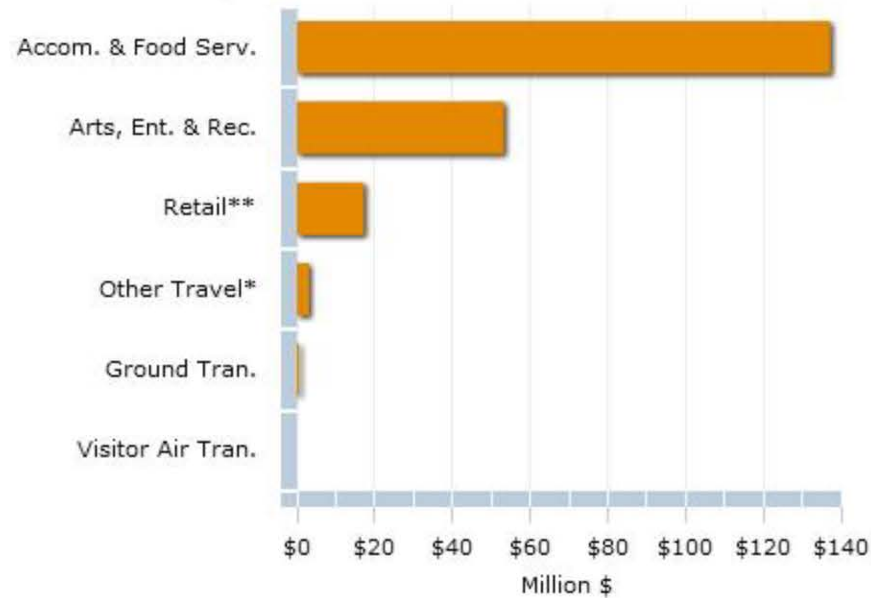
**Total Direct Earnings
El Dorado County**



TOTAL DIRECT EARNINGS, 1992-2012

Total Earnings by Category (2012)

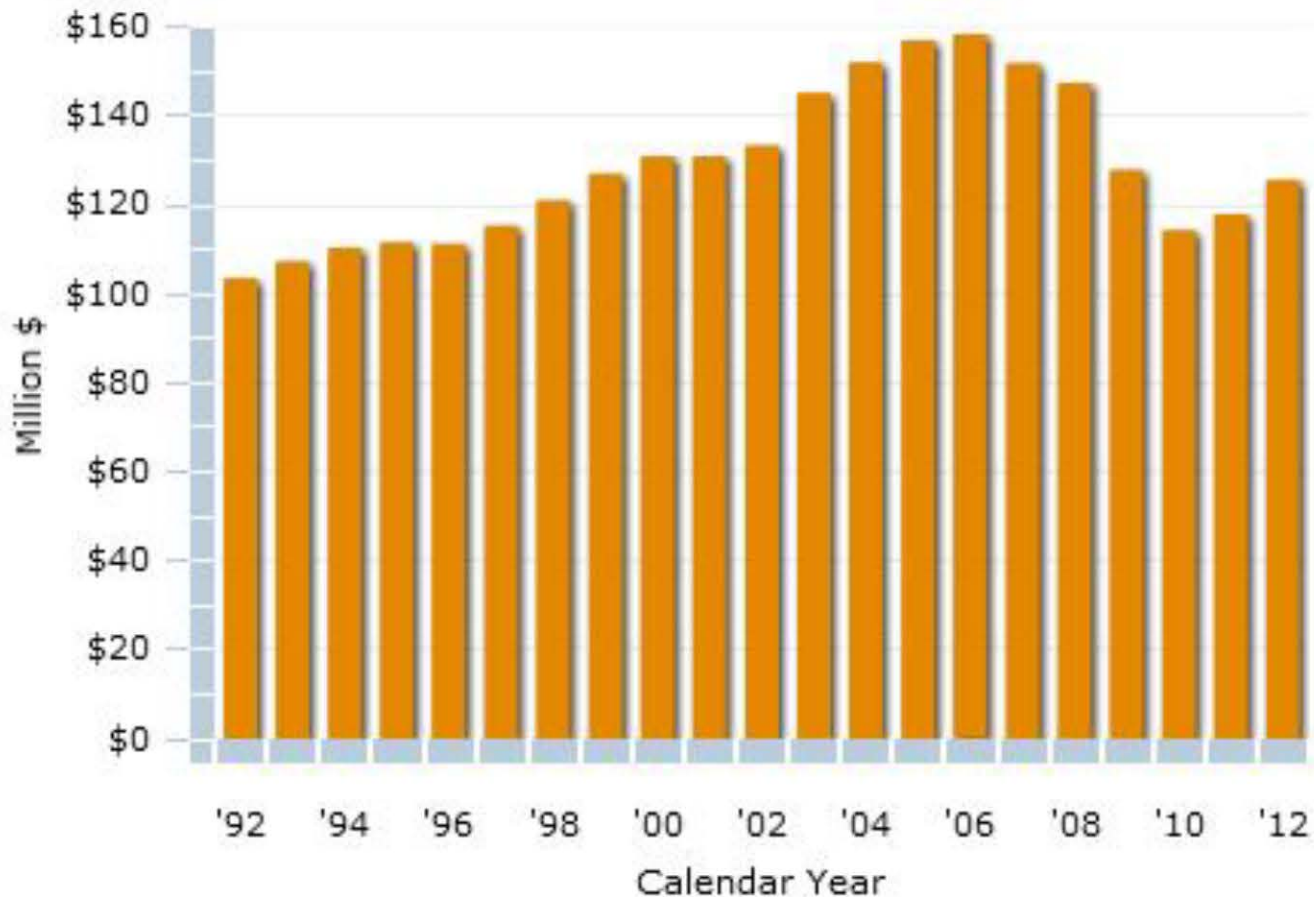
**Total Direct Earnings by Category, 2012
El Dorado County**



Other Travel includes resident air travel and travel agencies. Retail includes gasoline.

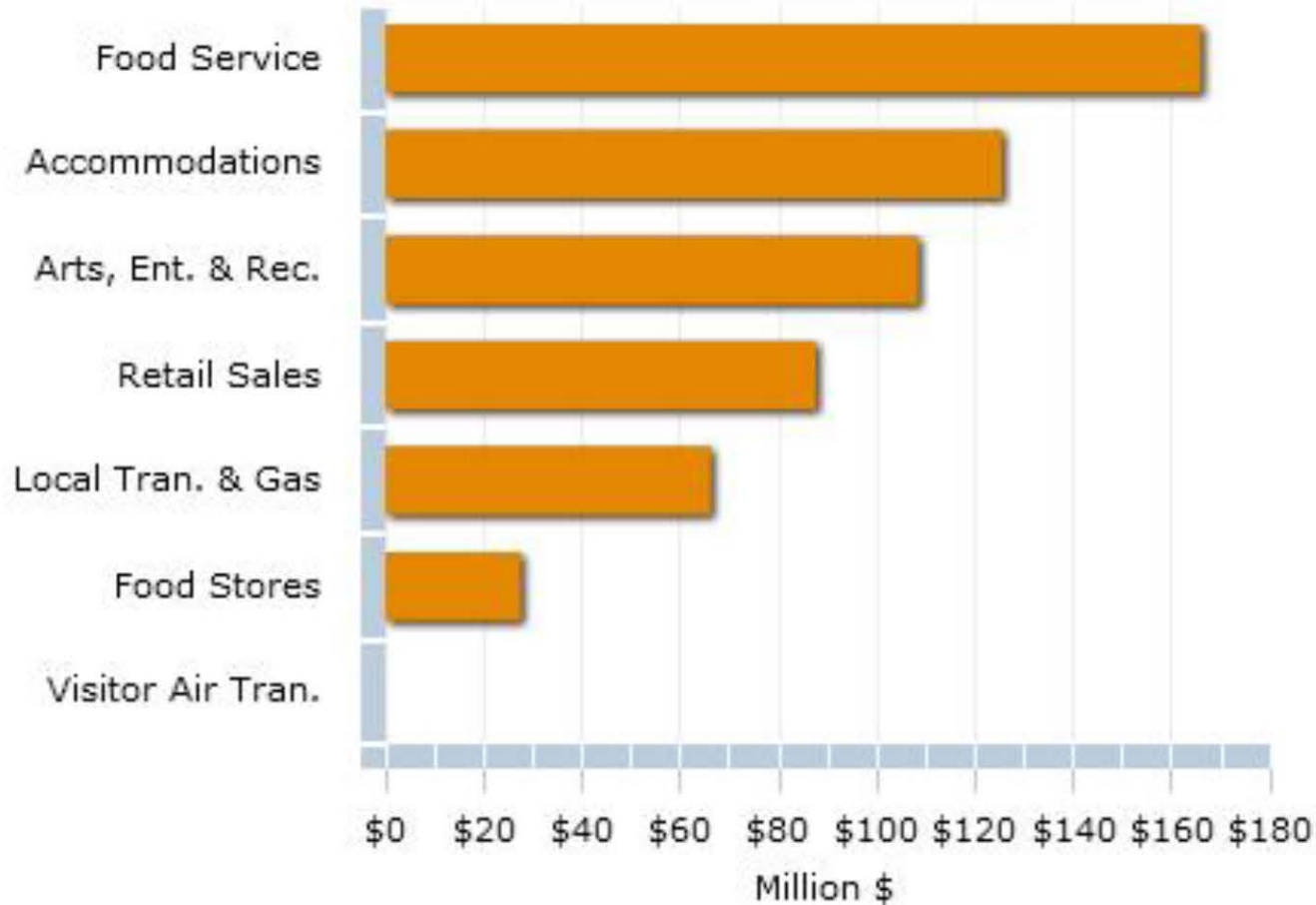
VISITOR SPENDING AT DESTINATION, 1992-2012 BY COMMODITY PURCHASED - Accommodations

**Visitor Spending at Destination - Accommodations
El Dorado County**



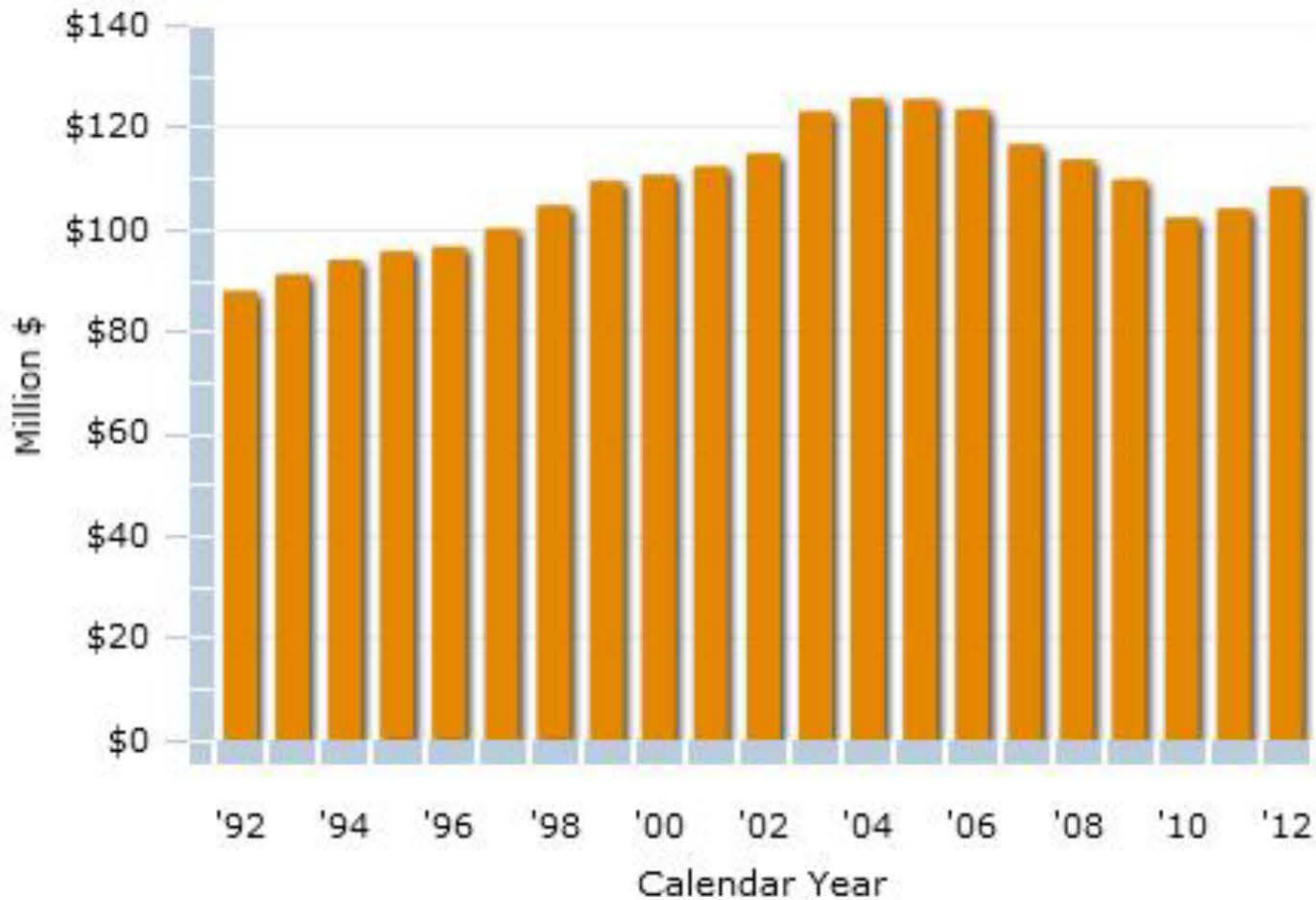
VISITOR SPENDING AT DESTINATION, 1992-2012 BY COMMODITY PURCHASED - All Categories (2012)

**Visitor Spending at Destination by Commodity Purchased, 2012
El Dorado County**



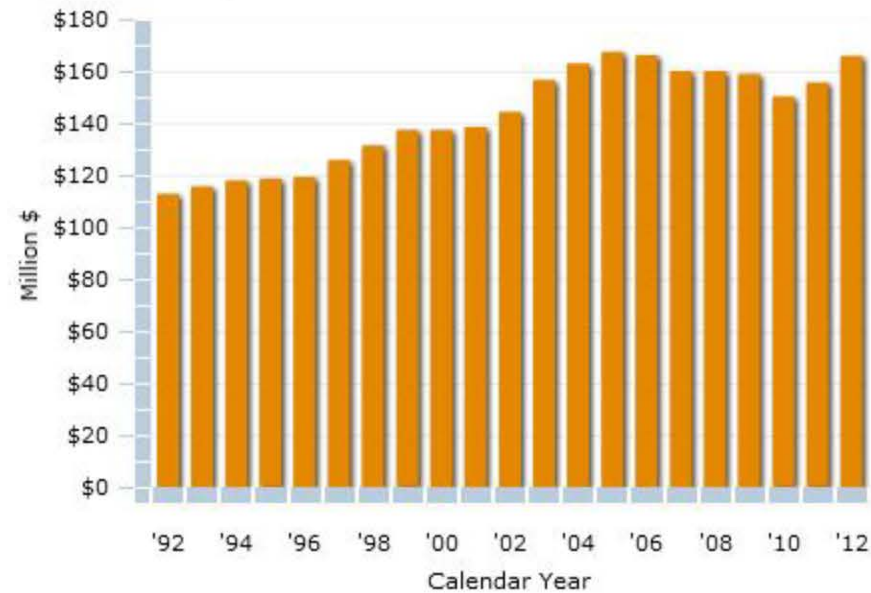
VISITOR SPENDING AT DESTINATION, 1992-2012 BY COMMODITY PURCHASED - Arts, Entertainment and Recreation

**Visitor Spending at Destination - Arts, Entertainment and Recreation
El Dorado County**



VISITOR SPENDING AT DESTINATION, 1992-2012 BY COMMODITY PURCHASED - Food and Beverage Services

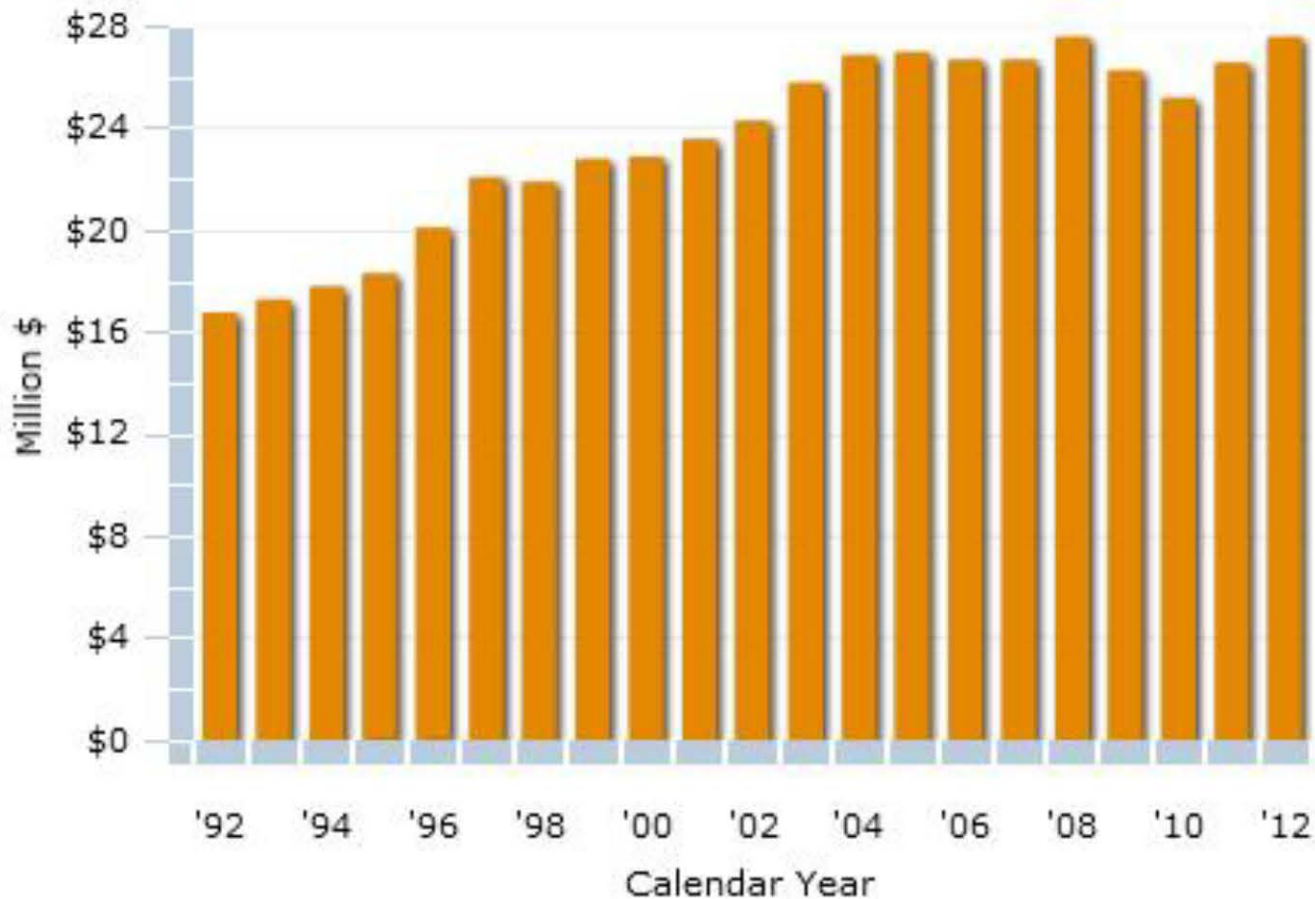
Visitor Spending at Destination - Food and Beverage Services
El Dorado County



VISITOR SPENDING AT DESTINATION, 1992-2012

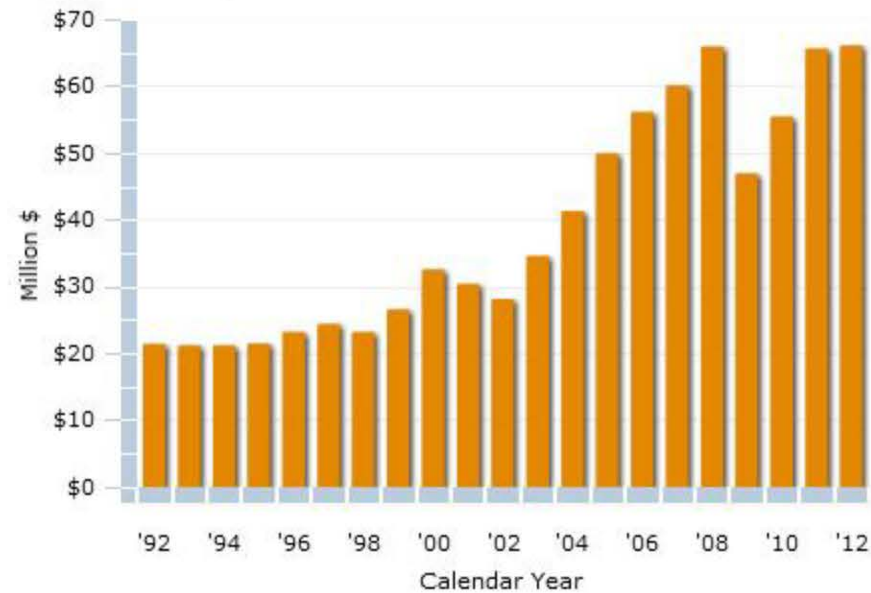
BY COMMODITY PURCHASED - Food Stores

Visitor Spending at Destination - Food Stores
El Dorado County



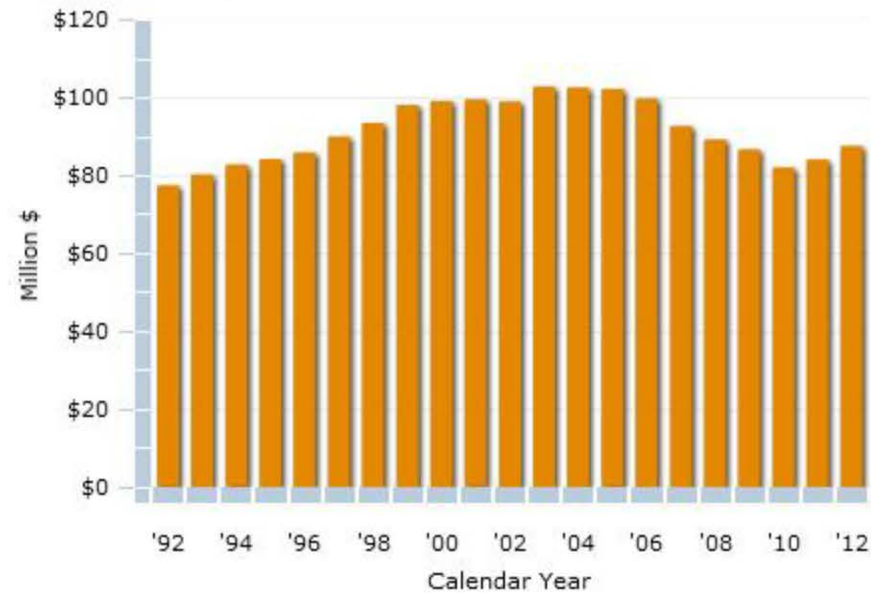
VISITOR SPENDING AT DESTINATION, 1992-2012 BY COMMODITY PURCHASED - Ground Transportation and Motor Fuel

Visitor Spending at Destination - Ground Tran. and Motor Fuel
El Dorado County



VISITOR SPENDING AT DESTINATION, 1992-2012 BY COMMODITY PURCHASED - Retail Sales

Visitor Spending at Destination - Retail Sales
El Dorado County



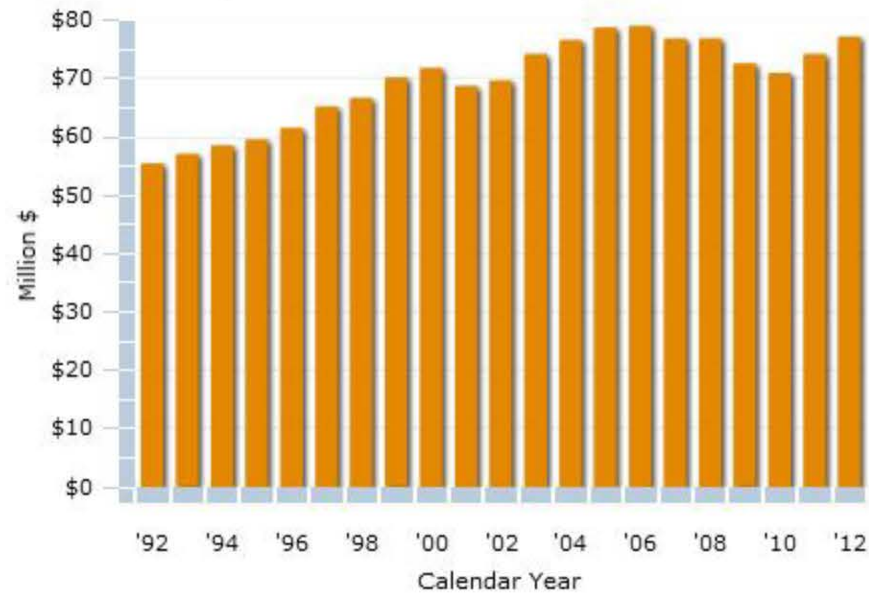
VISITOR SPENDING AT DESTINATION, 1992-2012 BY TYPE OF ACCOMMODATION – All Categories (2012)

Visitor Spending at Destination by Type of Accommodation, 2012
El Dorado County



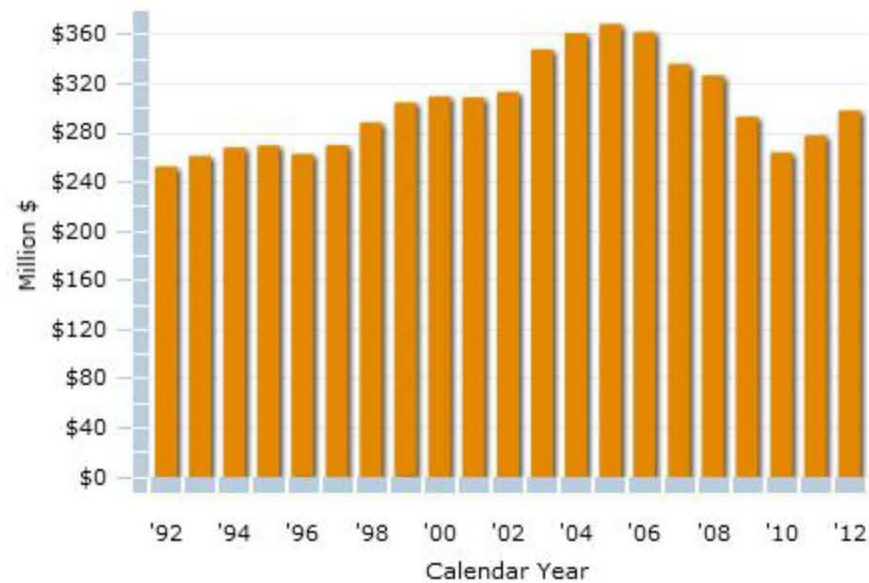
VISITOR SPENDING AT DESTINATION, 1992-2012 BY TYPE OF ACCOMMODATION – Day Travel

Visitor Spending at Destination - Day Travel
El Dorado County



VISITOR SPENDING AT DESTINATION, 1992-2012 BY TYPE OF ACCOMMODATION – Hotel, Motel

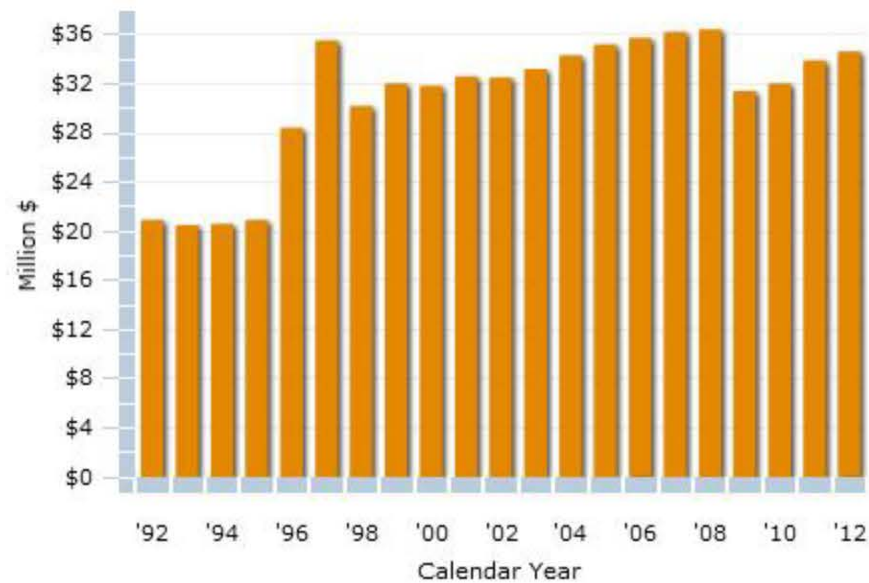
Visitor Spending at Destination - Hotel, Motel
El Dorado County



VISITOR SPENDING AT DESTINATION, 1992-2012

BY TYPE OF ACCOMMODATION – Private Campground

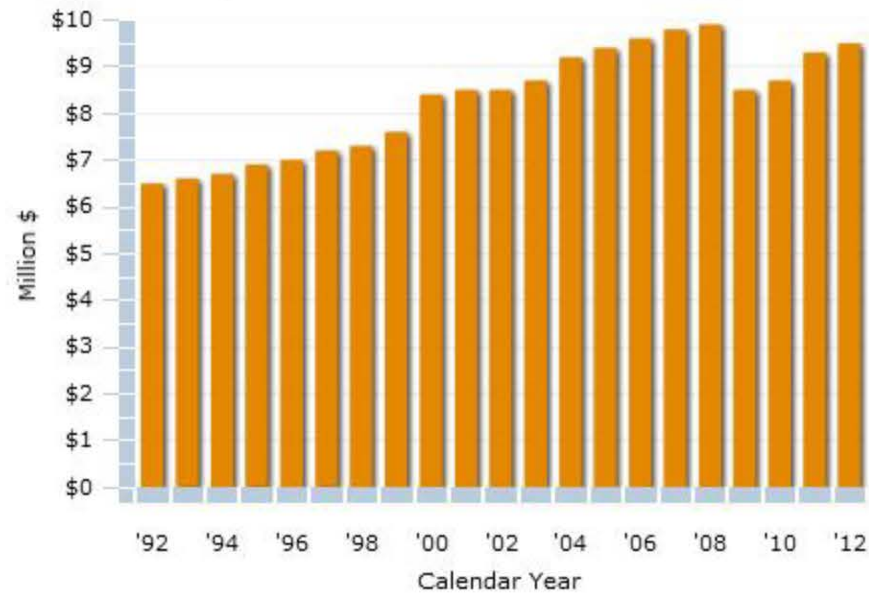
Visitor Spending at Destination - Private Campground
El Dorado County



VISITOR SPENDING AT DESTINATION, 1992-2012

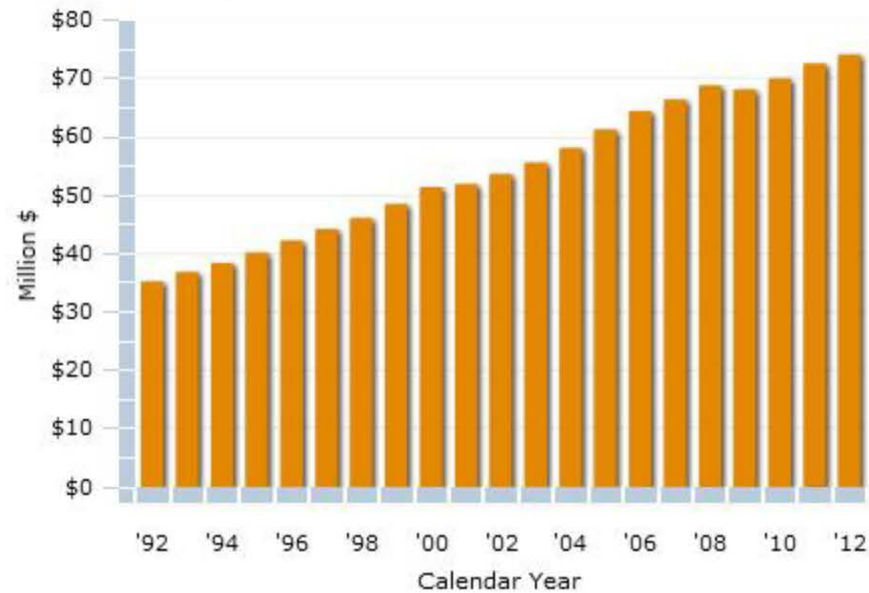
BY TYPE OF ACCOMMODATION – Public Campground

Visitor Spending at Destination - Public Campground
El Dorado County

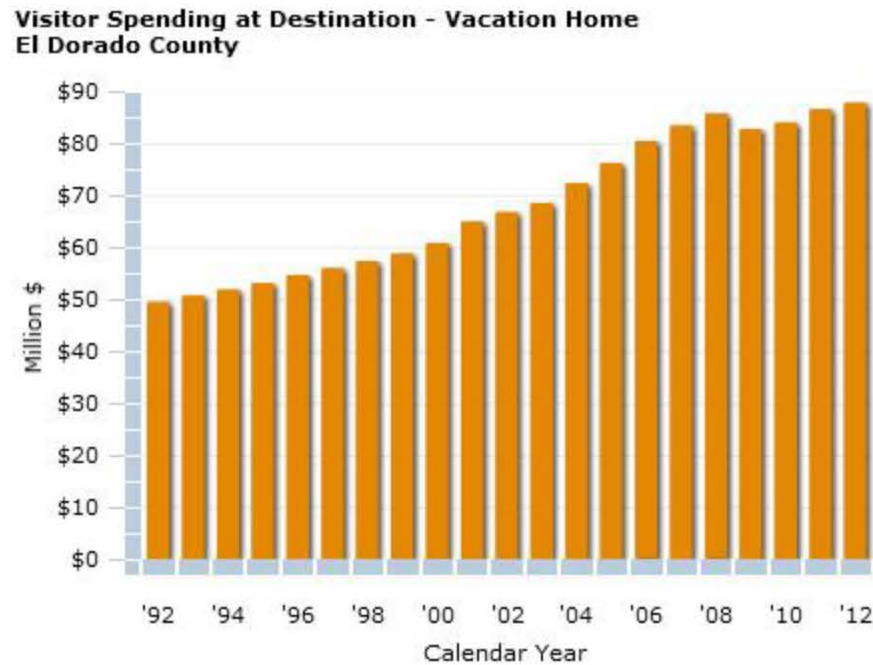


VISITOR SPENDING AT DESTINATION, 1992-2012 BY TYPE OF ACCOMMODATION – Private Home

Visitor Spending at Destination - Private Home
El Dorado County



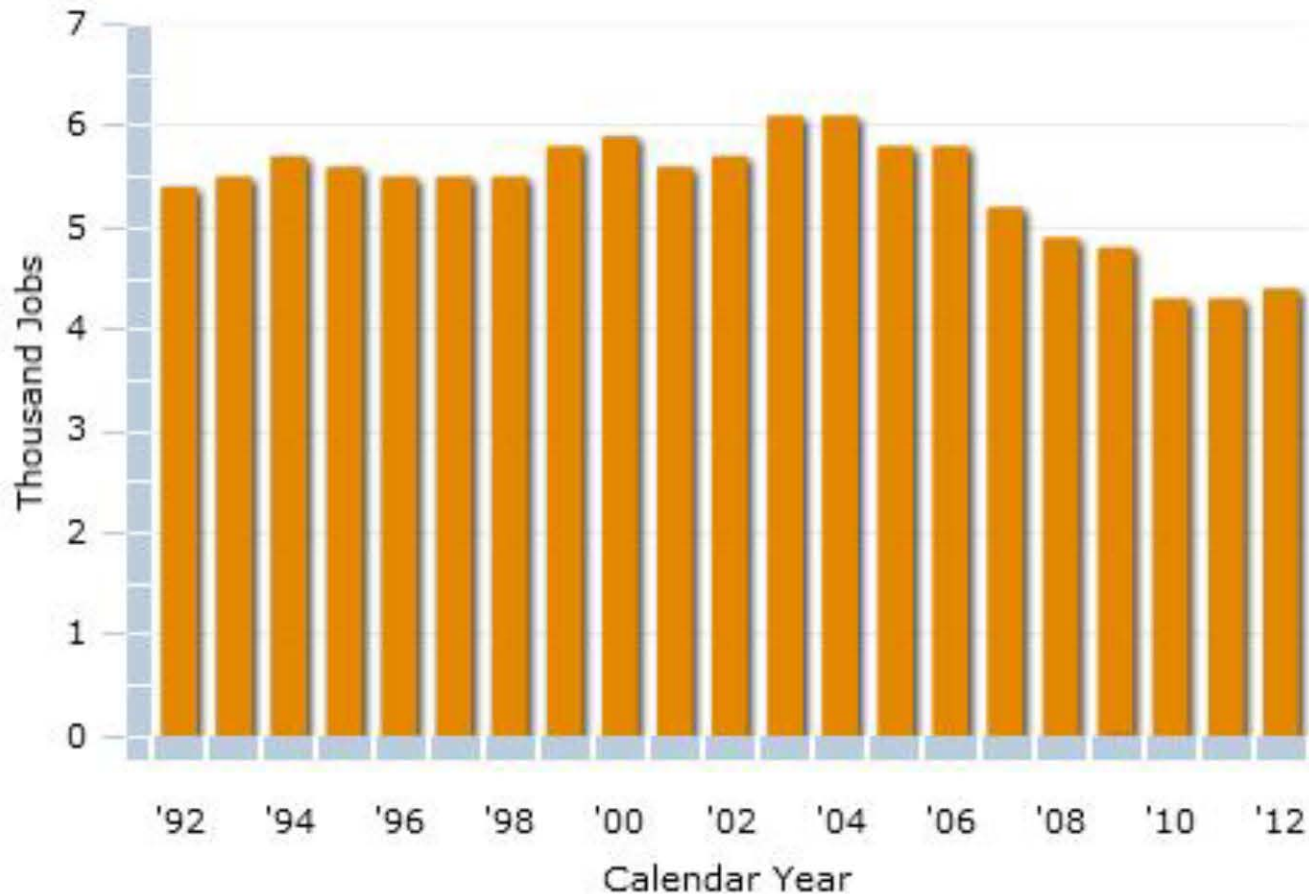
VISITOR SPENDING AT DESTINATION, 1992-2012 BY TYPE OF ACCOMMODATION – Vacation Home



TOTAL DIRECT EMPLOYMENT, 1992-2012

Accommodations and Food Service

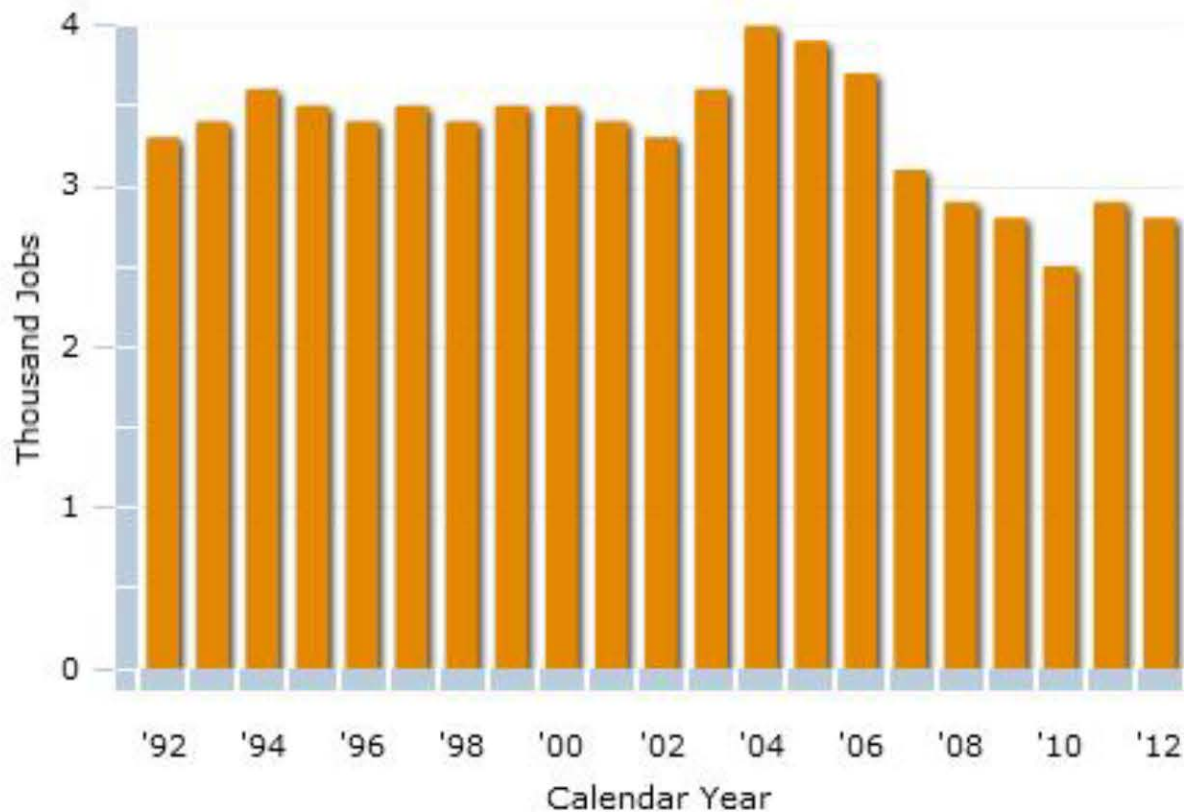
**Direct Employment - Accommodations and Food Service
El Dorado County**



TOTAL DIRECT EMPLOYMENT, 1992-2012

Arts, Entertainment and Recreation

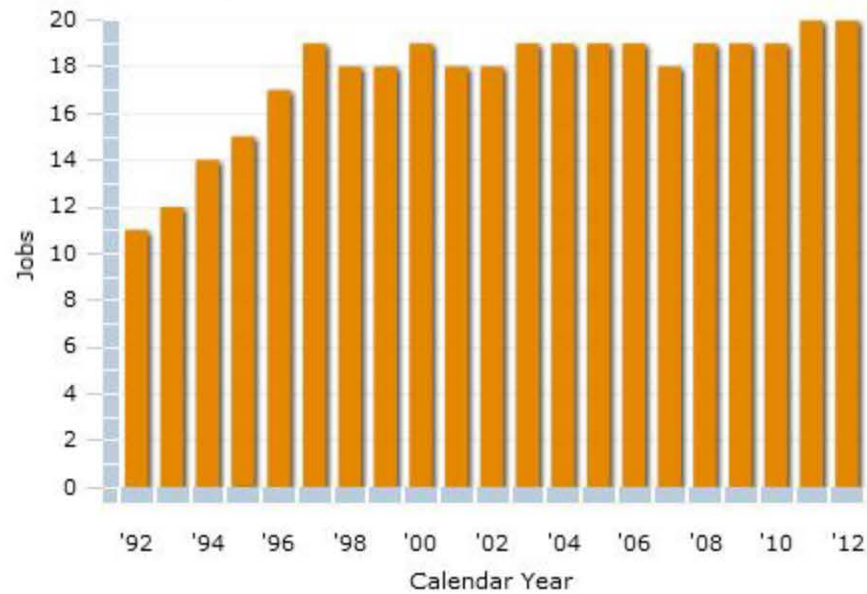
Direct Employment - Arts, Entertainment and Recreation
El Dorado County



TOTAL DIRECT EMPLOYMENT, 1992-2012

Auto Rental and Other Ground Transportation

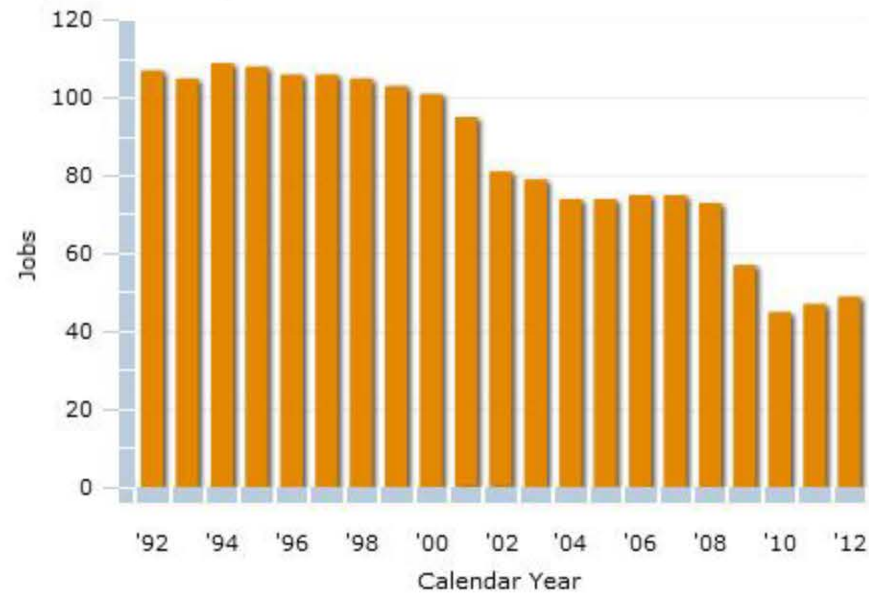
Direct Employment - Auto Rental and Other Ground Transportation
El Dorado County



TOTAL DIRECT EMPLOYMENT, 1992-2012

Other Travel

Other Travel Employment
El Dorado County

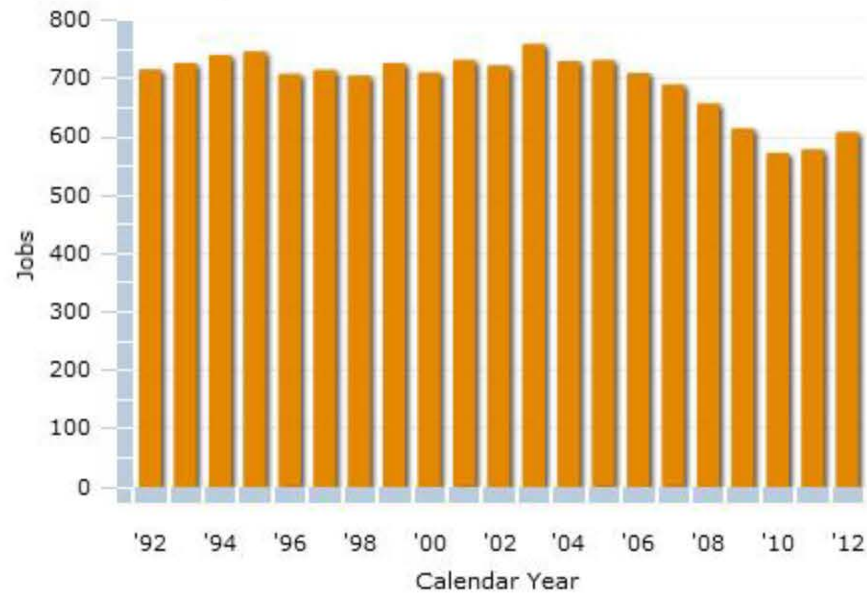


Other Travel includes resident air travel and travel agencies.

TOTAL DIRECT EMPLOYMENT, 1992-2012

Retail

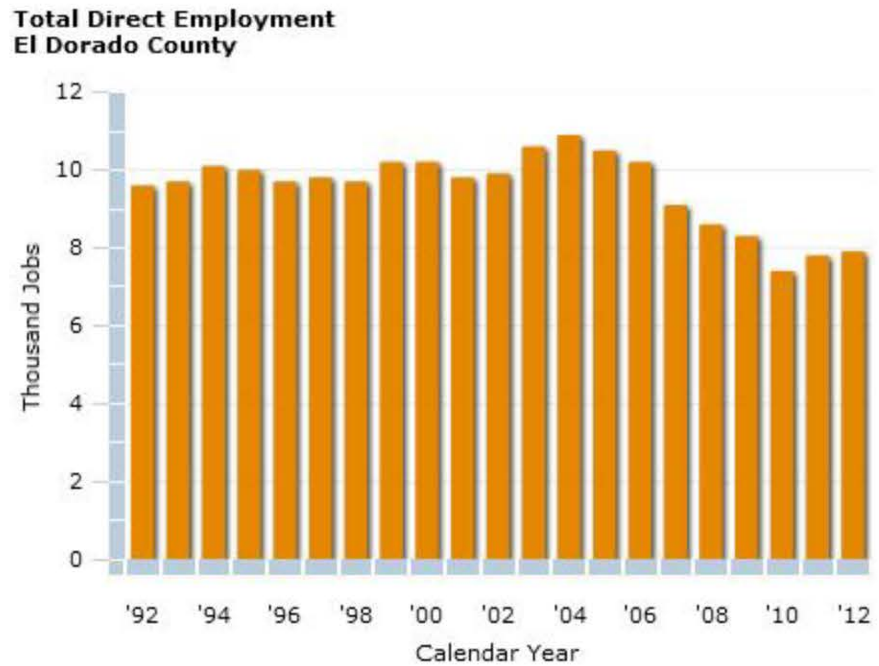
Direct Employment - Retail
El Dorado County



Retail includes gasoline.

TOTAL DIRECT EMPLOYMENT, 1992-2012

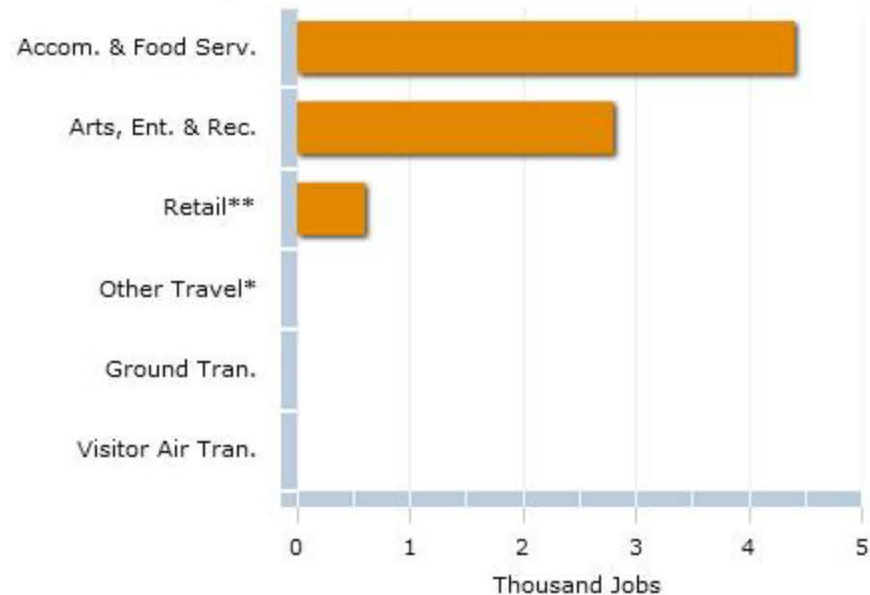
Total Employment Annual Trend



TOTAL DIRECT EMPLOYMENT, 1992-2012

Total Employment by Category (2012)

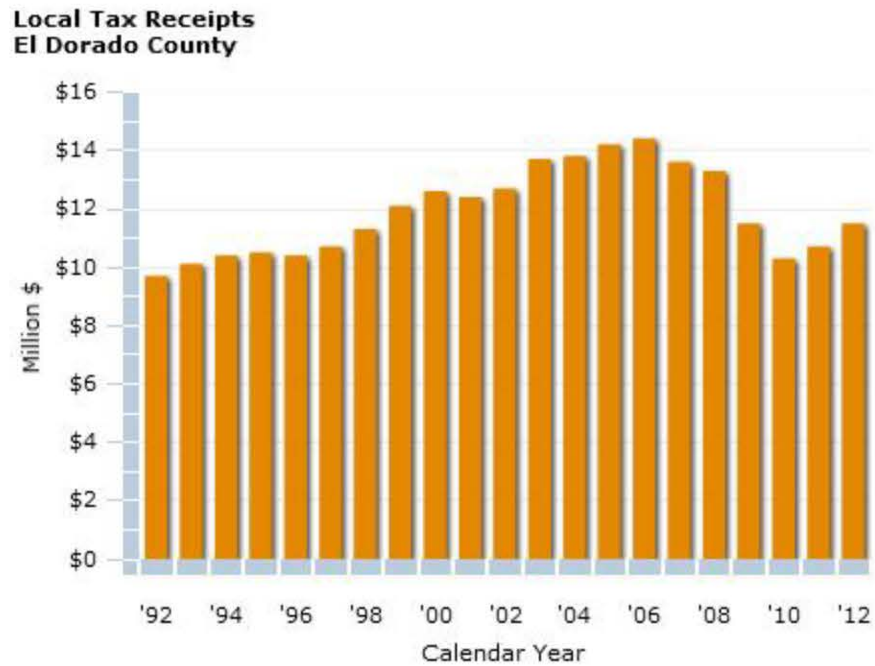
**Total Direct Employment by Category, 2012
El Dorado County**



Other Travel includes resident air travel and travel agencies. Retail includes gasoline.

TOTAL DIRECT TAX RECEIPTS, 1992-2012

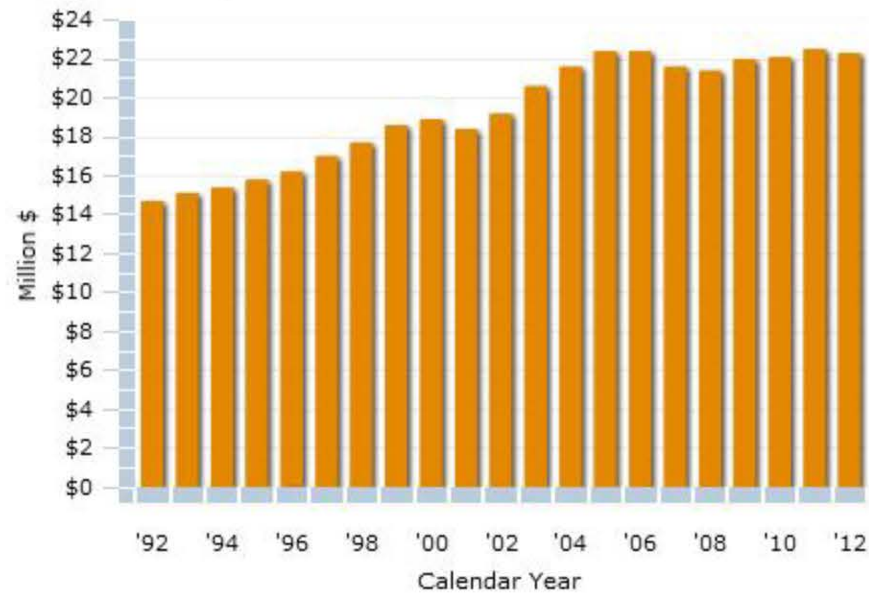
Local Tax Receipts Annual Trend



TOTAL DIRECT TAX RECEIPTS, 1992-2012

State Tax Receipts Annual Trend

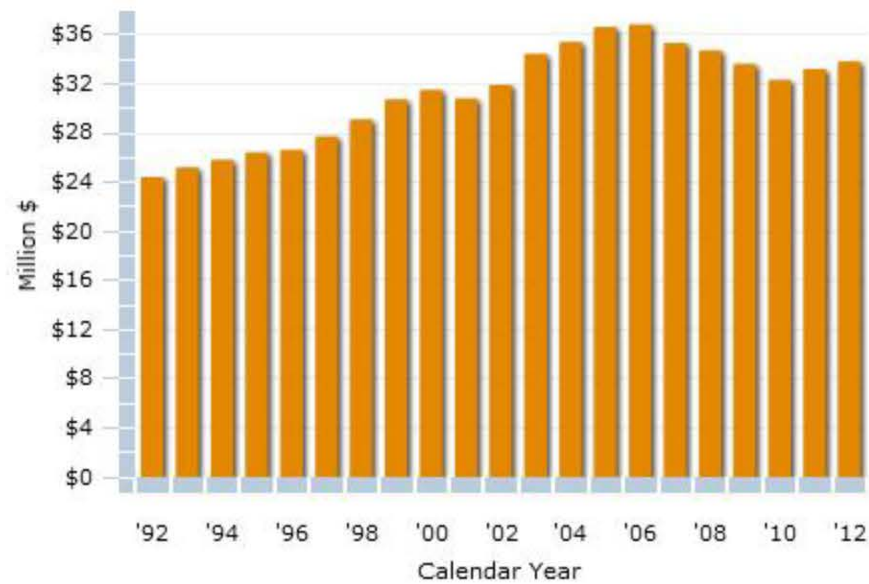
State Tax Receipts
El Dorado County



TOTAL DIRECT TAX RECEIPTS, 1992-2012

Total Tax Receipts Annual Trend

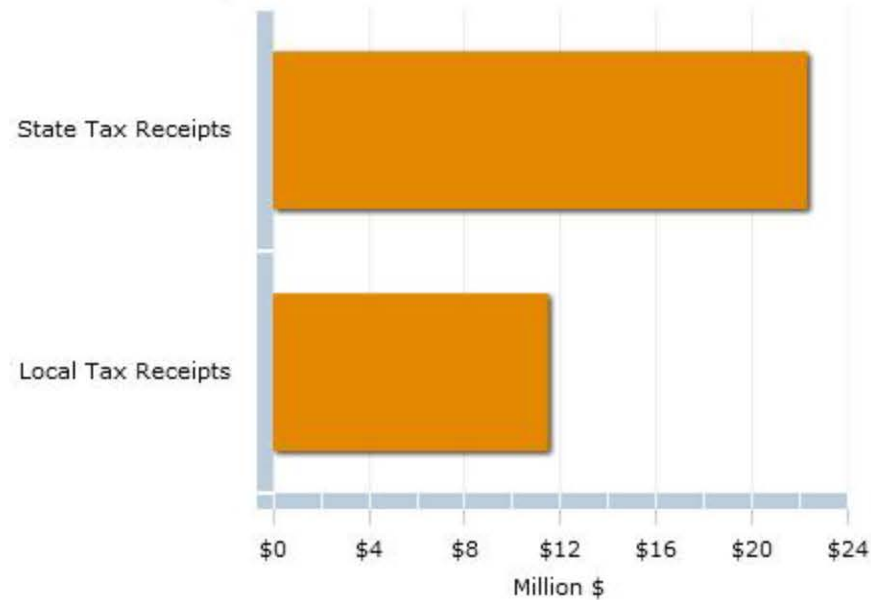
Total Direct Tax Receipts
El Dorado County



TOTAL DIRECT TAX RECEIPTS, 1992-2012

Total Tax Receipts by Category

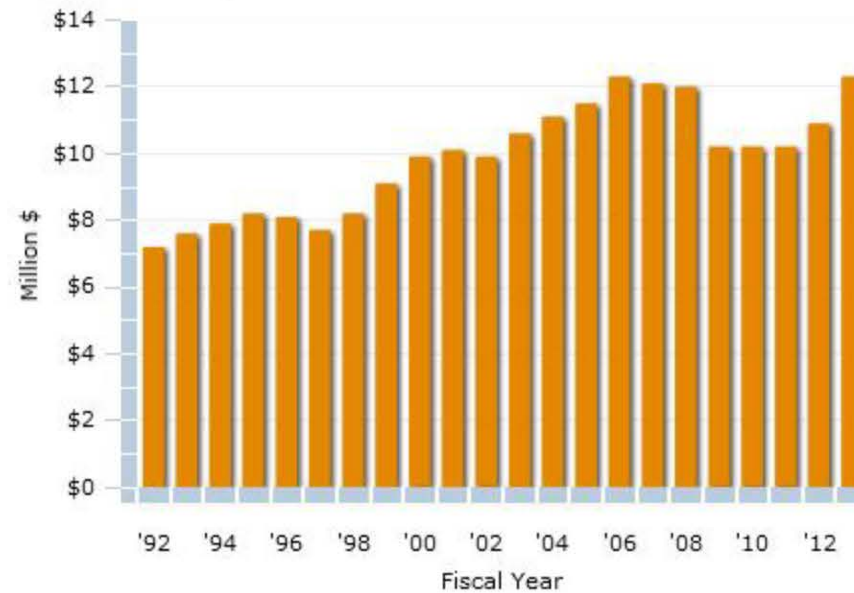
Total Direct Tax Receipts by Category, 2012
El Dorado County



TRANSIENT OCCUPANCY TAX RECEIPTS, 1992-2012

County Annual Trend

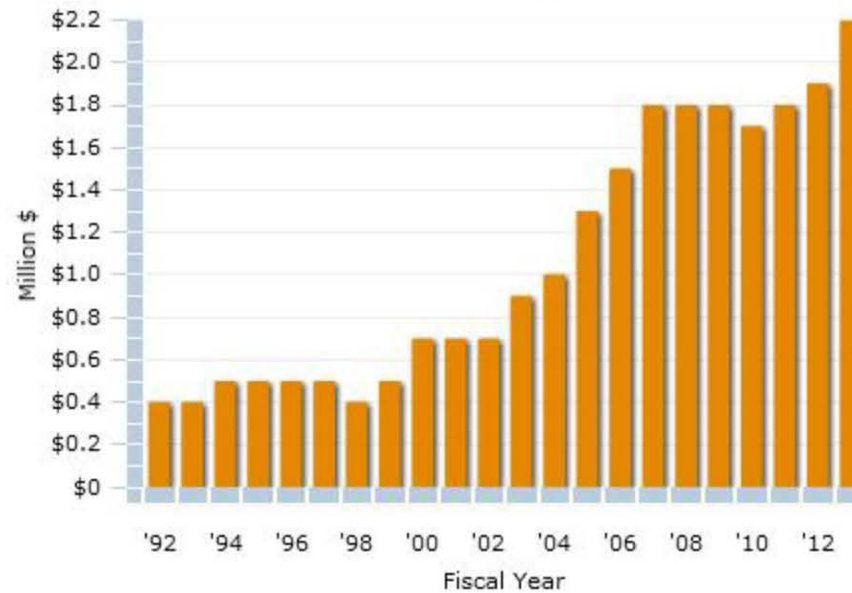
Transient Occupancy Tax Receipts
El Dorado County



TRANSIENT OCCUPANCY TAX RECEIPTS, 1992-2012

Jurisdiction Annual Trend (Unincorporated)

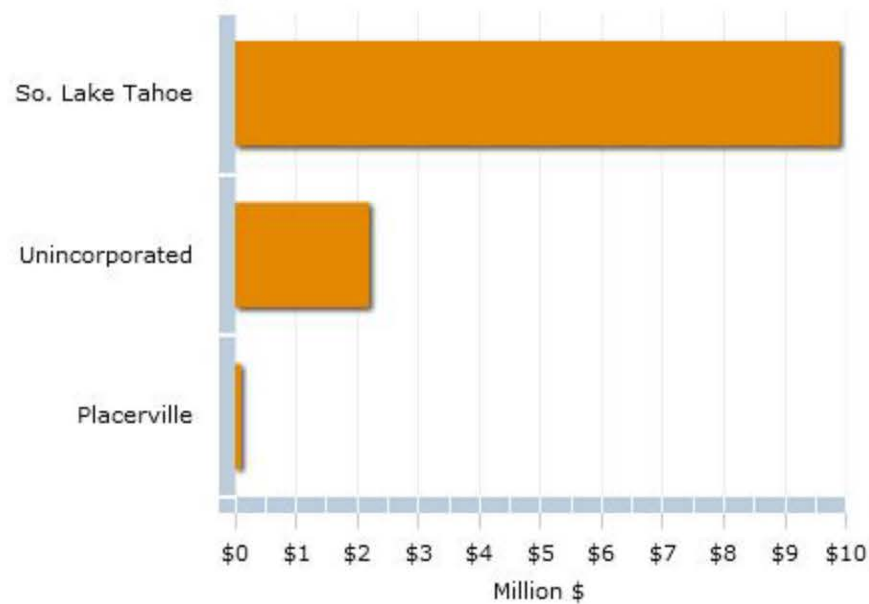
Transient Occupancy Tax Receipts
Unincorporated Areas of El Dorado County



TRANSIENT OCCUPANCY TAX RECEIPTS, 1992-2013

TOT Receipts by Jurisdiction (2013)

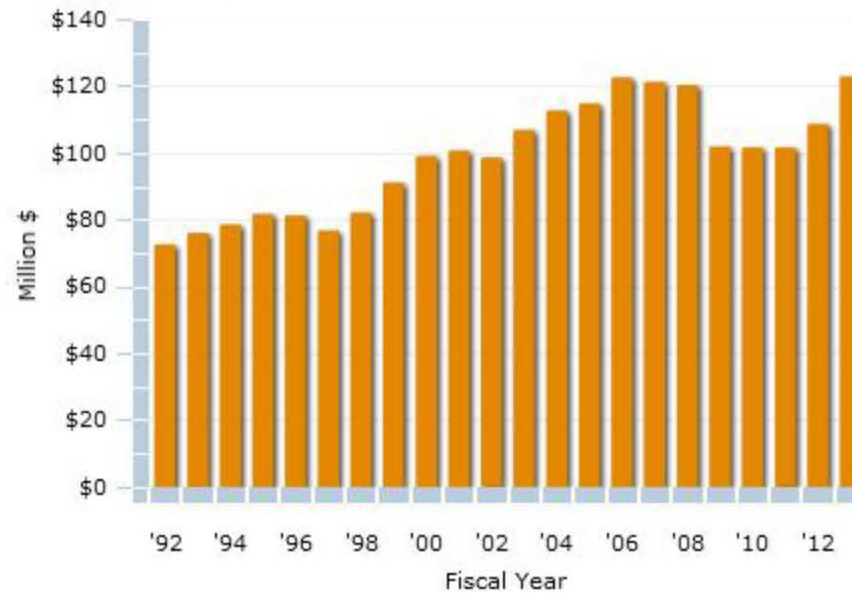
Transient Occupancy Tax Receipts, 2013
El Dorado County



TAXABLE ROOM SALES, 1992-2012

County Annual Trend

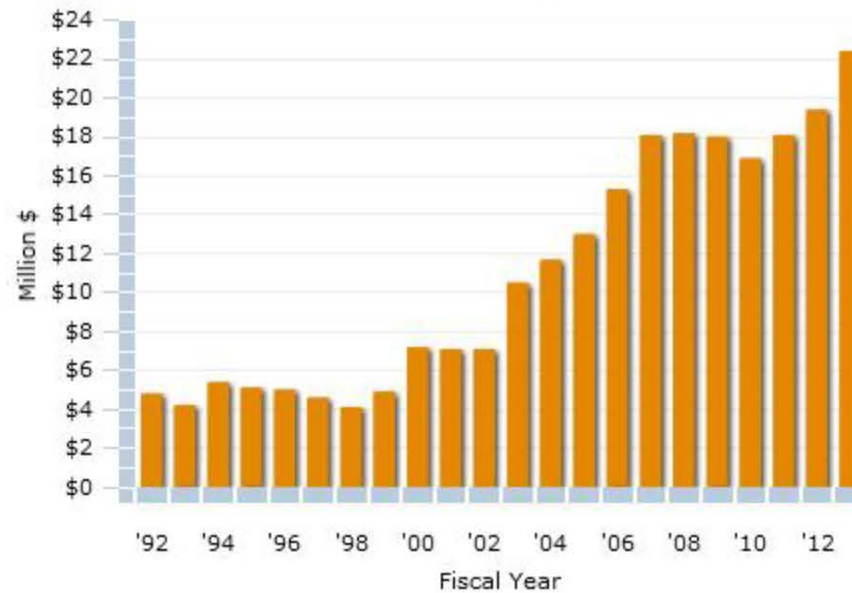
Taxable Room Sales
El Dorado County



TAXABLE ROOM SALES, 1992-2012

Jurisdiction Annual Trend (Unincorporated)

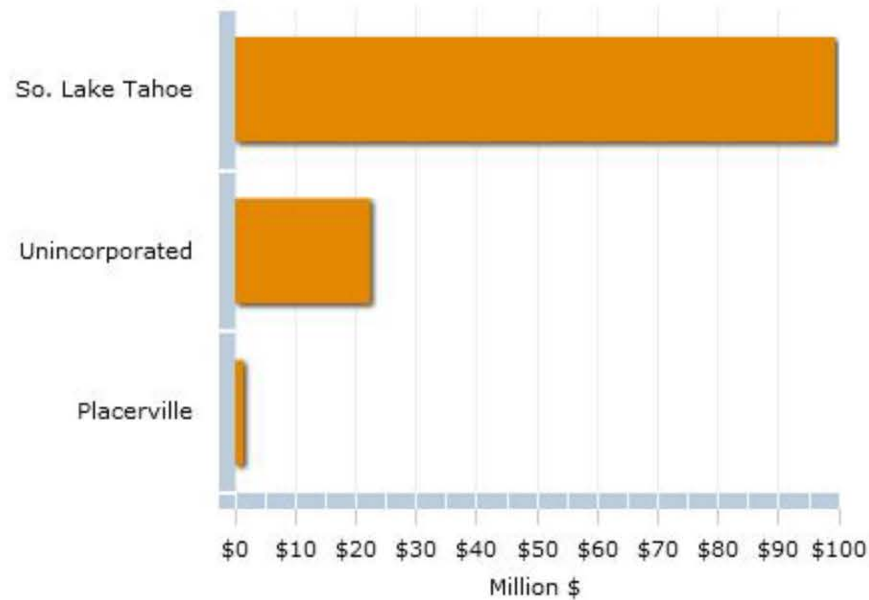
**Taxable Room Sales
Unincorporated Areas of El Dorado County**



TAXABLE ROOM SALES, 1992-2013

Room Sales by Jurisdiction (2013)

Taxable Room Sales by Jurisdiction, 2013
El Dorado County





Q & A

Thank You