

November 20, 2014

Cultural and Community Development, Grant Review Committee

CAO Office, El Dorado County

Please accept the Divide Chamber of Commerce funding request for a Cultural and Community Development Grant, 2014-2015. These funds will enable us to continue to move forward on our multi-year project.

Thank you,

Sincerely,

Linnea Marengo
Linnea Marengo

President, Divide Chamber of Commerce

*P.S. Please note attached letter of support
from Supervisor Briggs.*

RECEIVED
NOV 20 2014
BY: *D. Mull*

1:37 p.m.

Cultural and Community Development Application
Submitted by the Divide Chamber of Commerce
El Dorado County
November 19, 2014

Event/Project/Organization for which funds are requested:

Our request for funding continues our multi-year phased approach for the North County Community Project featuring the El Dorado County Adventure Loop. We achieved our goal for 2013-2014 which was to install a Welcome sign to Cool/Gateway to El Dorado County (see Exhibits 1A-D). In addition, we created four additional community welcome signs on the El Dorado County Adventure Loop (see Exhibit 2).

2014/15 Funding Requests:

- A. **Cool California! Visitor Welcoming Area to El Dorado County, North:** During installation of the Cool/Gateway to El Dorado County welcome sign, we recognized additional opportunities to further improve the sole North County entrance to El Dorado County. The immediate area around the welcome sign in Cool needs to be made more presentable and walkable in order to make the area more inviting as a visitor welcoming area. This is, after all, the sole entrance to El Dorado County from the Auburn and from Highway 80. This sole North County entrance to El Dorado County should be well represented and presented with pride in order to generate increased commercial revenue for the local area and for the County.

Architect J. Morgan donated her time and created a plot plan for the visitor serving entrance to El Dorado County in Cool (see Exhibit 3). County-wide marketing kiosks should be installed in this inviting visitor serving setting in order to ultimately encourage more commercial revenue.

- B. **El Dorado County Adventure Loop Directional Signs** should be installed pointing the way along the Adventure Loop (See Exhibit 4).
- C. **Marketing Strategy and Website Development** for the El Dorado County Adventure Loop. This will include promoting the area as a destination in order to help generate increased commercial revenue. Market the name **Cool California!** which serves the purpose of leading visitors to all that El Dorado County has to offer them. If Poor Reds can be famous for the Golden Cadillac drink bringing people from miles away... promote a **Cool California!** attraction which will draw visitors. From **Cool California!** encourage further commercial outreach to other areas of the County.

Proven Success - 2013-2014 Funding Cycle: With the funds received during the previous funding cycle, the Divide Chamber of Commerce proved sound fiscal management. Expected results were more than achieved. Phase I was to install a Welcome to Cool/Gateway to El Dorado County sign (completed – see Exhibits 1A-D).

We were very cost conscious and more than achieved the 2013-2014 funding objective. In addition to the Cool/Gateway to El Dorado County welcome sign, additional integrated community welcome signs linking four more historic North El Dorado County communities (Georgetown, Greenwood, Garden Valley, and Pilot Hill) were initiated. See Exhibit 2 for the Georgetown Welcome sign which was developed working in conjunction with the Georgetown Rotary Club. These community welcome signs promote the “El Dorado Adventure Loop” and attract tourists and guide them along the Adventure Loop. The purpose of these integrated community signs is to generate revenue to support local businesses and the County by encouraging tourism. The Community Welcome Signs also aid in the beautification and unification of the communities and help generate civic pride. The Divide Chamber of Commerce has worked hand in hand with local

community organizations including the Georgetown Rotary Club (see Exhibit 2), the Greenwood Civic Organization, and the Garden Valley Community Association to develop these community welcome signs.

These five unified Community Welcome Signs along with the El Dorado County Adventure Loop promote tourism to the area of North County which is critically needed for the economic health of the region. Hundreds of volunteer hours have already been contributed which demonstrates community support is high. Private funds have also been committed and the Divide Chamber of Commerce has committed funds as well.

Event/Project Location: North El Dorado County

Name of Organization: Divide Chamber of Commerce

Address of Organization: P.O. Box 34, Garden Valley, CA 95633

Website: www.adventurelooptour.com was established in 2013 and is currently under further development. Funding paid by the Divide Chamber of Commerce Board for the website/URL itself.
www.dividechamber.com Divide Chamber of Commerce

Name of Contact Person: Linnea Marengo, Divide Chamber of Commerce, President

Telephone Number: 650-346-6363, 530-888-7800

E-mail address: ldmarengo@yahoo.com

Total Amount Requested: Our ultimate objective is funding all phases of a multi-year project.

(Phase IA completed (Phase IB	Replace obsolete Cool Welcome Sign: 4 Additional Community Welcome Signs:	2013-14 funding) 2013-14 funding)
Phase IIA (year 2014-15 funds) Phase IIB	Visitor Park by Cool Welcome Sign: 10 Adventure Point Directional Signs:	\$10,000+ \$8,250
Phase IIC	Develop effective Marketing Strategy: (including El Dorado County Adventure Loop website development)	\$3,000-5,000

See further description below.

Event/Project/Organization for which funds are requested:

This application seeks to continue funding a multi-phase visitor attraction campaign for the North County communities of Cool, Greenwood, Garden Valley, Georgetown and Pilot Hill featuring the El Dorado County Adventure Loop. The obsolete Cool community welcome sign has been replaced (Exhibits 1A-D). Four additional Community Welcome signs have been committed on the Adventure Loop in Greenwood, Garden Valley, Georgetown and Pilot Hill (Exhibit 2).

Now, *Cool California!* should be enhanced with a visitor serving/marketing 'park' – after all, *Cool California!* is the first town a visitor enters when they enter into El Dorado County from Highway 80. Ten directional Adventure Point signs (Exhibit 4) are planned to be strategically placed along county roads directing visitors to our historic communities and assets where they will discover the adventure of exploring the Gold Country, our spectacular natural resources, and historic mining communities. It is also time for a marketing strategy and web development for the El Dorado County Adventure Loop, playing on the unique name of *Cool California!*.

Event/Project Location:

For year 2014-2015 we seek funds to improve the area around the Welcome to Cool/Gateway to El Dorado County sign. Our goal is to create a space where visitors want to stop, take a photo of the sign, share those photos electronically, and visit on the Divide and elsewhere within El Dorado County. We want to add a kiosk which markets other visitor serving businesses including throughout El Dorado County. *Cool California!* is the first stop in El Dorado County from Highway 80 and Auburn. We want to post information which encourages visitors coming from Highway 80 to find out what else exists throughout the County for visitors. We want to include picnic tables, a walking path, advertising/promotional kiosks and make the area inviting. The area surrounding the sign is presently full of star thistle which makes walking around the sign area very difficult and painful and unappealing.

We also seek to install Adventure Loop directional signs along major roadways on the Divide.

Total Amount Requested: We seek a financial commitment for all phases of the project however funding may continue to be allocated over the multi-year phased approach. The cost of the proposed North County visitor attraction and economic development project for 2014-2015 is as follows:

Phase II A: Improvements to Cool Welcome area:

Some of these costs are approximated at \$10,000+.¹

1. Spray star thistle to stop it from coming back and to stop the spread of the star thistle. Need to spray approximately 2 to 4 times between (Dec and Mar) with both a pre and post emergent (Clopyralid 3 and Aminopyralid). The approximate cost to cover the entire area including the back of the Cool fire house and the lawn area in the parking lot is \$1,366.00 not including shipping/handling and professional application.
2. Bring in tractor after successful spraying is completed, scrape ground area in both areas back of Cool fire house and lawn area in parking lot, clean up dead star thistle and level ground as much as possible and clean up concrete pile. Approximate cost to hire a tractor, dump truck and driver for a day \$1,200.00.

¹ The intent is for some expenses for the park to come from donations and volunteer help from local merchants and community groups. Consider major businesses, such as Home Depot, as source for contributions and donations.

3. Create the park area from the conceptual drawing by J. Morgan. The park area is approximately 18,360 sq ft. It will take approximately 57 yards of material to cover the entire area excluding the lawn area (which needs to be reseeded). The materials would include bark, sand for walking paths, siding posts or bricks to define walking areas, weed control plastic sheeting, (57 yards of material approximately \$3,248.43 plus cost of delivery and tax plus 12 rolls of weed control plastic approximately \$1,140 plus tax). Labor to complete this project would be all volunteers. This cost does not include refurbishing the lawn area in the parking lot.
4. Plant Native Plants: Top ten native plants California fuchsia, Western redbud, Coyote mint, Toyon, Dwarf coyote brush, Silver bush lupine, Sticky monkeyflower, Cleveland sage, Holly grapes, Deer grass... Deer resistant, drought tolerant. Approximate cost: 4 of each plant \$388. Planting and maintenance would be completed by volunteers.
5. Install marketing kiosks and marketing materials kiosks. Outdoor weather resistant kiosks are approximately \$2,169 not including shipping/handling or tax.
6. Picnic Tables – Made from recycled plastic, weather resistant are approximately \$920 per table not including shipping/handling and tax.
7. Maintain Area: The area as outlined in this document would be a low maintenance area. It would be maintained by our community volunteers.

Additional improvements to the area could include:

- a. Complete landscaping along the roadsides as one enters El Dorado County via Cool on 193 and either side of 49 from the stop sign. Could be zero scape landscaping so as to not require water. The Cool Fire Department has already been involved and helpful.
- b. Create a defined a path from the back side of the Cool fire house to the new bike trail in Cool would be good...which perhaps merely requires some paint and DG.
- c. Create a simple smaller sign matching the new “Cool” sign on the back side of the Cool fire house with a QR code linking to a website with a list of all the good things in Cool and the Adventure Loop and El Dorado County.

PHASE II – B: Erect up to 10 “Adventure Point” directional signs directing visitors to local points of interest (Exhibit 4)

Cost per sign up to: \$825 per sign

Total cost for up to 10 directional signs: \$8,250

Estimate information: Spot-On-Signs provided an initial estimate for the “Adventure Point” signs.

Phase II-C: Marketing Strategy \$3,000-\$5,000

Effective marketing is important to the success of any endeavor which seeks to draw customers and visitors. The marketing strategy will include a powerful website which draws the visitor to the area. Effectively ‘brand’ the attraction and distinguish the area apart from other visitor serving destinations.

- “Thanks to improved technology and better understanding, companies realize they must identify their target customers to focus messages, segment customers into markets to deliver customized messages for each, and research markets to deliver behavior-inducing responses.”
- “Customer retention is such an important marketing principle that many 21st century business marketing strategies center on this concept of building and maintaining relationships. Relationship marketing, loyalty marketing, database marketing, and permission marketing are just a few customer retention-specific business processes. Emergence of technologies including databases and related data warehousing, data mining, and electronic data integration processes have given rise to even more emphasis on these customer retention processes that link customer relationship building with technology. Companies collect as much data as possible about customers, analyze it to build stronger awareness of top customers (in terms of value), and market and sell with more efficiency to them.”

From www.ehow.com

Briefly describe the event/project/organization for which funds are being requested:

The purpose of the project is to attract visitors to El Dorado County with an emphasis on an adventurous tour of the historical communities of Cool, Pilot Hill, Garden Valley, Georgetown and Greenwood. Visitors will be encouraged through the use of artistic signs to take an “*Adventure Loop*” with the consistent theme “**WHERE HISTORY MEETS ADVENTURE**”. This fun and educational tour will highlight recreational and natural resources, adventure and gold rush era history thereby promoting community pride and economic health.

One concept currently under consideration is to promote the “*Adventure Loop*” on the website and in promotional materials as a “TREASURE HUNT”. Visitors could be directed to the new Visitors Information ‘park’ in *Cool California!* and find their “*Adventure Loop*” instructions with a series of clues. They could be offered a reward or “prize” if they photographically document their self-guided tour by posing in front of the loop “*Adventure Loop*” community signs as well as various other locations along the route such as the California State Historical Markers distributed throughout the area. The locations could be changed from time to time to encourage visitors to come back for another adventurous treasure hunt. Upon completion of the tour the “prize” would be a discount on meals, items or services that will have been pre-arranged with local merchants. Additionally they could be offered the purchase of Tee-shirts, hats or other promotional materials for purchase through the website if they were willing to post their pictures publicly on social media, for example, Facebook. Posting their tour on Facebook is one way to greatly increase public awareness of the “*Adventure Loop*”. The promotional items would not be available to anyone who had not completed the loop tour and showed photographic evidence. We feel this will bring in visitors to the area to enjoy the loop tour and the merchants will benefit with additional patronage. The sale of promotional materials would fund maintenance of the website and create excitement among visitors.

If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.

The Divide Chamber of Commerce will be the operating organization responsible for the project. The project is spearheaded in a collaborative effort between the Divide Chamber of Commerce (representing the 5 communities of Cool, Pilot Hill, Garden Valley, Georgetown and Greenwood), along with local residents, merchants, civic and business leaders. Funds are administered through the El Dorado County Chamber of Commerce.

A team of individuals hereafter known as the “*Steering Committee*” will coordinate the project.

- Ken Calhoon: Past President of the Board of the Divide Chamber of Commerce, Current Director of the El Dorado County Chamber of Commerce, Active participant in CEDAC (Community and Economic Development Advisory Committee) and local business person.
- Linnea Marengo: Current President of the Divide Chamber of Commerce, Member of the Board of Directors of the El Dorado County Chamber of Commerce Agricultural Council, Member of the El Dorado County Agricultural Water Quality Management Corp, and participant in CEDAC (Community and Economic Development Advisory Committee), Founding Member Cool/Pilot Hill Fire Safe Council, and local business person.
- Lesa Dalthorp: owner of the Hindquarter Restaurant and Catering Service in Pilot Hill and Vice President for the Divide Chamber of Commerce, Founding Member Cool/Pilot Hill Fire Safe Council.

Briefly describe how Cultural and Community Development funds will be used, if awarded.

Phase I (completed) A. Already replaced the welcome in Cool (completed in 2013-2014 funding cycle)

1. Creating an awareness of the town as an early California historical site.
2. Representing El Dorado County as a destination point.
3. Signaling an entrance to an area with many attractions.

The location near the intersection of Highways 49 and 193 in *Cool California!* is a major intersection and considered one of the most heavily trafficked intersections in northern El Dorado County. This entrance to El Dorado County should reflect pride in North County and El Dorado County.

B. Four additional “*El Dorado County Adventure Loop*” community signs tying together the 5 historic commercial communities with a single consistent theme highlighting their western heritage, gold rush and mining history as well as marvelous natural resources. The 5 historic communities are Cool, Pilot Hill, Greenwood, Garden Valley and Georgetown. (Exhibits 1- 2) (2013-2014 funding cycle)

Phase IIA We seek funds to enhance the *Cool California!* **Visitor serving area** around the Cool/El Dorado County Welcome sign with informational kiosks to advertise what El Dorado County offers to visitors and an inviting visitor serving area which encourages them to stop

Phase IIB We seek funds to erect up to 10 “**Adventure Point**” **directional signs** promoting the “*Adventure Loop*” theme and pointing visitors to area attractions. (Exhibit 3)

Phase IIC Develop a **Marketing Strategy and Website Development** for the El Dorado County Adventure Loop and *Cool California!* as a visitor serving destination and sole Northern entrance to El Dorado County.

Please note: Every car coming out of Auburn or every car coming off Highway 80 to any other point in El Dorado County must stop at this intersection in Cool. Therefore, *Cool California!* should be a showcase for El Dorado County - it is the only Gateway to El Dorado County from Highway 80. (Exhibit 1)

When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:

Estimated completion dates

- A. Complete *Cool California!* **Community Visitors’ ‘Park’**. Completion dates pending approval and funding. Would be completed 9 months after funding. We have already begun discussions with the Georgetown Divide Recreational District on property land maintenance. Merchants (aided by the Cool Fire Department) have already spent days removing start thistle, removing 5 foot tall weeds, and removing

dead bushes. An architectural plan has been designed by J. Morgan, a Georgetown architect as a volunteer donation (Exhibit 3). The Divide Garden Club has donated money for native plants. We would need to work with the Bureau of Land Management and the Cool fire department.

- B. Placement of up to 10 **“El Dorado County Adventure Point” directional Signs.** Completion dates pending approval and funding. Anticipate completion within 9 months of funding.
- C. **Marketing Strategy and Website Development.** Estimate 9 months.

PROCESS:

The Steering Committee will create a preliminary design for Up to 10 “El Dorado County Adventure” directional signs and the community park for visitors and will manage creation of a marketing strategy. This will all be done under the purview of the Divide Chamber of Commerce and funds administered through the El Dorado County Chamber of Commerce.

1. PLACEMENT: The Steering Committee will recommend optimum placement of each sign and the plan for the visitor serving ‘park’.
2. PERMITS: The Steering Committee will assure all applicable County and Caltrans permits, regulations, and directives are met and work with necessary organizations, including the Bureau of Land Management and Cool fire station officers.
3. BIDDING: The Steering Committee will solicit bids from qualified contractors if appropriate.
4. CONSENSUS: The Steering Committee will assure there is general consensus among the community.
5. FUNDING: The Steering Committee will oversee funding and distribution of funds.

Funds will all be administered through the El Dorado County Chamber of Commerce, a 501C3 (non-profit) corporation.

The *Steering Committee* comprised of Ken Calhoon, Linnea Marengo, and Lesa Dalthorp will oversee the following tasks:

- Monitoring activities
- Managing the budget
- Administration
- Reporting to interested parties including the Divide Chamber of Commerce as well as any merchant, civic and government organizations involved in the project.

What is the target market for the advertising/promotional efforts and how will this target market be reached (pleased include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):

Visitors entering North El Dorado County are the target market. Collaborative efforts will include the El Dorado County Visitors Authority, the Visitors Information Center in Cool, the El Dorado County Chamber of Commerce, and other visitor serving organizations such as the Farm Trails.

Additionally, an “*Adventure Loop*” brochure has been developed by the Divide Chamber of Commerce. The brochure is a professionally designed publication geared towards visitors new to the area with a map on one side and a detailed description of area businesses, parks and points of interest. The brochure & map guides visitors around the “*Adventure*

Loop” through the towns of Cool, Pilot Hill, Garden Valley, Georgetown, Greenwood, Coloma and other places of local interest and into other visitor serving areas of El Dorado County.

The El Dorado County Adventure Loop website will be further developed to encourage visitors to the area.

The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.

Our proposal will increase tourism and economic opportunities for the Divide and El Dorado County. It is anticipated the “Adventure Loop” experience will be heavily promoted to the media and be jointly promoted with the El Dorado County Visitors Authority, the Chambers of Commerce, the California Welcome Center in El Dorado Hills and other visitor serving organizations. Our expectation is the Adventure Loop will pull visitors travelling on Highway 80 who would otherwise not enter El Dorado County at all. Additionally we will encourage local shops and businesses in North El Dorado County to display placards promoting the “Adventure Loop”. The project has already begun to strengthen community spirit by unifying many individuals and businesses and community organizations as we meet to discuss the project. Volunteer support continues to be offered as we move forward.

Phase I (completed 2013-14)

- A. The Replacement of Cool Gateway Sign. (Exhibits 1A-D) encourages tourism, agriculture and economic development because the Cool Welcome Sign:
- Begins to capitalize on the name of *Cool California!*
 - Welcomes visitors with a pleasant greeting; informing them they are entering “El Dorado County.” The backside of the sign as one departs reads: “Have a Cool Day!” (See Exhibit 1B)
 - Serves as a unique photo opportunity for tourists standing next to the “*coolest*” town sign in California and likely posted on thousands of Facebook pages, web sites and digital photo albums. (Exhibit 1C)
- B. Four additional welcome signs in historic towns of North County. These signs define the community, inform the visitor of their location and guide them on the El Dorado County Adventure Loop, encouraging them to stop and shop. (See Exhibit 2)

Phase II – 2014-2015

1. “Adventure Point” directional signs encourage tourism, agriculture and economic development. The “Adventure Loop” with directional “Adventure Point” signs is a self-guided experience of El Dorado County’s Gold Country. The tour allows the visitor to travel with confidence stopping along the way to visit places of interest. The tour enhances the County’s existing outreach programs and offers another experience to visitors who come to our County for recreation, touring, wine tasting and rafting.

A – The “Adventure Loop” is designed to attract tourists who otherwise would not be drawn to our area or would pass through without stopping, unaware of what the area actually has to offer. The North County communities should be viewed as a destination and as places of historical interest and fantastic natural resources, not to mention the location of many commercials and feature films. Rather than traveling directly through the North County Region, visitors will be encouraged to take the “Adventure Loop”,

traveling along Highway 49, Highway 193 and other scenic rural roads through the communities of Cool, Pilot Hill, Garden Valley, Greenwood and Georgetown.

Along the way visitors will discover the scenic beauty our rural north county has to offer and will stop and spend money at local businesses. They will be directed by the Adventure Loop Tour brochure and the website www.adventurelooptour.com pointing out places of historical and cultural interest, and showcasing local businesses of interest to visitors. The Adventure Loop will be a fun treasure hunt of discovery which visitors will tell their friends and neighbors about, who will then want to visit the region themselves. (Exhibit 7)

B –Just as the Farm Trail signs and the winery signs point the way to local wineries & farms, the “*Adventure Loop*” directional signs will point the way to highlighted community features, such as historical sites, natural resources, and places of cultural value. Visitors will discover the secrets of the North County Gold Country such as hiking and equestrian trails and other recreational opportunities. (Exhibit 4)

C – Additionally some directional signs may be privately funded by local merchants to point visitors to local businesses offering food, lodging or shopping in our historic towns similar to the signs directing visitors to local wineries or Farm Trails enterprises. These directional signs will create a more consistent and attractive alternative to the lack of uniformity currently exhibited in the area.

2. Improving the entrance to El Dorado County with a pleasing visitor serving park like environment helps draw visitors to the local area and the entire County. They can stop in the ‘park-like’ environment and learn what more El Dorado County has to offer.
3. Marketing Strategy and Website Development: You can build a great car, but if no one knows about it, they won’t know to purchase the car. Once you have developed your product (the El Dorado County Adventure Loop, for example), the spending public needs to be informed of its existence. A marketing strategy with excellent website design is now necessary.

What benefit is expected from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:

By implementing a North County Community Program and promoting the “*El Dorado County Adventure Loop*”, we will bring tourists to a relatively undiscovered area of northern El Dorado County. The effectiveness can be measured by visitors to the website, and increases in the capture of additional Transient Occupancy Tax and sales tax.

There are many reasons why the replacement of the outdated Cool sign and even a subsequent possible erection of a larger monument sign is important in *Cool California!*.

- For thousands of visitors, *Cool California!* is their first impression of El Dorado County.
- *Cool California!* is the entrance to El Dorado County with 8,000 vehicles a day traveling into the town along Highway 49.
- New travelers approach the entrance to Cool with some apprehension because driving the canyon can be intimidating for first time drivers who are uncertain of what to expect.
- A gateway sign stating “Welcome to Cool, California: Gateway to El Dorado County” identifies where they are.
- Additionally, posing next to a sign that reads “Cool California” will likely be a favorite local photo opportunity, encouraging people to stop and shop in *Cool California!*. (Exhibit 1C) Note that the current CalTrans sign is already a photo opportunity regrettably located in an unsafe location on Highway 49 where cars pull off the

road in the encroachment of Highway 49 to get the picture. A “*Cool California!* Commerce Walk” would enhance the area for tourists (Exhibit 6).

- “Established in 1885” is educational and historical.
- A slogan including the word “adventure” encourages visitors to explore the area and to “stop, shop and play”.
- Cool is more than a town. We live, work and play in a **cool** place.
- *Cool California!* is a Gateway to what the locals call “the Divide” as well as El Dorado County.

Visitors come to North County for:

- Hiking, biking and whitewater rafting.
- World class endurance competitions such as the Tevis Cup 100 mile race and the Western States Endurance Run as well as the “Way To Cool 50K” going on its 24th year.
- Equestrian & hiking trails such as the Cronan Ranch Regional Park, the Olmstead Loop and Dru Barner Recreation Area.
- Boating and camping at the Peninsula Campground in Pilot Hill on Folsom Lake.
- Visiting historical sites like Marshall Gold Discovery Park, No Hands Bridge, The Bailey House and Georgetown.
- The Rubicon Trial, a 22 mile long route and home of the famous Jeepers Jamboree event.
- Wine tasting at Hart2Hart winery in Pilot Hill, Jose Wine Cave’s and Rome Valley Vineyards in Garden Valley as well as Gold Hill Winery and David Girard Winery in the Gold Hill area.
- Site-seeing on our spectacular rural roads.
- Visitors also come to our area to look us over as a future place to live because we offer less congestion, good schools, a low crime rate, affordable Housing, recreational activities and a rural Lifestyle.

How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:

The replacement of the Cool Gateway sign already reads “*GATEWAY TO NORTHERN EL DORADO COUNTY*”. All “*Adventure Loop Tour*” directional signs will display the words (or similar wording) “El Dorado County Adventure Loop” and/or can display the county seal or whatever the County should prefer . We recognize there is a draft sign ordinance under review now.

Please provide any information on sponsorships for this event/project/organization:

The project is being spearheaded in a collaborative effort between the Divide Chamber of Commerce (representing the 5 communities) along with local residents, merchants, civic and business leaders as well as local community organizations. In addition to lead sponsorship by the Divide Chamber of Commerce, more than \$3,500 has already been committed privately. The El Dorado County Chamber of Commerce administers the funds.

If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:

- A. Hundreds of volunteer hours already gone into this effort including meetings with local merchants, county planners, local Chambers of Commerce and civic organizations.
- A *Visitors Information Center* has been established in Cool located in a lobby at the corner of Highway 49 and Highway 193. The Center has numerous rack cards, brochures and publications highlighting North County points of interest as well as local businesses that would be of interest to visitors. So far the Visitors Information Center has been and will continue to be privately funded.

- A privately funded brochure directing visitors to North County was published and distributed at the “I Love Film” event put on by the El Dorado County Chamber Of Commerce. Remaining copies of the updated brochure are available to visitors at the Cool, CA Visitors Information Center and in local businesses.
 - The Divide Chamber of Commerce produced the “Adventure Loop” brochure which consists of a map and description of the area including local businesses and points of historical interest. The next (third) revision is presently underway by the Divide Chamber of Commerce.
 - Meetings with local merchants soliciting their input have taken days of effort.
 - Several days of cleanup work by local merchants and the Cool fire department has occurred already around the Cool Welcome Sign and more is needed.
 - Local merchant and community groups have been involved in the creation and placement of the community welcome signs, including the Georgetown Rotary Club, the Greenwood Civic Organization, and the Garden Valley Community Association.
 - Countless volunteer hours have been spent on the preliminary designs for the signs, developing the concept of the “Adventure Loop”, marketing the Adventure Loop in major advertising materials, and preparing this application for funding.
 - Funds for the website www.adventurelooptour.com have been approved by the Board of the Divide Chamber of Commerce. Volunteer assistance has been provided and the website can still be further developed.
- B. Private funds have been allocated to marketing the Adventure Loop in several major publications.
- C. The Divide Chamber of Commerce has committed funds for the Adventure Loop brochure and the Adventure Loop Tour website. During calendar year 2014, the Divide Chamber spent \$2,500 on the Adventure Loop brochure and is presently revising the brochure for year 2015.
- D. The Divide Garden Club donated \$350 for native plants in the Cool ‘park’.

HISTORY OF EVENT/PROJECT/ORGANIZATON

How long has this event/project/organization been in operation:

The need to replace the decrepit existing sign in Cool (every one’s first entrance into El Dorado County from the North), as well as the desire to create a cohesive community identity, increase tourism, and revive the area have all been under discussion for several years. The concept of a regional community sign program promoting the “Adventure Loop” experience had already been discussed and was under development when a formal “steering committee” was formed to implement the project in January of 2013. The Adventure Loop has been in ‘operation for over 2 years now.

What is the overall attendance (past and future anticipated) of the event/project/organization:

We anticipate increased tourism to the area due to the concept of the community signs and “Adventure Loop Tour” experience. We also anticipate the “Adventure Loop” will result in increased tourism to other parts of El Dorado County. Our merchants report increased sales and know this when shoppers enter their stores carrying the Adventure Loop brochure. Visitors have already been observed taking photos of the welcome sign in Cool and merchants continue to ask for more El Dorado County Adventure Loop brochures to distribute to visitors.

Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.

Yes, \$5,000 was received in Cultural and Community Development funds from El Dorado County. We have committed those funds very carefully and have accomplished more than we proposed to accomplish during 2013-14. We not only

replaced the old Cool welcome sign, but we have also developed four additional welcome signs working with local organizations and leadership in Garden Valley, Greenwood, and Pilot Hill. We surpassed our commitment for the utilization of these funds and believe we have proven excellent fiscal management.

BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the advertising and promotion of the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the Advertising Funds being requested that have not yet been approved). The revenues and expenses listed here should only be related to advertising expenses.

We recognize a marketing plan would be beneficial. A professional marketing strategy, including professional development of the El Dorado County Adventure Loop, would require \$3,000-5,000.

Additionally, please include a copy of the Prior Year Financial Statements (or most recent available) as well as a copy of the budget for the event or organization for which funds are requested. (If upcoming budget is not available, include most recent available.)

The El Dorado County Chamber of Commerce administers the funds and has financial statements.

Revenue for event/project:

2.) Funding/Contributions:

\$3,500 in private funds were spent in 2014 on marketing materials/magazine ads featuring the Adventure Loop. The Divide Chamber of Commerce paid for the Adventure Loop brochure (\$2500) and the Adventure Loop domain (\$85).

2.) Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):

This is not applicable to our project.

3.) Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

See above.

2.) Expenditures for advertising and promotions (should correlate with revenue sources stated above):

\$2500 expenditure paid by the Divide Chamber of Commerce for the Adventure Loop Tour brochure. \$85 paid by the Divide Chamber of Commerce for the Adventure Loop Tour website.

DIAGRAMS & MAPS:

Exhibit 1A-D Welcome to Cool/Gateway to El Dorado County sign. The sign is designed to welcome visitors to the area and alert them they have "arrived" in Cool, California and El Dorado County. The sign serves as a photo opportunity for visitors which in itself will bring notoriety to the area and thereby promote tourism.

Exhibit 2 Georgetown Welcome Sign – example of Community welcome signs throughout the 4 additional local communities of Pilot Hill, Garden Valley, Greenwood & Georgetown. The adventure signs are designed to promote the new “Adventure Loop” experience this region wishes to offer visitors.

Exhibit 3: Cool visitor serving plot sketch by architect J. Morgan.

Exhibit 4: Adventure Loop directional sign draft sample.

Exhibit 5: Petition signed by many local merchants endorsing the program.

Exhibit 6: Photograph outlining a proposed “Cool Commerce Walk” that is currently under consideration in the town of Cool. This walk is part of the beautification and walkability program for the town of Cool.

Exhibit 7: Map of the local area showing the location of the five communities on the “El Dorado County Adventure Loop” from the Adventure Loop brochure.

Exhibit 8: Display of merchant signs on Highway 193.

Exhibit 9: Cool California sign which was replaced in Phase I.

SUBMISSION

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge.

Signature: _____ Date: ___November 19, 2014_____

Title: _____Linnea Marengo, President, Divide Chamber of Commerce_____

Applicant Organization_____Divide Chamber of Commerce_____

**Return Grant Application to:
Chief Administrative Office**

SUBMISSION

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge.

Signature: Linnea Marengo Date: ___November 19, 2014_____

Title: _____Linnea Marengo, President, Divide Chamber of Commerce_____

Applicant Organization_____Divide Chamber of Commerce_____

**Return Grant Application to:
Chief Administrative Office**

Exhibit 1A

Welcome to Cool/Gateway to El Dorado County sign dedication ceremony



Cool sign dedication ceremony with (left to right) DCOC Board member Sol Davis, Divide Chamber of Commerce Vice President Michael Ranalli, Supervisor Briggs District IV, Divide Chamber President Linnea Marengo, Divide Chamber Board Member Tommy Basham, and El Dorado County Long Range Planner Shawna Purvines.

Exhibit 1B

View as one departs El Dorado County and Cool.



Exhibit 1C

Visitors from Bay Area taking photo of Cool welcome sign on November 8, 2014. When asked, he explained this photo will serve as his Christmas card photo and they will also send photo to their local Alameda newspaper which publishes photos taken in the sun around different areas to visit. After taking their photos, they went to a local restaurant to have lunch in Cool near the sign. A nice ride to El Dorado County from the Bay Area on a sunny day.



Exhibit 1D

Another photo, 11/8/14, you can see two more sets of people walking through the 'park to be' area. One, a mother wheeling her young child in an infant carrier, and two, a father and his daughter walking in the other direction. You can also see the photograph still being taken by the motorcyclist who wants the photo of him and his motorcycle for his Christmas card. Right now, all of this is taking place on wet, uneven ground. In the spring/summer, this area - unless treated - will be nothing but painful star thistle and as such, won't be walkable. Just behind the merchant buildings, is Auburn State Recreation area, with many visiting horseback riders and their trailers, hikers, and joggers parking right there. International races occur every year right there.



Exhibit 2

Georgetown Community Welcome Sign



Exhibit 3

Cool Visitor 'Park' plot sketch donated by architect J. Morgan

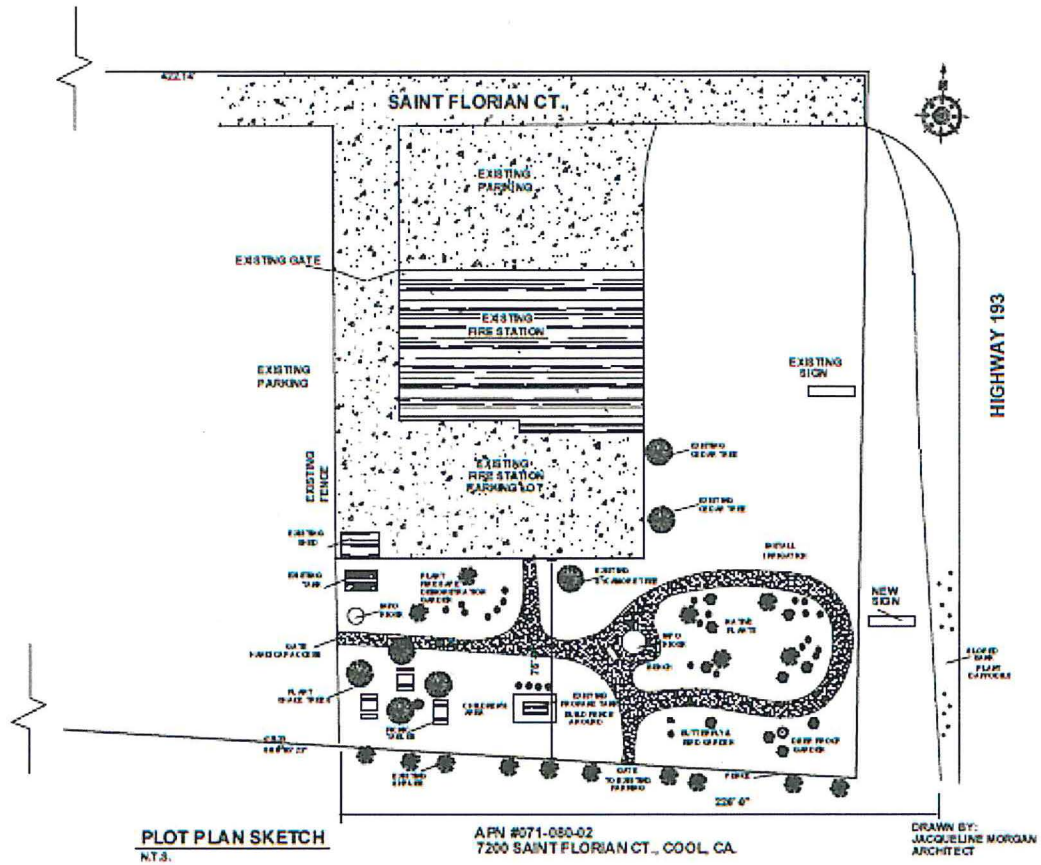


Exhibit 4

A prototype of an "El Dorado County Adventure Loop" directional sign similar to those erected in the County for area wineries.

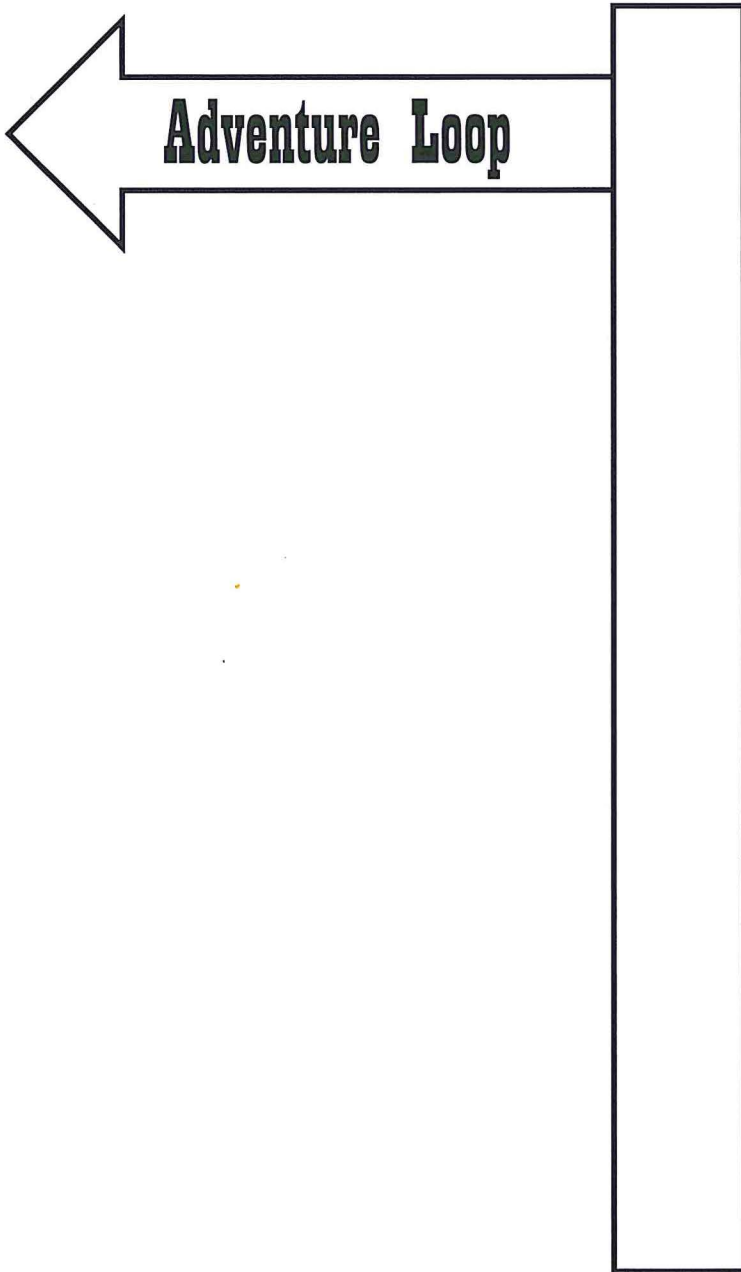


Exhibit 5

The petition signed by many local merchants endorsing the program in 2013.

The Petition states: "We, the Business owners listed below support the proposal to the County to request funding for a Gateway sign for Cool, Community signage for Cool, Greenwood, Garden Valley, Georgetown and Pilot Hill and the installation of a safe walking path through Cool and a Hiking, Biking, Horseback Riding Path and Signage to Pilot Hill."

Merchants who have signed to date include:


American River Grill
Cool Animal Hospital
Cool Beer Works
Cool Feed and Ranch Supplies
Cool Fitness
Cool Florist and Gifts
Cool General Store
Cork and Fork Restaurant
Divide Supply (ACE)
Hindquarter House
Personalize It
Scott's Automotive
Timberline Realty
Milestone
Cool Learning Center
Naturally Cool Coffee
Enchanted April Inn
Penobscot Ranch

We also met with the Cool Pilot Hill Advisory Committee and they are in support of the project.

Exhibit 6

Outline of a proposed "Cool California! Commerce Walk". This walk would be part of our beautification and commercial walkability program for the town of Cool.

Cool Walk.....



Community Sign

To Post Signs (Hazes, Bike Paths)

Bike Paths

Google earth

Scope of Work

- Cool Walk - Red Trail from Ormstead Loop parking to Holiday Market
- Greening Downtown Cool
- Community Sign Program

Stakeholders

- Public - BLM, CA Trans, County, Fire, GFUD, State Parks, Parks District
- Private - 2-4 Land Owners, Cool/Placita Merchants Association (Approx 20)

Resources

- Public - County Community Development Funding, CA Trans Planning Grant, EDC Planning Grant, SACOG Planning Grant, Minter-Hemish Design, Parks and Rec.
- Private - Land Owners, Business, Wells Fargo

Exhibit 7

Maps of the local area showing the location of the five communities of Cool, Pilot Hill, Garden Valley, Georgetown and Greenwood in the "El Dorado County Adventure Loop" brochure published by the Divide Chamber of Commerce. The Divide Chamber of Commerce and local merchants continue to update the Adventure Loop brochure. See progressive versions below.

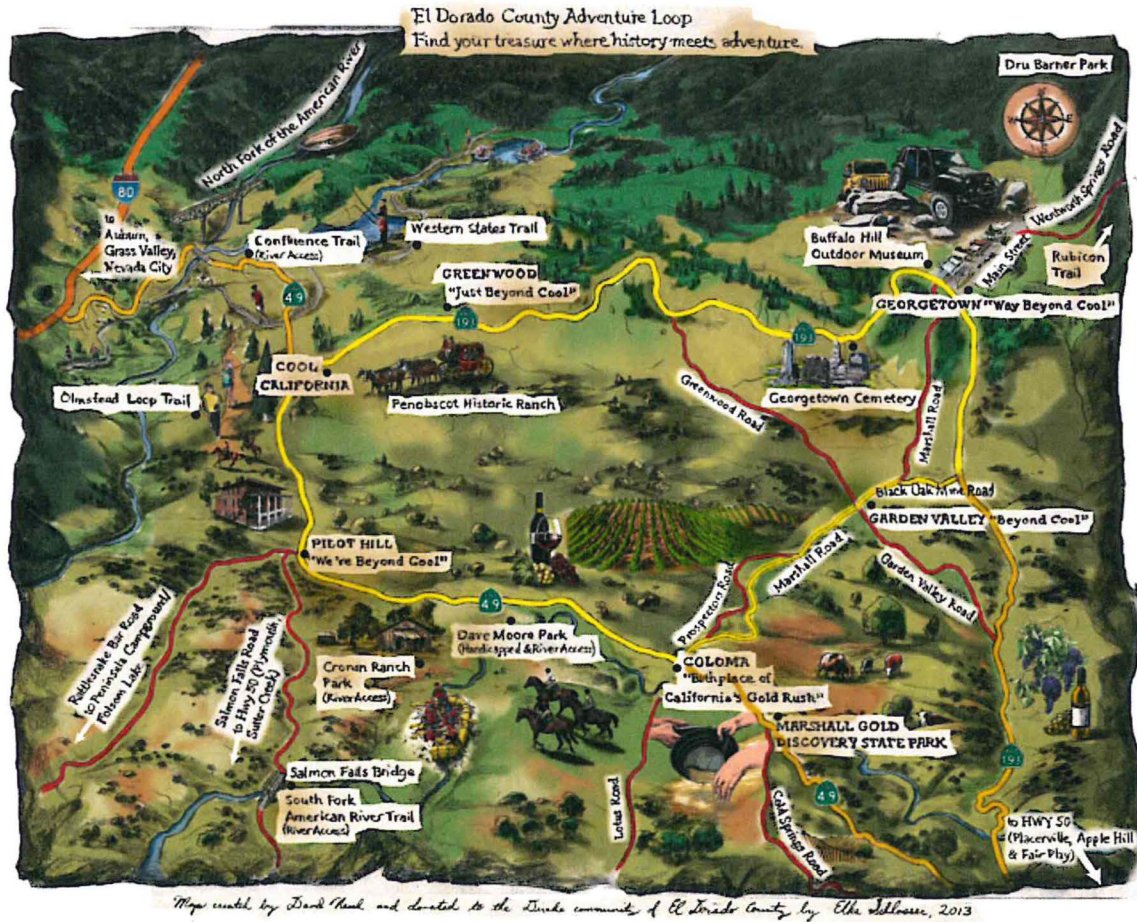
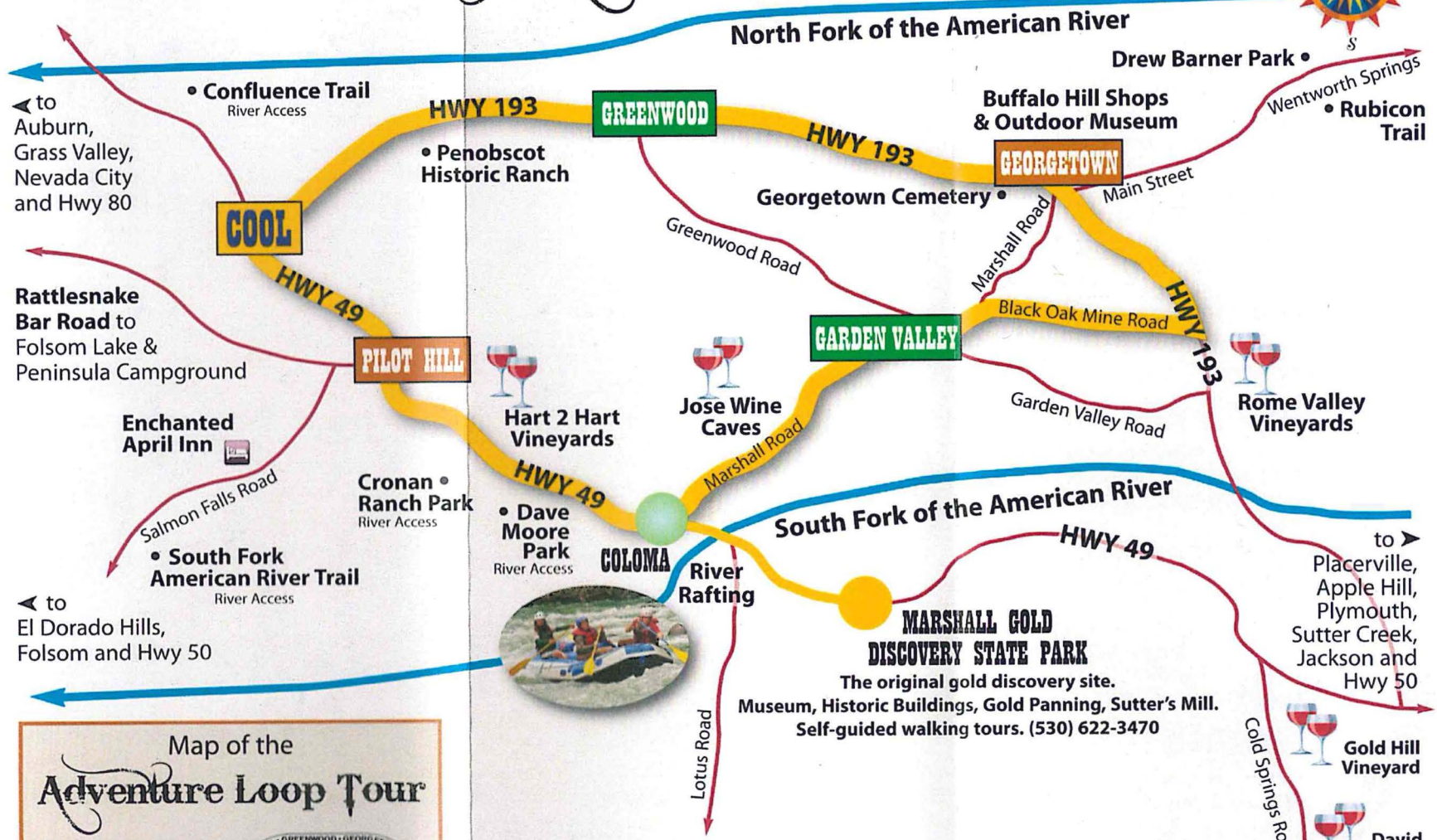
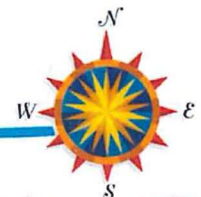


Figure 1 Current/2014

El Dorado County Adventure Loop Tour



Map of the
Adventure Loop Tour

Brought to you by
The Divide Chamber of Commerce

visit
www.adventurelooptour.com
www.dividechamber.com

Find your treasure!

Where History meets Adventure!

Map not to scale.

Figure 2 Prior Version 2013

Exhibit 8

Cool California and example of current signs on Highway 49 as people drive into Cool and El Dorado County. A kiosk in the visitor serving area near the Cool Welcome sign could help clean this up.



Exhibit 9

Cool California sign which was replaced in Phase I during 2013-2014.



330 Fair Lane
Placerville, CA 95667
(530) 621-5650
(530) 622-3645 Fax



Ron Briggs
District IV

SUZANNE ALLEN DE SANCHEZ
Clerk of the Board

DATE: November 7, 2014

TO: Cultural and Community Development, Grant Review Committee

FROM: Supervisor Ron Briggs, District IV

RE: SUPPORT – **Cool California!** Community Visitors' Park Proposal

I fully support the "**Cool California!** Community Visitors' Park" proposal submitted for Cultural and Community Development Grant Program funding consideration.

As part of their efforts to support the businesses and residents throughout the Georgetown Divide and north county communities within our County, the Divide Chamber of Commerce has developed a phased community and business promotion strategy that will expand their ability to promote the local businesses, encourage tourism and support the development of a community identity that unifies the communities within the north county region.

The Community of Cool is the entrance to the northern portion of our County and is our first opportunity to not just welcome visitors, but to encourage them to stay, explore and experience our great county. The Divide Chamber of Commerce's proposal to create a visitors' park in the area surrounding the "Welcome to Cool" sign is the next significant phase in the Chamber's proposed promotion strategy.

This park will encourage visitors and local residents to stop in Cool, visit local businesses and learn more about the recreational, specialty businesses and tourism opportunities that our county has to offer.

I respectfully request your strong consideration of the Divide Chamber of Commerce's proposal to create a visitors' park in Cool as it meets the criteria for proposals that promote and support the economic, tourism and community identification goals for the more rural communities within our County.

The communities within the northern portion of our County contributed greatly to our County's rich gold rush and mining history, they are ready now to contribute to our efforts to promote the business and tourism opportunities that exist throughout the County of El Dorado.



Still Finding Gold In El Dorado County

November 21, 2014

**El Dorado County
CAO Office of Economic Development
330 Fair Lane
Placerville, CA 95667**

RE: Divide Chamber of Commerce

This letter is to confirm our relationship with the Divide Chamber of Commerce in regard to their application for grant funding.

The El Dorado County Chamber of Commerce is a 501 C6 Corporation. EIN # 94-1328508. We understand that any funds awarded to their request will be delivered to the El Dorado County Chamber.

Respectfully submitted,

A handwritten signature in cursive script that reads "Laurel Brent Bumb".

**Laurel Brent-Bumb
Chief Executive Officer**

EL DORADO COUNTY CHAMBER OF COMMERCE

542 Main Street, Placerville, California 95667

(530) 621-5885 (800) 457-6279 Fax (530) 642-1624

14-1250 2G 30 of 31

Internal Revenue Service

Date: June 22, 2005

EL DORADO COUNTY CHAMBER OF COMMERCE
542 MAIN ST
PLACERVILLE CA 95667-5610 429

RECEIVED

JUN 27 2005

EDC CHAMBER
OF COMMERCE

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:

Ms Jackson 31-07417
CSR-Customer Srv. Representative

Toll Free Telephone Number:

8:30 a.m. to 5:30 p.m. ET
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

94-1328508

Dear Sir or Madam:

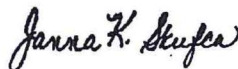
This is in response to your request of June 22, 2005 regarding your organization's tax-exempt status.

In November 1971 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(6) of the Internal Revenue Code.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services