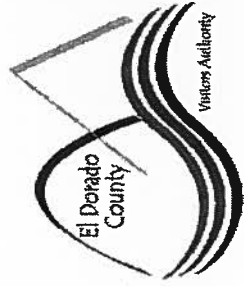


Experience El Dorado!



EXPERIENCE EL DORADO is a magazine-style, half-hour TV series with seed funding provided in part by El Dorado County Office of Economic Development and the El Dorado County Visitors Authority. Generous programming support has been provided by Red Hawk Casino and the El Dorado Winery Association. The show will promote El Dorado County as a destination recreation tourism locale while sustainably growing the local economy. **EXPERIENCE EL DORADO** will air monthly on KXTV Channel 10 (ABC) and feature the best of where to go and what to do in El Dorado County.

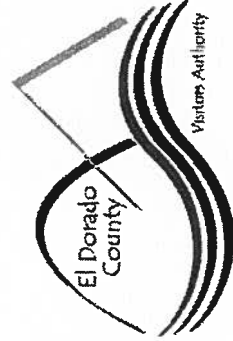




There are still
golden opportunities in
El Dorado County



metreshamber
SACRAMENTO METROPOLITAN
CHAMBER OF COMMERCE



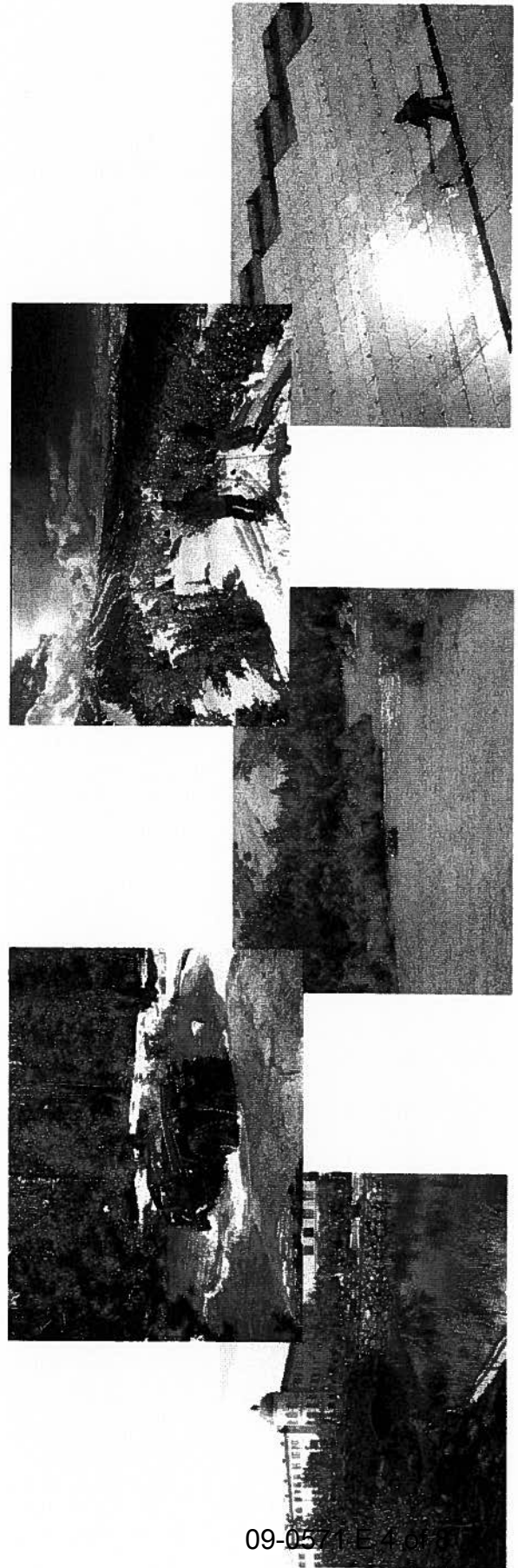


The Opportunity

Establish a regional, national and international destination branding and marketing campaign anchored by a half hour magazine style TV Show showcasing El Dorado County



El Dorado County: The Premiere Destination.
A great place to live, work and play





VIEW SLIDES



UPCOMING TEST

Placerville, CA
 Hourly data | 15 days | Videos

Clear
43° F
 Road/Fcft: 43° F
 Winds: SE at 5 mph

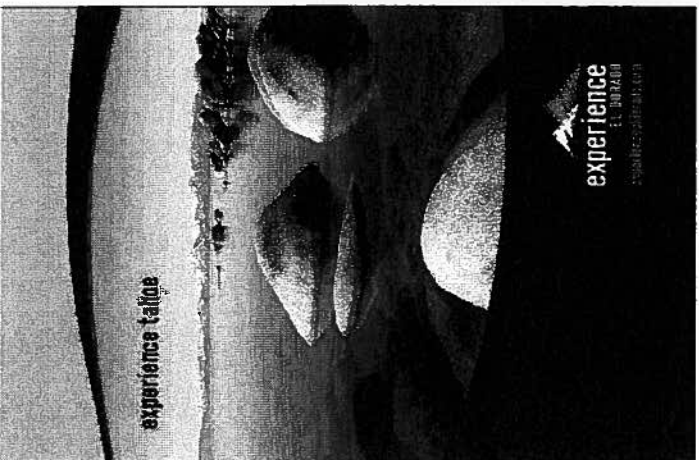
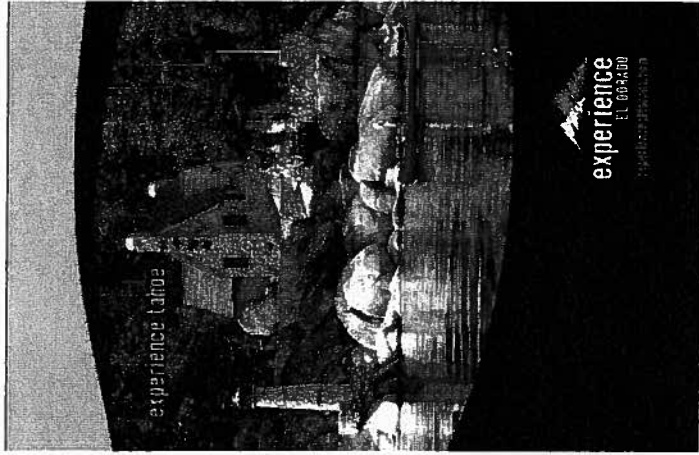
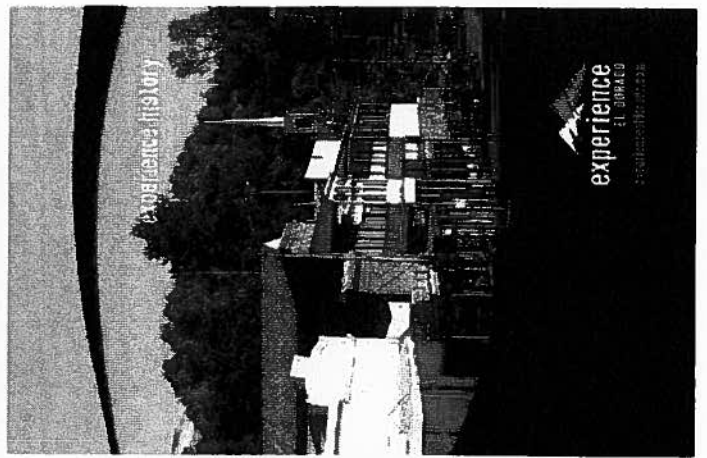
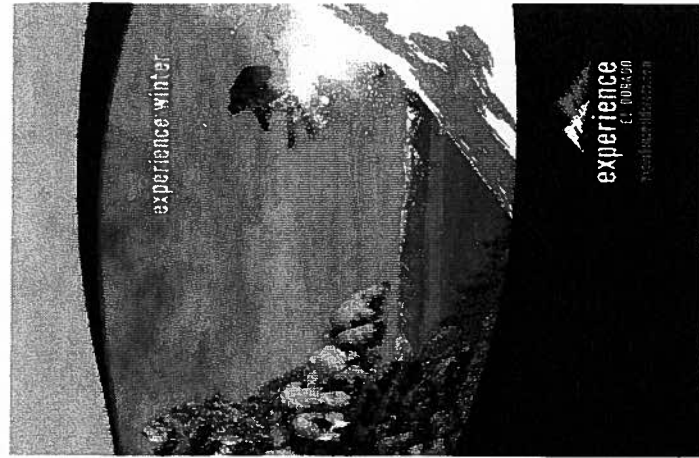
Tonight	Clear	High 60° Low 41°
Friday	Clear	High 60° Low 41°
Saturday	Clear	High 60° Low 41°

LATEST NEWS

- Behind the Scenes: The Crew**
 Ut posuere, sem sit amet dictum pharetra, eros ipsum elementum turpis, sit ...
- Winery Tour**
 Ut posuere, sem sit amet dictum pharetra, eros ipsum elementum turpis, sit ...
- Up Close: The Herita**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultrices con...
- Dining Reviews**
 Having out their teeth in a variety of earlier projects, the members of THE...

By becoming a member at Experience El Dorado you will receive regular email updates with the latest news and event alerts. Membership is free.

Username
 Password





Project Status

2 Episodes already produced

The Production Team Planning 10 More Episodes

Premiere Party at Red Hawk Casino - Date TBA

First Broadcast: Sunday July 5th, 5:00PM



Return on Investment

County Contributed \$70,000
Annual Show Budget \$750,000
... and created 20 jobs
\$680,000 in private funding being raised

Tourism represents \$630 Million in revenue
15.5 Million in Sales Tax