

COLOMA LOTUS AREA

Economic Impacts on El Dorado County



Elevate to El Dorado

A Great Place to Live, Work & Play

June 13, 2023

COLOMA LOTUS AREA CONTRIBUTIONS TO EL DORADO COUNTY'S ECONOMY

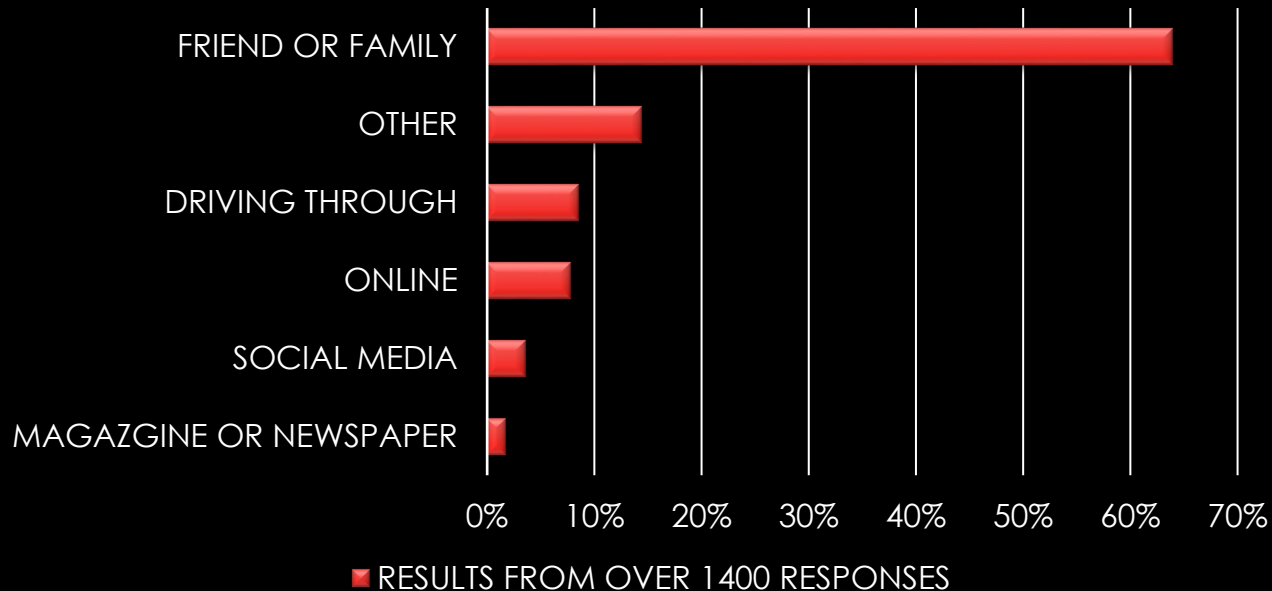
- Visitors who stayed more than one day spent \$1,000 - \$10,000 per trip, generating \$100,000 in local sales tax and TOT revenue in 2021, and \$500,000 from 2017-2022.

- Tourism and recreation are the main drivers for the local economy.

- Local businesses and residents rely on food services, retail, financial, and other personal and professional services present in the Coloma/Lotus area.

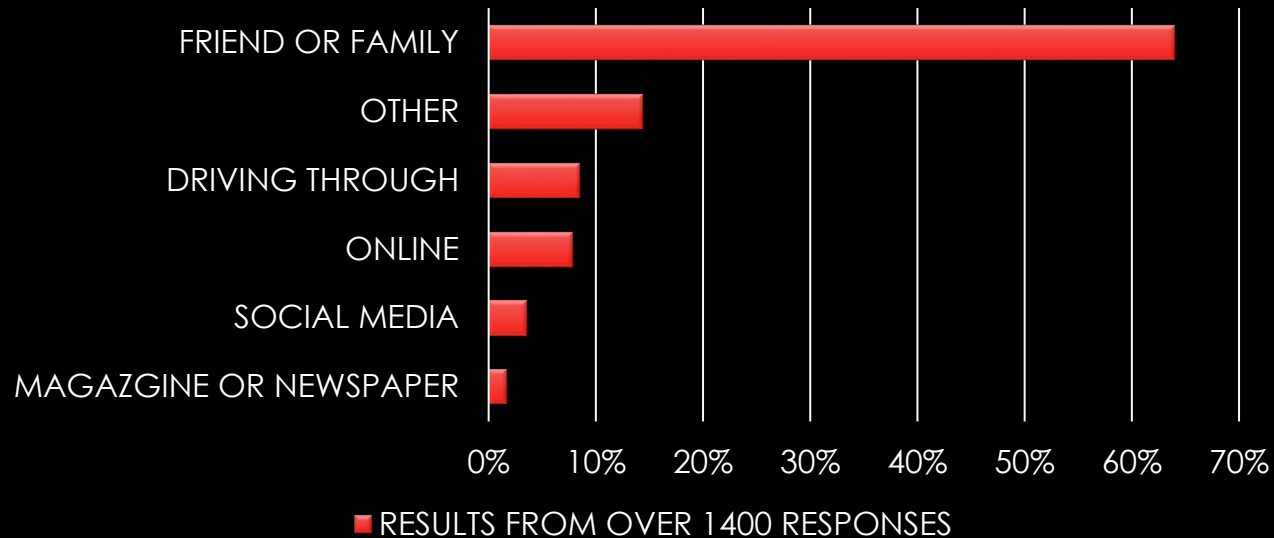
HOW DO VISITORS HEAR ABOUT THE AREA?

RESULTS FROM OVER 1400 RESPONSES



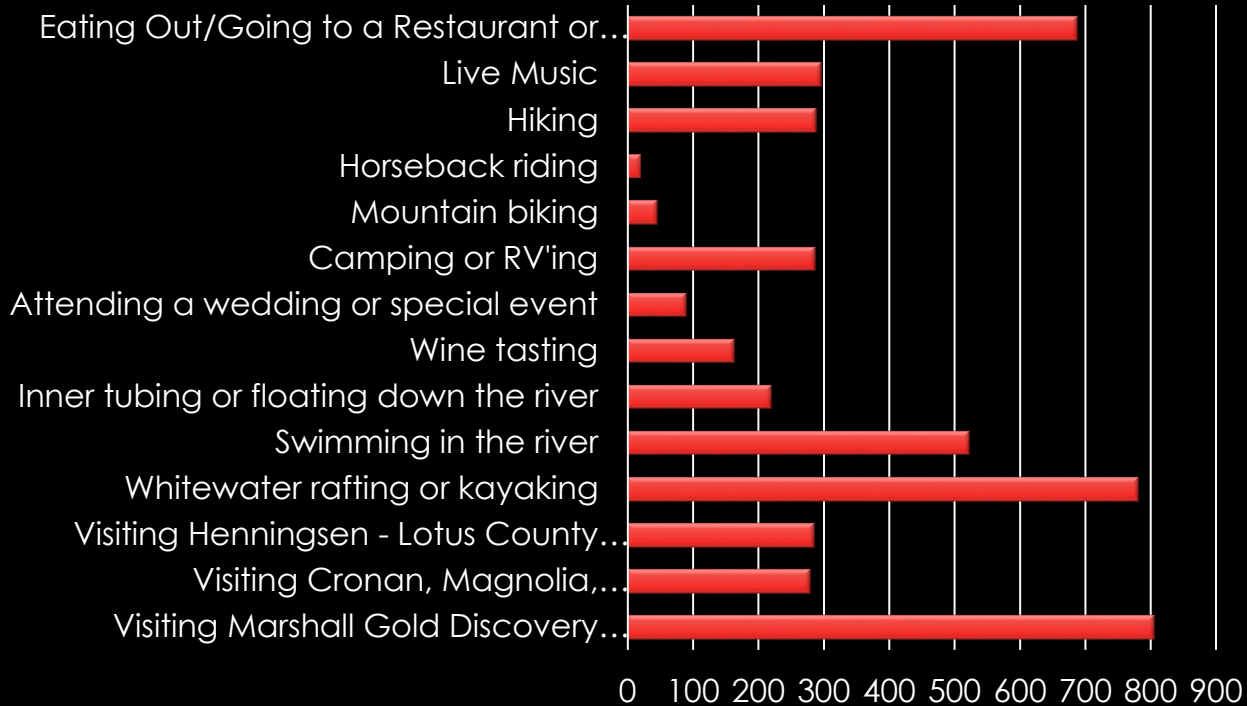
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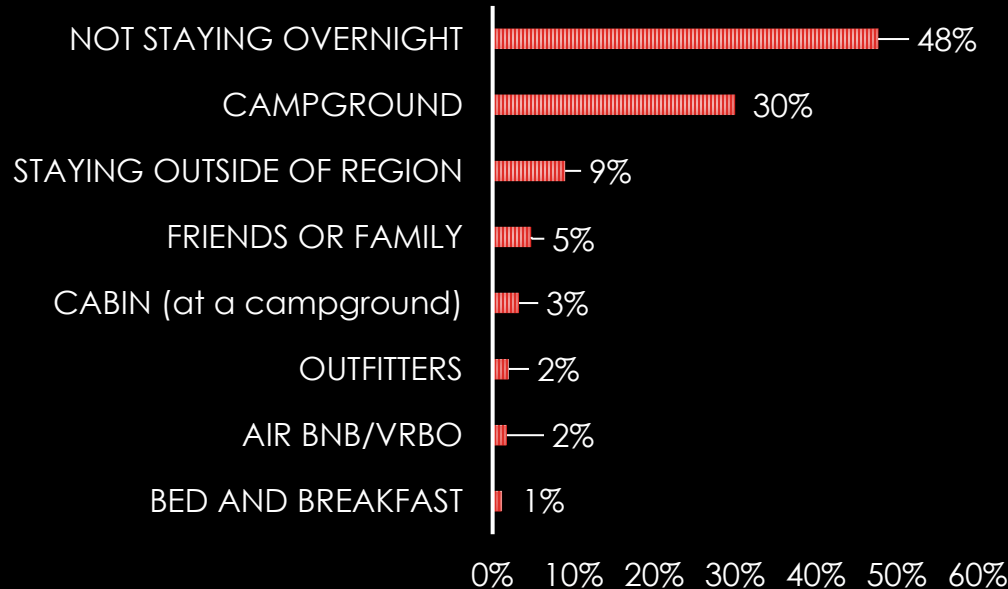
WHY DO VISITORS COME TO THE COLOMA LOTUS AREA?

Why Visitors Came to Coloma/Lotus

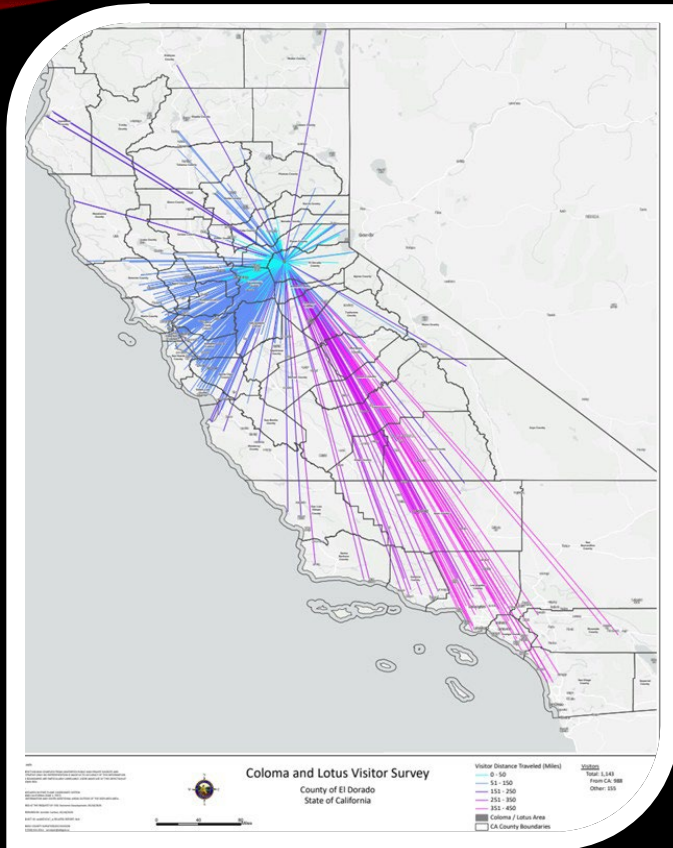


WHERE DO VISITORS STAY WHEN THEY COME TO THE COLOMA LOTUS AREA?

■ RESPONSES FROM SURVEYED VISITORS



WHERE ARE THE VISITORS COMING FROM?



Of the 1,400 people surveyed
1,143 disclosed their origin of
travel.

988 came from within California
with the majority coming from
Northern California

KEY TAKEAWAYS

GROSS REVENUE



KEY TAKEAWAYS

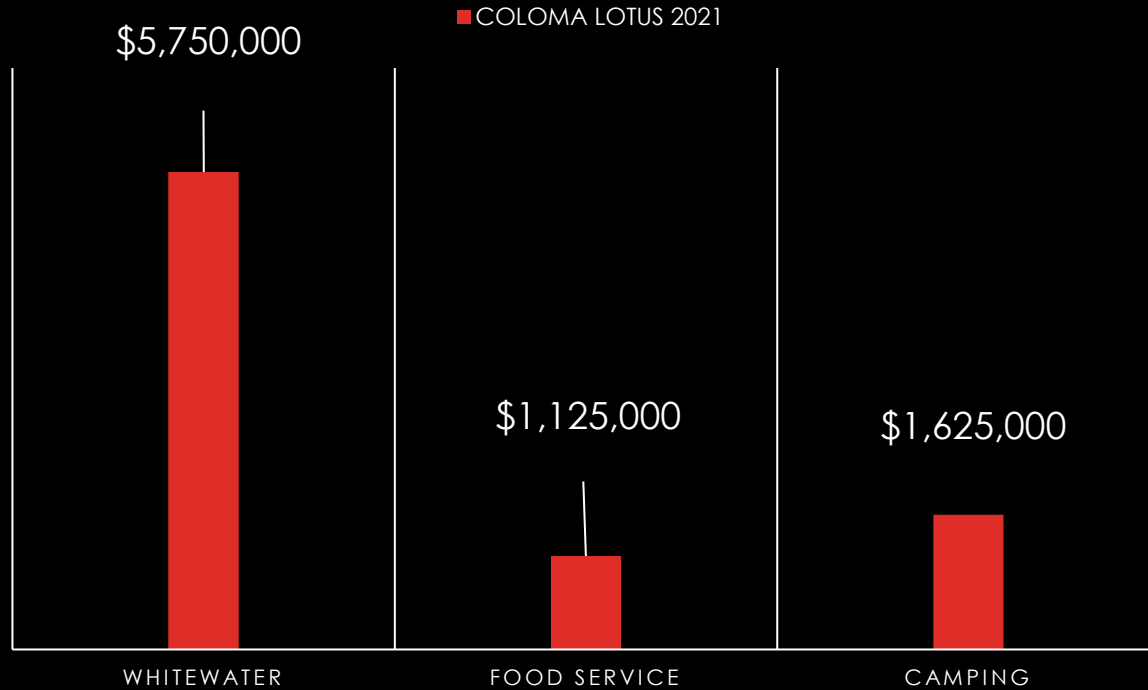
EMPLOYEE COUNT

■ COLOMA LOTUS 2021



KEY TAKEAWAYS

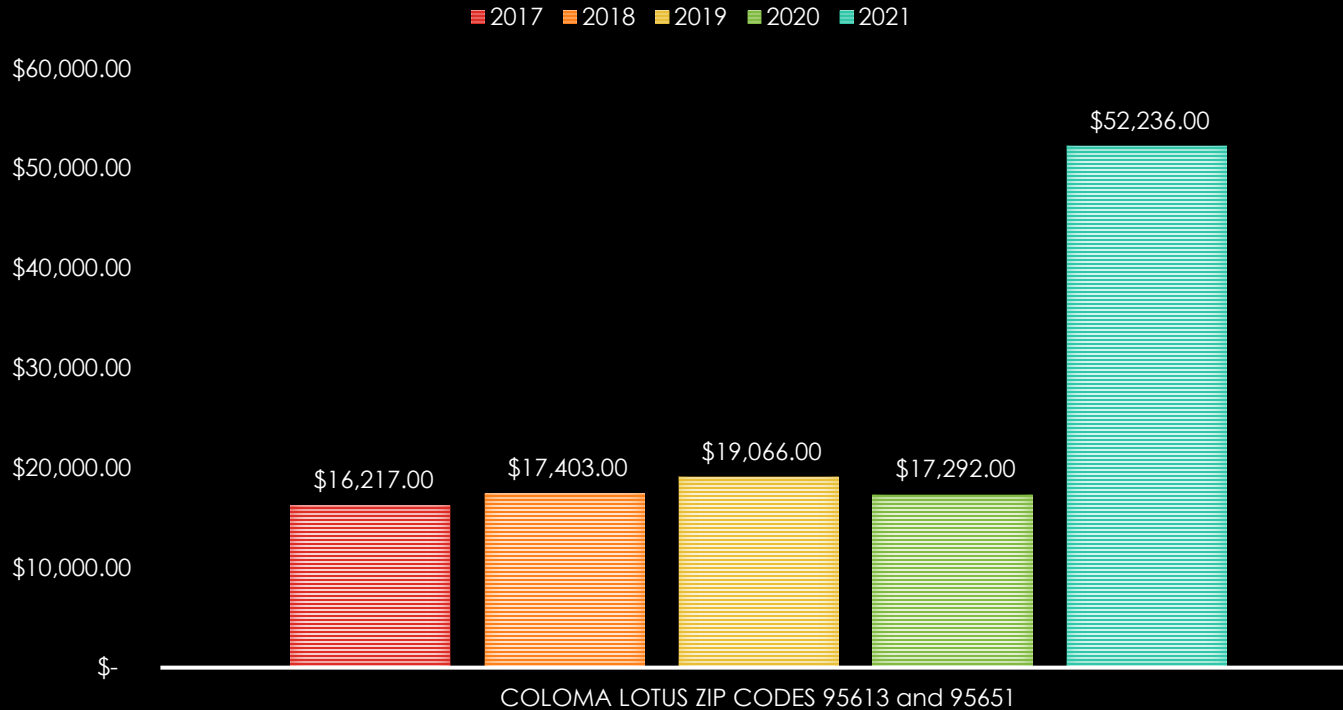
PAYROLL



TRANSIENT OCCUPANCY TAX



SALES TAX



GROSS PROPERTY TAX



WHY INVEST IN THE COLOMA LOTUS AREA?

- More than \$350,000 of TOT dollars between 2017 and 2020
- Year over year growth in TOT revenue before and during COVID
- Vibrant tourism and recreation industries cause a ripple effect on the County's economy
- Natural beauty, environmental, and historical significance
- Support local, small businesses



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