



California Welcome Center El Dorado Hills

Submitted by Debbie
23
at Board Hearing of 12.13.11

County Investment (TOT) = **\$94,420**

Return on Interest = **\$1,404,160***

CWC - **\$1,119,160**

Fireworks Jubilee - **\$330,000**
***(1/2 165,000)**

Art & Wine Affaire - **\$240,000**
***(1/2 \$120,000)**

+sales tax on \$100,000 of art sales

2010-2011 Numbers

Guest Visits - September 1, 2010-September 30, 2011

	Local	California	Other usa	Intl.	Total
September	419		254	167	840
October	657	171	294	117	1239
November	992	197	122	47	1358
December	3208	108	70	20	3406
January	252	118	81	12	463
February	449	263	84	11	812
March	279	183	117	47	626
April	279	177	158	65	679
May	297	198	172	83	750
June	419	248	415	99	1181
July	603	196	285	106	1190
August	228	157	279	112	776
September	268	127	408	198	1001
TOTAL					14,321

17,444 – 3,000 (santa pictures) = 14,444 guests

14,444 X \$15 per capita = \$216,660

10% stayed one additional night @ \$125

1444 X \$125 = \$180,500

10% will return, spending \$500

1444 X \$500 = 722,000

\$1,119,160 additional revenue generated from
the California Welcome Center

Fireworks Jubilee

Reported from El Dorado Hills Town Center Management

Estimated Attendance: 22,000

El Dorado Hills – 50%

El Dorado County – 20%

Folsom – 20%

Sacramento County & Beyond – 10%

Overall feedback from merchants: “sales were up for the weekend”
Holiday Inn Express Hotel & Suites was sold out

Based on CCTC formula:

$22,000 \times \$15 \text{ per person} = 330,000$

*CCTC is based on guests who are traveling and stopping at CWC's; due to that we are being conservative and splitting the number in half, totaling \$165,000 in revenue generated From the Fireworks Jubilee.



“The 2011 July 3rd Fireworks Jubilee grew by 47%! It was a very successful event with a fabulous fireworks show; which is being recognized throughout the region as the place to come for a July 4th celebration.” –Natalie Buerki

Art and Wine Affaire



Two day attendance 16,000
16,000 X \$15 per person = \$240,000
*\$120,000

Event collected 10% from artists on
art purchased = \$10,000
Based on 10% total sales = \$100,000

Total revenue generated from
Art & Wine Affaire \$120,000 + sales tax
on \$100,000 of merchandise

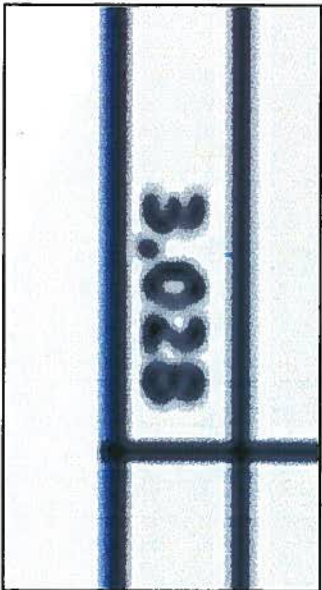
Town Center Concerts

This event has become a multiple county gathering place bringing 1800-2500 people here every Thursday for their live music fix. LOTB not only brings the local community, we have seen in our surveys that through our advertising we are pulling people from all four counties, Sacramento, Placer, Amador and El Dorado County



OWMO

CWVC Website Report



2011 visitor count

Month	Alpine	Anderson	Aracata	Audurn	Bartow	Buena Park	El Dorado Hills	Memmoth Lakes	Merced	Oceanside
JAN-11	344	225	444	357	191		203	472	212	623
FEB-11	194	209	487	352	286		312	334	212	339
MAR-11	248	283	666	289	343		304	266	243	687
APR-11	186	284	339	293	287		309	313	262	611
MAY-11	207	261	637	370	279		317	346	262	627
JUN-11	232	330	684	263	336	71	255	410	288	633
JUL-11	198	375	780	349	240	1,007	399	328	201	936
AUG-11	187	335	660	306	289	891	341	311	213	849
SEP-11	133	276	502	238	227	398	347	282	143	697
OCT-11										
NOV-11										
DEC-11										
Total	1,769	2,578	5,419	2,919	2,478	2,557	3,028	2,752		6,442

Sacramento mayor in London on tourism mission sacbee.com Published Tuesday, Nov. 08, 2011

Kevin Johnson is Sacramento's globe-trotting mayor.

Johnson is in London this week at the World Travel Market, one of the largest tourism trade shows in the world. He is part of a team of California officials and celebrities marketing the state to tour operators from around the globe.

The mayor arrived in London over the weekend and attended the premier of a documentary about California at the Royal Opera House. That film, titled "Dreamland," features the mayor and 11 other Californians.

"The bottom line is that this is another effort to bring jobs to Sacramento through tourism and literally put our city on the map of international travelers," the mayor said in an emailed statement.

While local tourism officials and the mayor's office touted the trip as a marketing gold mine for the city, it will also likely result in Johnson missing his 10th City Council meeting of the year.

Johnson's London trip follows excursions this year to New York, Washington, Los Angeles and New Orleans that led him to miss other City Council meetings. His nine absences so far are the most for an elected official at City Hall going back at least a decade.

Johnson was originally scheduled to arrive home Wednesday. His aides said Monday that he might get back before tonight's council meeting; the agenda for that session includes discussions of the city's aging sewer system and the regulation of medical marijuana dispensaries, as well as an overview of the city's budget situation through the first three months of the fiscal year.

Even if he misses tonight's council meeting, Johnson is slated to arrive home in Sacramento in time for his re-election campaign to launch a "listening tour" for Sacramento residents. The first event in that series is scheduled for Thursday night, with a town hall-style meeting with the city's Latino community at the La Familia Counseling Center in south Sacramento.

The state's tourism commission, Visit California, is paying for the trip to London through assessments paid by private businesses such as hotels, restaurants and rental car agencies, according to Kathryn Burnside, director of communications for Visit California. No city taxpayer dollars went into the trip, officials said.

Stephen Hammond, president of the Sacramento Convention and Visitors Bureau, said "there is no better ambassador for the city of Sacramento than Mayor Johnson."

"In addition to being the mayor, he is a celebrity because of his NBA All-Star status, and basketball is huge in Europe," Hammond said.

Tour companies attending the conference send nearly \$1 million worth of business to the Sacramento region each year, Hammond said.

According to Burnside, only Mexico and Canada send more international tourists to California than the United Kingdom.

"Last year, 682,000 tourists from the United Kingdom came to California, spending a combined \$731 million in the state", Burnside said.

Joining the mayor in London in a delegation of 80 officials from the state is Assembly Speaker John A. Pérez.



Thank You