



"Nate Rangel"
<nate@raftcalifornia.com>
Sent by:
"nate@raftcalifornia.com"

10/23/2006 11:23 AM

To <bosthree@co.el-dorado.ca.us>,
<bosone@co.el-dorado.ca.us>,
<bostwo@co.el-dorado.ca.us>,
cc ""Sue"" <tourism@eldoradocounty.org>, "Laurel
Brent-Bumb" <chamber@eldoradocounty.org>

bcc

Subject Award of Promtional Monies - item #21 on your consent
calendar.

Dear Chairman Sweeney and members of the Board:

It was with great disappointment that I noted the way that promotional dollars were allocated for this coming year. In particular, I think it's a travesty to so severely cut the Chambers' Visitor Authority funds. And, with no offense meant towards any other entities...to be blunt it seems absolutely ludicrous to award a \$40,000 grant to one locale (El Dorado Hills) for a TWO-DAY event whilst cutting the main tourism authority budget by an even greater amount. The logic of this escapes me – you're choosing to chop off at the knees an entity that works for our entire community 365 days a year (and they do, believe me, a GREAT job) whilst favoring a single two-day affair that will, in all likelihood, have little impact – short or long term - on the rest of the county.

Perhaps I'm being myopic, or even parochial. But from where I'm sitting this is a bad choice. I don't know what types of remedies – if any – exist at this juncture, but I'd certainly like an opportunity to have my colleagues and the rest of the tourism industry get another look at the situation. At the very least I'd suggest pulling it from tomorrows' consent calendar and rescheduling for another date – preferably one that occurs on the west slope.

I thank you for your consideration.

Regards,

Nate Rangel

Adventure Connection

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EL DORADO COUNTY