



El Dorado Winery Association
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~ WINEMAKING AT A HIGHER LEVEL ~

September 13, 2010

County of El Dorado
Board of Supervisors
Supervisor Norma Santiago, Chair
330 Fair Lane
Placerville, CA 95667

RECEIVED
BOARD OF SUPERVISORS
EL DORADO COUNTY
4:55 pm, Sep 14, 2010

RE: Discussions re: Funding for TOT promotions and Office of Economic Development

The El Dorado Winery Association (EDWA), which represents 30 wineries and affiliated businesses in El Dorado County, believes the county's tourism efforts funded by TOT-generated income are essential to the county's viability and growth. *Such funding should continue.*

EDWA has joined with local organizations receiving TOT funding, including the El Dorado Visitors Authority, the Film Commission, the Arts Council and the El Dorado Hills Chamber, in tourism outreach, advertising, Art & Wine Affaire, The California Welcome Center and Experience El Dorado. Our wineries have poured at, and co-sponsored, their TOT-supported promotions during the past few years, and we are committed to extending that involvement in the future.

Such activities bring visitors who purchase wine, stay at local inns, dine at restaurants, shop downtown, and participate in recreation — contributing to our county's economic stability and tax base.

EDWA encourages the Board of Supervisors to leave the essential funding for TOT intact. We also support the efforts of the Office of Economic Development and its positive impact on the economic viability of the county.

Both need the county's continued funding in order to achieve long-term benefits for the County of El Dorado.

Sincerely,

Beth Jones, President

Cc:

CAO Gayle Eberle-Hamlin
Clerk of the Board of Supervisors