



**CALIFORNIA
WELCOME
CENTER**

California Welcome Center - El Dorado Hills

Funding Agreement Presentation

Contract Services 2023-2024

CALIFORNIA
welcome
CENTER PROGRAM

BRINGING BUSINESSES AND COMMUNITIES TOGETHER

California Welcome Center
and all the beautiful California Welcome Centers! For information
to see and about, visit our website, www.californiawelcomecenter.com

ANDERSON COUNTY (Central Valley) 916-434-7100, 916-434-7101, 916-434-7102, 916-434-7103, 916-434-7104, 916-434-7105, 916-434-7106, 916-434-7107, 916-434-7108, 916-434-7109, 916-434-7110, 916-434-7111, 916-434-7112, 916-434-7113, 916-434-7114, 916-434-7115, 916-434-7116, 916-434-7117, 916-434-7118, 916-434-7119, 916-434-7120, 916-434-7121, 916-434-7122, 916-434-7123, 916-434-7124, 916-434-7125, 916-434-7126, 916-434-7127, 916-434-7128, 916-434-7129, 916-434-7130, 916-434-7131, 916-434-7132, 916-434-7133, 916-434-7134, 916-434-7135, 916-434-7136, 916-434-7137, 916-434-7138, 916-434-7139, 916-434-7140, 916-434-7141, 916-434-7142, 916-434-7143, 916-434-7144, 916-434-7145, 916-434-7146, 916-434-7147, 916-434-7148, 916-434-7149, 916-434-7150, 916-434-7151, 916-434-7152, 916-434-7153, 916-434-7154, 916-434-7155, 916-434-7156, 916-434-7157, 916-434-7158, 916-434-7159, 916-434-7160, 916-434-7161, 916-434-7162, 916-434-7163, 916-434-7164, 916-434-7165, 916-434-7166, 916-434-7167, 916-434-7168, 916-434-7169, 916-434-7170, 916-434-7171, 916-434-7172, 916-434-7173, 916-434-7174, 916-434-7175, 916-434-7176, 916-434-7177, 916-434-7178, 916-434-7179, 916-434-7180, 916-434-7181, 916-434-7182, 916-434-7183, 916-434-7184, 916-434-7185, 916-434-7186, 916-434-7187, 916-434-7188, 916-434-7189, 916-434-7190, 916-434-7191, 916-434-7192, 916-434-7193, 916-434-7194, 916-434-7195, 916-434-7196, 916-434-7197, 916-434-7198, 916-434-7199, 916-434-7200, 916-434-7201, 916-434-7202, 916-434-7203, 916-434-7204, 916-434-7205, 916-434-7206, 916-434-7207, 916-434-7208, 916-434-7209, 916-434-7210, 916-434-7211, 916-434-7212, 916-434-7213, 916-434-7214, 916-434-7215, 916-434-7216, 916-434-7217, 916-434-7218, 916-434-7219, 916-434-7220, 916-434-7221, 916-434-7222, 916-434-7223, 916-434-7224, 916-434-7225, 916-434-7226, 916-434-7227, 916-434-7228, 916-434-7229, 916-434-7230, 916-434-7231, 916-434-7232, 916-434-7233, 916-434-7234, 916-434-7235, 916-434-7236, 916-434-7237, 916-434-7238, 916-434-7239, 916-434-7240, 916-434-7241, 916-434-7242, 916-434-7243, 916-434-7244, 916-434-7245, 916-434-7246, 916-434-7247, 916-434-7248, 916-434-7249, 916-434-7250, 916-434-7251, 916-434-7252, 916-434-7253, 916-434-7254, 916-434-7255, 916-434-7256, 916-434-7257, 916-434-7258, 916-434-7259, 916-434-7260, 916-434-7261, 916-434-7262, 916-434-7263, 916-434-7264, 916-434-7265, 916-434-7266, 916-434-7267, 916-434-7268, 916-434-7269, 916-434-7270, 916-434-7271, 916-434-7272, 916-434-7273, 916-434-7274, 916-434-7275, 916-434-7276, 916-434-7277, 916-434-7278, 916-434-7279, 916-434-7280, 916-434-7281, 916-434-7282, 916-434-7283, 916-434-7284, 916-434-7285, 916-434-7286, 916-434-7287, 916-434-7288, 916-434-7289, 916-434-7290, 916-434-7291, 916-434-7292, 916-434-7293, 916-434-7294, 916-434-7295, 916-434-7296, 916-434-7297, 916-434-7298, 916-434-7299, 916-434-7300, 916-434-7301, 916-434-7302, 916-434-7303, 916-434-7304, 916-434-7305, 916-434-7306, 916-434-7307, 916-434-7308, 916-434-7309, 916-434-7310, 916-434-7311, 916-434-7312, 916-434-7313, 916-434-7314, 916-434-7315, 916-434-7316, 916-434-7317, 916-434-7318, 916-434-7319, 916-434-7320, 916-434-7321, 916-434-7322, 916-434-7323, 916-434-7324, 916-434-7325, 916-434-7326, 916-434-7327, 916-434-7328, 916-434-7329, 916-434-7330, 916-434-7331, 916-434-7332, 916-434-7333, 916-434-7334, 916-434-7335, 916-434-7336, 916-434-7337, 916-434-7338, 916-434-7339, 916-434-7340, 916-434-7341, 916-434-7342, 916-434-7343, 916-434-7344, 916-434-7345, 916-434-7346, 916-434-7347, 916-434-7348, 916-434-7349, 916-434-7350, 916-434-7351, 916-434-7352, 916-434-7353, 916-434-7354, 916-434-7355, 916-434-7356, 916-434-7357, 916-434-7358, 916-434-7359, 916-434-7360, 916-434-7361, 916-434-7362, 916-434-7363, 916-434-7364, 916-434-7365, 916-434-7366, 916-434-7367, 916-434-7368, 916-434-7369, 916-434-7370, 916-434-7371, 916-434-7372, 916-434-7373, 916-434-7374, 916-434-7375, 916-434-7376, 916-434-7377, 916-434-7

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California Welcome Center = Value



VISION: To be the recognized resource center for destination, community and statewide information by local residents and travelers alike.



ABOUT: California Welcome Centers are informational hubs that promote the community's authentic experiences and offerings. They are part of an official statewide network partnering with Visit California's global efforts to market California as the nation's premier travel destination.



MISSION: California Welcome Centers offer unique & authentic customized visitor services for explorers interested in all that California has to offer. As a network of information hubs, the CWCs, and their friendly employees, provide visitors and residents alike with informed suggestions on how to take advantage of a variety of experiences. CWCs also serve as brand ambassadors for California tourism and benefit not only each individual visitor, but also through influence over visitor spending – our local communities, the state and all associated stakeholders.

CWC – EDH Operations

- Open 362 days a year, 7 days a week
- Staffed by 2 part-time employees and 4 volunteers
- Chamber staff of 4 supplement when needed*



*El Dorado Hills Chamber President & CEO has not received a salary for the operation of the CWC since its inception in 2010.

Regional Merchandise in CWC



Community & County-Wide Benefit: El Dorado County Vote Center



February, March 2024 - The California Welcome Center was proud again to serve as a voting center for El Dorado County Residents for the March 2024 primary election. 295 individuals cast votes in-person at the California Welcome Center and 896 individuals dropped off ballots.

“The California Welcome Center is one of El Dorado County’s highest used Vote Center and Drop Box locations. It is centrally located in one of the highest density areas of El Dorado County and is well known among residents as the place to vote. We always appreciate the use of the Welcome Center as Vote Center and the incredible support of the staff there.”

– Bill O’Neill, Registrar of Voters, County of El Dorado

CWC – EDH Guests

Month	2023/2024	2022/2023
July	601	752
August	↑ 390	370
September	↑ 432	291
October	↑ 953	887
November	384	1,432
December	↑ 6,354	5,719
January	214	241
February	↑ 546	259
March	↑ 1,266	346
April	398	485
May	491	571
June	513	522
Year Total	UP 6% - 12,542	11,875
	Note: November is lower due to no elections; December +/-3500 guests for Santa photos.	Note: December +/-3385 guests for Santa photos.



Guests: Places of Origin

Total Guests	12,542
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Local (Sacramento Region)	80%
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CA	7.5%
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USA	9.5%
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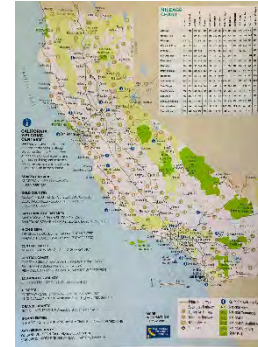
International	3%
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Visit CA Promotes El Dorado County



The EDH CWC has **further exposure** on Visit CA's website, social media platforms, and in these publications. ➡

VisitCalifornia.com
1.8 million
monthly
unique viewers



California Official
 State Map
\$49,000 CWC
 exposure value

California Road Trips
 1 million printed
\$26,000 CWC
 exposure value



California Official State
 Visitor's Guide & Travel
 Planner
 - 500,000 printed
 - 425,000 digital
 downloads
 - **\$200,000** CA
 Welcome Center
 exposure ad value

The California Welcome Center is designated as a “safe place to visit and get information” 13

How Does CWC Promote El Dorado County?

- **Distributes** thousands of local tourism attractions
 - El Dorado Farm Trails & Visitor Guide
 - El Dorado Winery Guide
 - Apple Hill “Cider Press”
 - Gold Bug Park & Mine
 - Christmas Tree Farms
 - Sly Park Recreation Area
 - **MANY MORE**
- **Prepares** Guest Bags for guests visiting El Dorado County with above-mentioned brochures
- **Refers** (recommendations) hundreds of El Dorado County’s tourism attractions to guests
- **Receives** hundreds of phone calls inquiring about El Dorado County’s tourism assets



CWC = A Smart Investment

County Annual Investment (TOT) ¹ =	\$110,320
<u>Additional Revenue Generated from Guests²</u>	\$337,568
12,542 Guests – 3,500 (Santa photos)	= 9,042 guests
Sales Tax from Gift Store ¹	\$833
<u>Additional Value from Collateral Visit CA pieces³</u>	
CA Official Guide & Travel Planner	\$200,000
CA Road Trips	\$ 26,000
CA Official Map	\$ 49,000
Return on Investment/Revenue from Guests³ =	\$613,401

¹July 1, 2023 – June 30, 2024

²Visit California's data on guest spending for CWC's is by party size of 3 adults spending \$112 daily

³July 1, 2023 – June 30, 2024

Expenditures

July 1, 2023 - June 30, 2025

Salaries:

CEO

➤ **Travel Concierge**

Actual	Budget	\$ over budget
\$39,941	\$40,000	\$(59)

Part-time Staff

Volunteer hours equivalent

Benefits:

➤ **Rent**

\$47,370	\$47,370	\$-
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➤ **Common Area Maintenance**

\$240	\$240	\$-
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Insurance - Property

\$-	\$-	\$-
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Insurance - Workers Compensation

\$-	\$-	\$-
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➤ **State Annual Fee**

\$5,000	\$5,000	\$-
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➤ **Equipment/Payment processing (Lightspeed)**

\$1,162	\$1,400	\$(238)
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➤ **Phone & Internet**

\$2,224	\$1,000	\$1,224
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➤ **Marketing**

\$941	\$3,000	\$(2,059)
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➤ **Janitorial Services**

\$3,154	\$2,600	\$554
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➤ **PG&E /Gas & Electric**

\$5,412	\$4,500	\$912
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➤ **Travel & Mileage**

\$-	\$1,000	\$(1,000)
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➤ **Alarm Monitoring**

\$456	\$500	\$(44)
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➤ **Office Supplies**

\$-	\$250	\$(250)
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Signage

\$-	\$-	\$-
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Panel Design & Printing

\$-	\$-	\$-
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➤ **Event Sponsorship - Mktg & Adv**

\$5,500	\$4,600	\$900
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Total Operating Expenses:

\$111,400	\$111,460	\$(60)
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Total Expenses

\$111,400	\$111,460	\$(60)
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INCOME / REVENUE

Actual	Budget	
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County of El Dorado

\$110,320	\$110,320	\$-
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\$27,580.00 per qtr

Total Income/Revenue

\$110,320	\$110,320	\$-
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over/under

\$(1,080)

\$(1,140)

\$60



Gracias ~ Thank You ~ 谢谢你

THANK YOU
integrated.com - 10/10/10



<https://www.visitcalifornia.com/experience/california-welcome-center-el-dorado-hills/>
<https://www.facebook.com/WelcomeCenterEDH>