



**Fw: Board of Supervisors Item 09-1012**  
Suzanne Allen de Sanchez to: Cynthia C Johnson

07/28/2009 02:18 PM

Can you print and distribute this? Thanks,

Suzanne Allen de Sanchez, MPA  
Clerk of the Board of Supervisors  
El Dorado County  
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— Forwarded by Suzanne Allen de Sanchez/PV/EDC on 07/28/2009 02:18 PM —

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Date: 07/28/2009 01:33 PM  
Subject: Board of Supervisors Item 09-1012

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BOARD OF SUPERVISORS  
EL DORADO COUNTY

To the Honorable El Dorado County Board of Supervisors:

I understand the Board of Supervisors will be discussing the **TOT promotions account** at today's meeting. Although I will be unable to attend the meeting, I hope that my position will be considered for the record.

While I understand that the Board is closely examining every expenditure, the promotional budget requires review as an income-driving expense for the county. **It should not be reduced from last year's \$640,000 budget.**

**A reduction in the budget will have a negative impact on the effectiveness of the tourism council -- and in turn, tourism dollars that come into the county from tourist promotions.**

In the past few years, the El Dorado Winery Association has been able to utilize the TOT budget for promotional efforts by adding our own funding to TOT-funded events, or by joining up with other local groups to participate in those events.

For example, this year nearly two dozen wineries represented El Dorado exclusively at the EDH Art & Wine Affaire, which helped gain valuable exposure for the region's wineries that helps drive tourism to our tasting rooms.

**This TOT-funded event resulted in broad exposure for the El Dorado wine country -- an industry that generates a significant economic impact for the county.**

Also, we have used the TOT promotional fund to extend our own limited budget to promote the wine country through advertising and marketing.

Both of these opportunities were made possible through the TOT promotional fund.

EDWA supports the TOT promotional fund because it promotes El Dorado and provides a definite return on investment. Given the competition from other regions, now is not the time to cut this promotional funding.

Sincerely,

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