



El Dorado County Geo Tourism Recap for El Dorado County Supervisors – August 2009

Sample of tasks completed to date:

Creation of Steering Committee - works with staff from Lake Tahoe South Shore Chamber of Commerce to oversee the totality of the program and all related measures to implement and sustain. This group is comprised of representatives from a variety of businesses and organizations from throughout El Dorado County.

- Oversee: Website RFP, selection, design & sustainability
- Oversee: Asset Mapping RFP, selection and process
- Development of Geo Tourism Stewardship Council
- Marketing campaign components and implementation
- Public Relations campaign components and implementation
- Coordination with Sierra Business Council for future integration
- Review budget and timeline
- Grant proposals and funding sources for sustainability

Creation of Stewardship Council - responsible for establishing the parameters of the program. This group is comprised of individuals from throughout the county who represent specific areas of expertise such as Arts, Wineries, Cultural Heritage, Recreation and History. This group will function as an ongoing gatekeeper and clearinghouse for community-generated geotourism information.

- **Identify:** Help community identify distinctive tourism assets and geotourism opportunities
- **Approve:** geotourism assets nominated
- **Develop:** (seek) economic benefits or incentives for protecting assets. Encourage appropriate tourism in appropriate places, and discourage inappropriate tourism in unsuitable places.
- **Sustain:** Monitor sustainability progress and ensure tourist capacity is appropriately managed, while still encouraging maximum benefit from visitor (local spending, etc.)
- **Promote:** Recommend strategies that would best promote geotourism assets to visitors, and share stories to build momentum.

Program tasks that have been completed or are in progress

- RFP distributed for Website developer and Asset Mapping firm
- RFP review and contractors hired
- Website is underway

- Development of PowerPoint and materials for workshops
- Coaching and education of Steering Committee and Stewardship Council
- Asset Mapping workshops and community meetings have been ongoing
 - Mother Lode River Center Workshop – 20 participants
 - South Lake Tahoe – Forest Service Workshop – 24 participants
 - Valhalla Historic Site Workshop – 11 participants
 - Fair Play Workshop – 11 participants
 - Camino Neighborhood BBQ & Workshop – 100 attendees
 - Sugar Pine Point State Park Living History Day – 10 contacts
 - Native American Festival – 20 contacts
 - Washoe Tribal Meeting – 12 attendees
 - Placerville Downtown Association presentation – 25 attendees
 - Ag council presentation
 - El Dorado County Visitors Authority monthly meeting
 - Sierra Club
 - Wine Association
 - Attending and speaking with customers and merchants at Farmers Markets
 - Walking the main street in Placerville
 - Visiting dozens of businesses to “Socialize” the concept to illicit interest and participation
- Photography and video of community assets
- Nomination portal set up
- Building databases and lists as required such as attendees, interested parties etc
- Marketing and PR Sub Committee has held first meeting and begun to outline the plan
(This group is comprised of members from both visitor authority, El Dorado Hills Chamber, and several marketing and media specialists)
- MEDIA outreach included:
 - 4 RSN TV interviews
 - KTHO Radio
 - Mt Democrat interview
 - Tahoe Daily Tribune – several interviews, articles & calendar announcements
 - KTKE – workshop announcements
 - 93.0 various PSA
- Meeting with National Geographic scheduled for August 21st

Some sample steps for next phase of program development

- Initial inventory of assets will be completed September 30
- Initial website launch
- Marketing and PR plan development, creation and launch
- Integration with SBC NGS program