
Strategic Economic Enhancement Development (SEED) Committee 6/18/2025**RE: Support for SEED Committee's Economic Recommendations and Continued Investment in Core Economic Pillars**

Dear SEED Committee Members,

On behalf of the El Dorado County Farm Bureau and the agricultural families we represent, I want to express our sincere appreciation for your dedication, expertise, and thoughtful recommendations regarding El Dorado County's economic future.

Your service fills a critical need that existed for far too long: a qualified, industry-based advisory group to guide economic policy and ensure decisions align with the County's adopted General Plan. During the extended period when this role was vacant, our County's fiscal stability declined, and the economic resilience of agriculture and one of El Dorado County's foundational pillars was deeply impacted.

We commend you for producing a clear, data-supported analysis that demonstrates the significance of smart investments in tourism, and **we further encourage you to include film production in your recommendation**, as both generate significant value for our local economy. Specifically, your projections highlight that:

- Reducing tourism promotion could cost the County more than **\$250 million in lost tax revenue** and over **100 local jobs** in the coming decade.

Further,

- The El Dorado-Lake Tahoe Film & Media Office, guided by a state-mandated Film Commissioner and Resolution of Intention 86-90 09, consistently attracts productions that generate **\$1–6 million per year** in local spending, supporting restaurants, lodging, local contractors, and our rural workforce, **all with minimal strain on public infrastructure**.

These are not abstract numbers: they represent real income for families, real stability for small farms and ranches, and real opportunities to showcase El Dorado County to the world.

The Farm Bureau strongly supports your recommendations to continue full funding for the Visitor Authority while working to establish a sustainable Tourism Business Improvement District (TBID), and to maintain robust support for the Film Commissioner as required under California Government Code Section 14999.21.

Your work is more critical now than ever, and we **stand ready to share this message with County leadership, community partners, and the public.** We encourage you to remain steadfast in advocating for policies and investments that protect agriculture, promote our rural economy, and secure a balanced, resilient future for El Dorado County.

Thank you again for your professionalism and your commitment to this essential mission.

Respectfully Submitted,

Michael Ranalli



President, El Dorado County Farm Bureau