

COUNTY OF EL DORADO

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August 25, 2009

California Division of Tourism
Sofia Thompson, Welcome Center Manager
980 9th Street, Suite 480
Sacramento, CA 95814

RE: Letter of Support for a California Welcome Center located at the El Dorado Hills Town Center

Dear Ms. Thompson:

The County of El Dorado is pleased to support the El Dorado Hills Chamber and the proposal to develop a California Welcome Center at the El Dorado Hills Town Center. Serving as the western gateway to the County of El Dorado, El Dorado Hills Town Center's convenient location off **US Highway 50** has an estimated average traffic count of over 100,000* vehicles per day making the El Dorado Hills Town Center perfectly suited for the next California Welcome Center.

The County of El Dorado is part of the California **Gold Country** and California **High Sierra** regions and each will benefit from the placement of a Welcome Center located at the El Dorado Hills Town Center. US Highway 50 is the direct link for travelers to visit our historic, natural and recreational attractions such as historic Coloma, inaugural site of California's gold rush and of course the richly historic city of Placerville.

Our recreational opportunities include the world renowned **Rubicon Trail** for off road enthusiasts, whitewater rafting, winter play and ski areas, nearby lakes, state parks, countless miles of hiking trails and we must not leave out incomparable **Lake Tahoe**. All of these elements contribute to places where visitors and residents equally share our natural settings with abundant

* Source: Final Traffic Operations Study dated May 26, 2009 for: El Dorado Hills Interchange and US 50 HOV Lane, Page 10, Figure 3, 2007 AM and PM Peak Hour Volumes on US 50



wildlife, vibrant forests, agricultural lands and wide open spaces providing boundless opportunities to connect with nature.

Furthermore, El Dorado's wine country is quickly becoming a major industry player along with the ever popular, long standing agricultural region of **Apple Hill**, vast shopping, dining and lodging prospects makes the County of El Dorado poised to be California Travel and Tourism's next location for a Welcome Center.

The California **Gold Country** and the California **High Sierra** regions have abundant offerings in the area of travel and tourism. A California Welcome Center set in the foothills of the County of El Dorado with easy access to US Highway 50 will provide valuable exposure to travelers and facilitate an increase in tourism dollars for our golden state.

We look forward to a positive decision for the proposed California Welcome Center located at the El Dorado Hills Town Center and appreciate your consideration of the proposal.

Sincerely,

Ron Briggs
Chairman - Board of Supervisors