

Howard Penn

9:28 AM (1 hour ago)



to me, Ponderosa, Christina

Hi Megan,

Below is our current sign draft and there is additional feedback that we anticipate changing or incorporating into the design. Our plan is to have a community outreach process that will incorporate other community organizations and residents into the design ideas. On the whole, the majority of the current feedback we've received is positive and the changes minor, such as:

- the paddles in the word explore could be different or removed
- The History, Adventure, Recreation text at the bottom could be a different typeface
- We are planning on using a non-wood material that will last longer and not take annual maintenance. But we may incorporate something that will bring natural elements into the sign if people would like.

We have the locations identified and the volunteers ready to install it. Once we have the funding in place we will perform our community outreach and adjust the minor design changes at that time. Any feedback from the Economic Development Department would be greatly appreciated as we strive to include and involve as many individuals and entities as possible.

Thank you for your interest in our gateway sign project and we will await any additional questions and/or feedback.

Thanks, Howard

President, Coloma-Lotus Chamber of Commerce

Howard Penn Work:(530) 626-7373
Managing Director/GM hpenn@LBComm.com
LB Commercial - Strategic Business & Asset Development

From: Ponderosa Resort Manager <ponderosaresort_mgr@equitylifestyle.com>

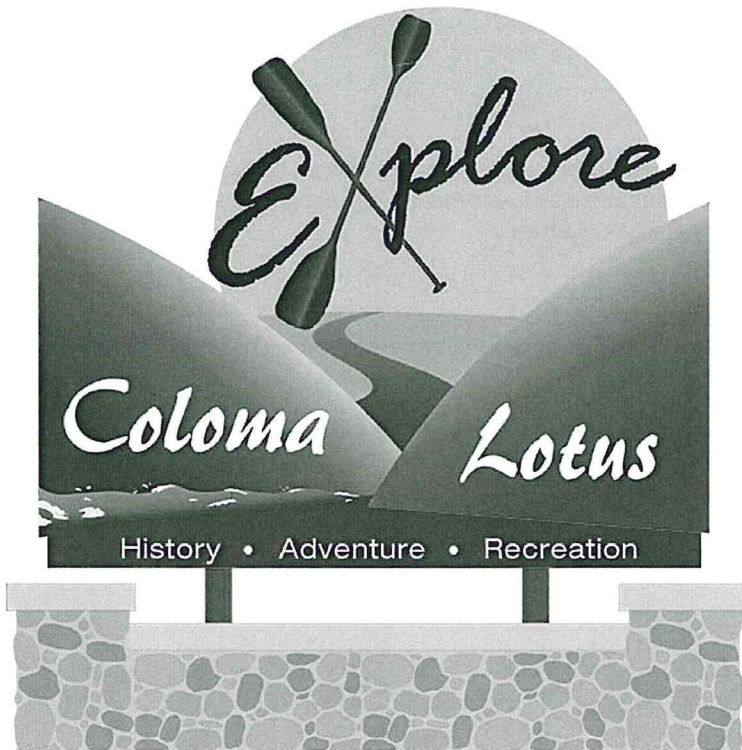
Date: Thursday, September 19, 2013 7:35 AM

To: Christina Pugliese <colomalotuschamber@gmail.com>, Howard Penn <hpenn@lbcomm.com>, <economic.development@edcgov.us>

Cc: Ponderosa Resort Manager <pamgr@equitylifestyle.com>

Subject: Re: Cultural and Community Development Grant - Coloma-Lotus Chamber of Commerce





On Wed, Sep 18, 2013 at 7:49 PM, Christina Pugliese <colomalotuschamber@gmail.com> wrote:

----- Forwarded message -----

From: "Economic Development" <economic.development@edcgov.us>

Date: Sep 18, 2013 5:01 PM

Subject: Cultural and Community Development Grant - Coloma-Lotus Chamber of Commerce

To: "Coloma Lotus Chamber" <coordinator@coloma.com>

Cc:

Dear Ms. Pugliese,

We have reviewed your application for El Dorado County's Cultural and Community Development Grant Program and would like to make a request for additional information. Please provide a response to the following request by 5:00 p.m. on Thursday, September 19, 2013.

Please provide a sample image of the gateway signs the Chamber plans to use in the Coloma and Lotus river valley area.

Thank you,
Megan Arevalo

—
El Dorado County Economic Development

Business Relations Office

330 Fair Lane

Placerville, CA 95667

Main (530) 621-5595

Fax (530) 642-0301

www.edcgov.us/economic

Economic.Development@edcgov.us

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13-1229 F 2 of 13

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Dominic Pugliese
General Manager
Ponderosa Resort
(530) 642-5830 x 5



Coloma-Lotus Chamber of Commerce
PO Box 608
Coloma, CA 95613

5/11/2010

CAO
Attn: Economic Development
330 Fair Lane
Placerville, CA 95667

To whom it may concern:

The Coloma-Lotus Chamber of Commerce is submitting this proposal for grant funding from the Cultural and Community Development Grant Program to produce three gateway signs into the Coloma and Lotus river valley. We would great appreciate your review and support of this application and will await your reply.

Sincerely,

Howard Penn
President
Coloma-Lotus Chamber of Commerce
530-626-7373

C.A.O.
EL DORADO COUNTY
2013 AUG 16 AM 11:29

**Cultural and Community Development Grant Application
FY 2013-14**

Event/Project/Organization Coloma-Lotus Chamber of Commerce
for which funds are requested: _____

Event/Project Location: Coloma & Lotus Community Region

Name of Organization: Coloma-Lotus Chamber of Commerce

Address of Organization: PO Box 608, Coloma, CA 95613

Website: www.coloma.com & www.colomalotus.com

Name of Contact Person: Christina Pugliese

Telephone Number: 530-626-3238

E-mail address: colomalotuschamber@gmail.com

Total Amount Requested: \$3,750

1. Briefly describe the event/project/organization for which funds are being requested:
The Coloma-Lotus Chamber of Commerce, in concert with other local organizations such as the Gold Trail Grange, LoCol Alliance, Gold Discovery Park Association, etc., is two years into designing, developing, and deploying three gateway signs into the Coloma and Lotus river valley area.

2. If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.

The Coloma-Lotus Chamber of Commerce (CLCC) is a chapter of the El Dorado County Chamber of Commerce and as such a legal entity under the County Chamber. The advisory board of the CLCC is determined by participation and the officers by the advisory board's vote. The three officers are President, Vice President, and Secretary/Treasure.

3. Briefly describe how Cultural and Community Development funds will be used, if awarded, and what percentage of the funds will go towards the actual event/project:
The requested \$3,750 is 50% of the actual cost of producing the three gateway signs. The installation and location costs are donated by volunteers and the remaining 50% of the costs will be covered by money raised by the CLCC. 100% of the grant money will go directly to the cost of sign materials and production with Spot-On-Sign as our selected vendor. Direct payment of the grant money can go directly to the vendor.

4. When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:

After several years of planning and development, we are proposing to have the three gateway signs produced in the fall of 2013 and deployed sometime this winter or early spring of 2014.

5. What is the target market for the advertising/promotional efforts and how will this target market be reached (please include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):

These gateway signs are the beginning of a multi-phase branding and community development process. We are working with both the businesses and the community members to create a definable and unique identity for the enhancement of our residential and business community.

6. **The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.**

After multiple development meetings with numerous organizations and individuals, gateway signs were determined as the most important and initiating task we could accomplish that would bring the greatest impact for the money. Identity of the community for visitors and residents brings enhanced tourism revenue and community spirit. This first effort will also assist in launching the future phases of community development.

7. **What goal is expected to be achieved from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**

Gateways signs are used in numerous communities to identify a region and help define the tourism and community brand. In addition to attracting visitors and added tourism dollars, it will help bring the community together in long range planning. It will also have a greater impact on economic development through the continued efforts of the community commitment. Tracking the impact is challenging as it is not quantifiable but all efforts will be made to continue with the additional community development projects.

8. **How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**

Recognition of the county will be given in all promotional materials and meetings held on this project.

9. **Please provide any information on sponsorships for this event/project/organization:**

CLCC and other community organizations such as Gold Discovery Park Association, Gold Trail Grange, and LoCol Alliance will all participate in the implementation of this project. The remaining funds for this project are already raised by the CLCC.

10. **If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**

Yes an exact match of \$,3750 will be supplied by CLCC and is already available.

HISTORY OF EVENT/PROJECT/ORGANIZATON

- 1. How long has this event/project/organization been in operation:**
CLCC has been in existence for over 15 years and has over 100 members. The gateway sign project has been in development for two years and is awaiting funding for final production.

- 2. What is the overall attendance (past and future anticipated) of the event/project/organization:**
105 members of CLCC and growing at about 5% every year.

- 3. Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.**
No

BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

Revenue for event/project:

1. Funding/Contributions:

| Source | Amount |
|--|---------|
| CLCC - already rased in previous years | \$3,750 |
| | |
| | |
| | |
| Total: | |

2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):

| Type | Amount |
|---------------|--------|
| | 0 |
| | |
| | |
| | |
| Total: | |

3. Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

All above mentioned organizations including CLCC will supply all the voluteer labor to install the signs. Additional materials and tools will be donated by community members and member businesses.

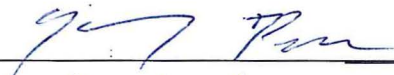
Expenditures

1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

| <u>Expenditures</u> Item or service | <u>Cost:</u> | <u>Funded By</u> |
|--|--------------|------------------|
| | 0 | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| Total: | 0 | |

SUBMITTAL

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge. Advertising funds are awarded, that proposer

Signature: 
Title: President
Applicant Organization: Coloma - Lotus Chamber of Commerce
Date: 8/12/13

Return Grant Application No Later than August 16, 2013 at 5:00 PM to:

**Chief Administrative Office
Attn: Economic Development
330 Fair Lane
Placerville, CA 95667**

Coloma Lotus Chamber of Commerce
Profit & Loss
January through July 2013

| | <u>Jan - Jul 13</u> |
|--------------------------|-------------------------|
| Ordinary Income/Expense | |
| Income | |
| Advertising Income | 3,747.00 |
| Program Income | |
| Disc Golf | 1,025.00 |
| Membership Dues | 13,715.00 |
| Program Income - Other | 980.00 |
| Total Program Income | <u>15,720.00</u> |
| Total Income | <u>19,467.00</u> |
| Gross Profit | 19,467.00 |
| Expense | |
| Advertising & Promotion | 431.92 |
| Bank Charges | 84.00 |
| Facilities and Equipment | 680.30 |
| Office Supplies | 173.06 |
| Operations | |
| Postage, Mailing Service | 39.00 |
| Printing and Copying | 2,950.00 |
| Total Operations | <u>2,989.00</u> |
| Purchased Services | <u>5,045.00</u> |
| Total Expense | <u>9,403.28</u> |
| Net Ordinary Income | 10,063.72 |
| Other Income/Expense | |
| Other Income | |
| Interest Income | 5.71 |
| Total Other Income | <u>5.71</u> |
| Net Other Income | <u>5.71</u> |
| Net Income | <u><u>10,069.43</u></u> |

Coloma Lotus Chamber of Commerce
Balance Sheet
As of July 31, 2013

| | <u>Jul 31, 13</u> |
|---------------------------------------|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| WFB - Checking | 10,923.32 |
| WFB - Money Market | 16,188.88 |
| Total Checking/Savings | <u>27,112.20</u> |
| Total Current Assets | 27,112.20 |
| Fixed Assets | |
| Domain Name | |
| Coloma.com | 4,000.00 |
| TheAmericanRiver.com | 3,000.00 |
| Total Domain Name | <u>7,000.00</u> |
| Total Fixed Assets | <u>7,000.00</u> |
| TOTAL ASSETS | <u><u>34,112.20</u></u> |
| LIABILITIES & EQUITY | |
| Equity | |
| Opening Bal Equity | 29,317.04 |
| Unrestricted Net Assets | -5,274.27 |
| Net Income | 10,069.43 |
| Total Equity | <u>34,112.20</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>34,112.20</u></u> |