



COLOMA-LOTUS
CHAMBER OF COMMERCE

Economic Impacts of the Coloma & Lotus Valley

Insights on the Coloma and Lotus Economy

Presented by The Coloma-Lotus Chamber of Commerce

Coloma-Lotus Chamber of Commerce

Established ~1994 – Coloma Lotus Association of Merchants

Currently 105+ Members

Legally a chapter of the County Chamber – operated independently



Local Businesses | Food | Lodging | Calendar | News | About | Contact

Coloma CALIFORNIA
begin your adventure

Recreation | Gold Discovery | Attractions | Weddings & Events | Plan Your Trip

What's Happening this season

RECENT UPDATES

- COX Opening Day on the South Fork
- Grange Breakfast & Easter Egg Hunt
- American River Conservancy Nature Camp

The River Runs THROUGH IT

On historic Highway 49, between Sacramento and South Lake Tahoe, the Coloma-Lotus Valley is nestled in California's Gold Country, along the South Fork of the American River.

Missing the cool splash of whitewater? Follow live rafting action on the South

River Tunes – July 26 - 30, 2015
9th Annual American River Music Festival – September 18 - 21, 2015
Lobster on the River – September 19, 2015
Coloma Gold Rush Live – October 10 - 11, 2015

Logistics & DETAILS

- GET DIRECTIONS
- FOOD
- LODGING
- GEAR
- WEDDINGS/EVENTS

VIEW MAP

To book your event,

HOME | NEWS | CONTACT | BUSINESS DIRECTORY | CALENDAR

The American River
California's favorite whitewater river

Rafting | Kayaking | Recreation | The Rivers | Plan It

Whitewater fun and recreation for everyone

North Fork
Spring Challenge; class 5
The North Fork of the American River offers challenging, splash-in-your-face fun in a wild and scenic canyon.
read more

Middle Fork
Wilderness Adventure; class 4
The Middle Fork of the American River delivers thrilling whitewater, wildlife, history and wilderness camping.
read more

South Fork
Fun for Everyone; class 3+
The South Fork of the American River has action-packed rapids that are fun for families and thrill-seekers alike.
read more

Coming Events

- River Tunes – July 26 - 30, 2015
- 8th Annual American River Music Festival – September 18 - 21, 2015
- Coloma Gold Rush Live – October 10 - 11, 2015

Recent Posts

- Weekend Flows for Middle Fork in 2015
- Friends of the River Gear Swap
- Ride the Coloma Shuttle!

Watch Live Rafting Video | What's happening this season: September is American River Music Festival month on the

Logistics & Details

- Rafting outfitters
- Kayak instruction

Coloma.com & TheAmericanRiver.com

20th Anniversary of Coloma.com – est. 1995

150,000+ Unique Visitors from 80+ Countries

Marshall Gold Discovery State Historic Park

Visitors – 400,000+ Annually

Spending – \$57.63 Local within 50 miles \$184.91 (Out of town)

Revenue – \$29.1 Million

Cronin Ranch Visitation

Cronin Ranch – 17,428 users

South Fork Trail – 1,614 users

Special Events – 2,000 (approximately)

2004 to 2014 Whitewater River Use

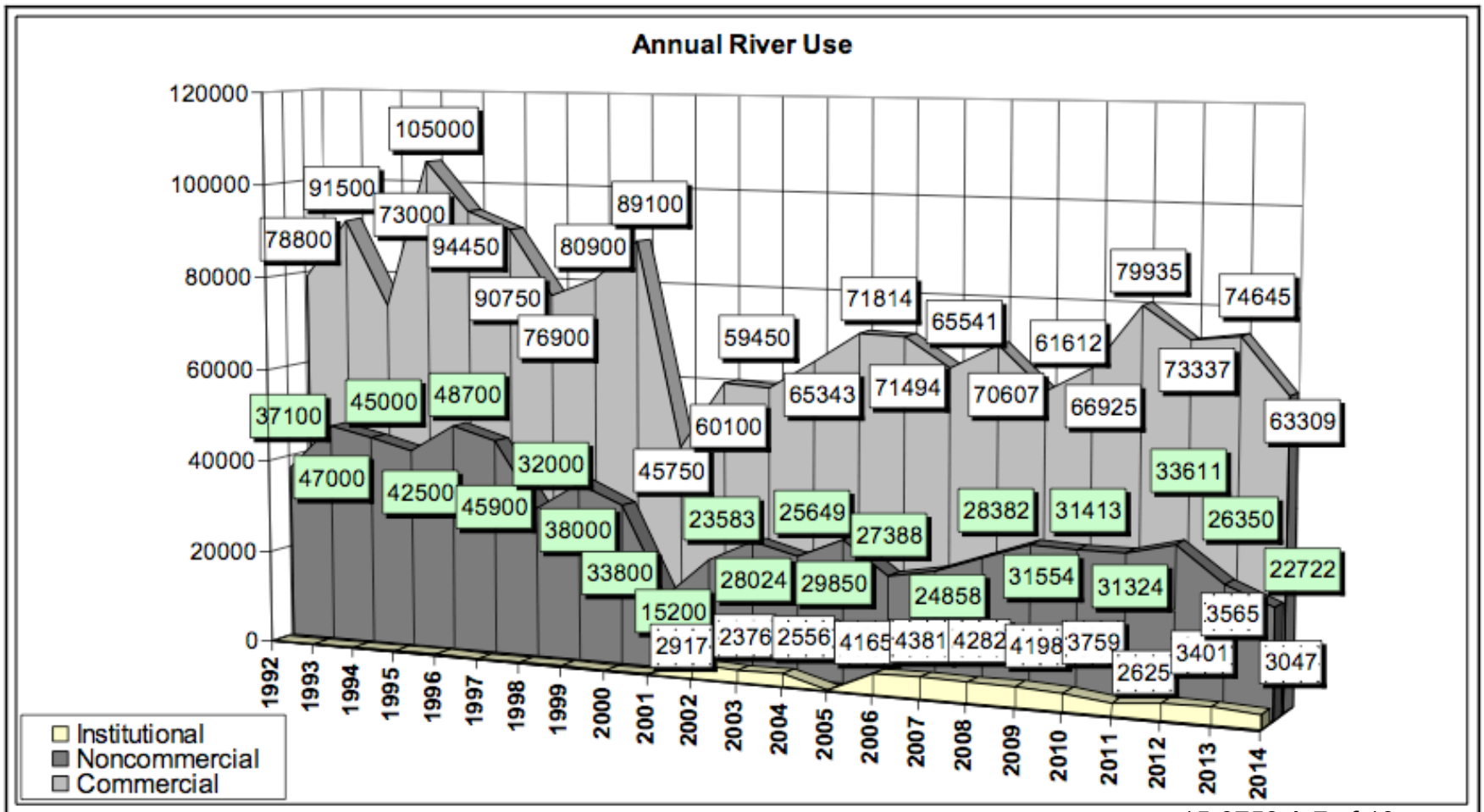
Commercial – 63,309 to 79, 935 (2014 and 2011)

Private – 22,722 to 33,611 (2014 and 2012)

Institutional – 2,556 to 4,381 (2004 in 2007)

Annual River Use

2014 River Management Annual Report



Recreational River Use – Class I/II Middle Section

Private Users: ~15,000 to 20,000 (non-commercial peak summer season)

Estimated from 2014 River Management Plan Annual Report
15-0753 A 8 of 19

Lodging Statistics

Lodging Facilities – 12+ facilities (not including VRBO)

TOT Tax from Lodging - \$70k to \$80k (increasing due to additional facilities)

Camping Statistics

Public Camping Facilities – 4 (non-commercial rafting facilities)

Camping Visitation – 45,000 to 50,000

Special Event Statistics

Special Events – approximately 115 to 130 per year

Special Events – approximately 11,000 to 13,000 guests



Henningsen-Lotus Park

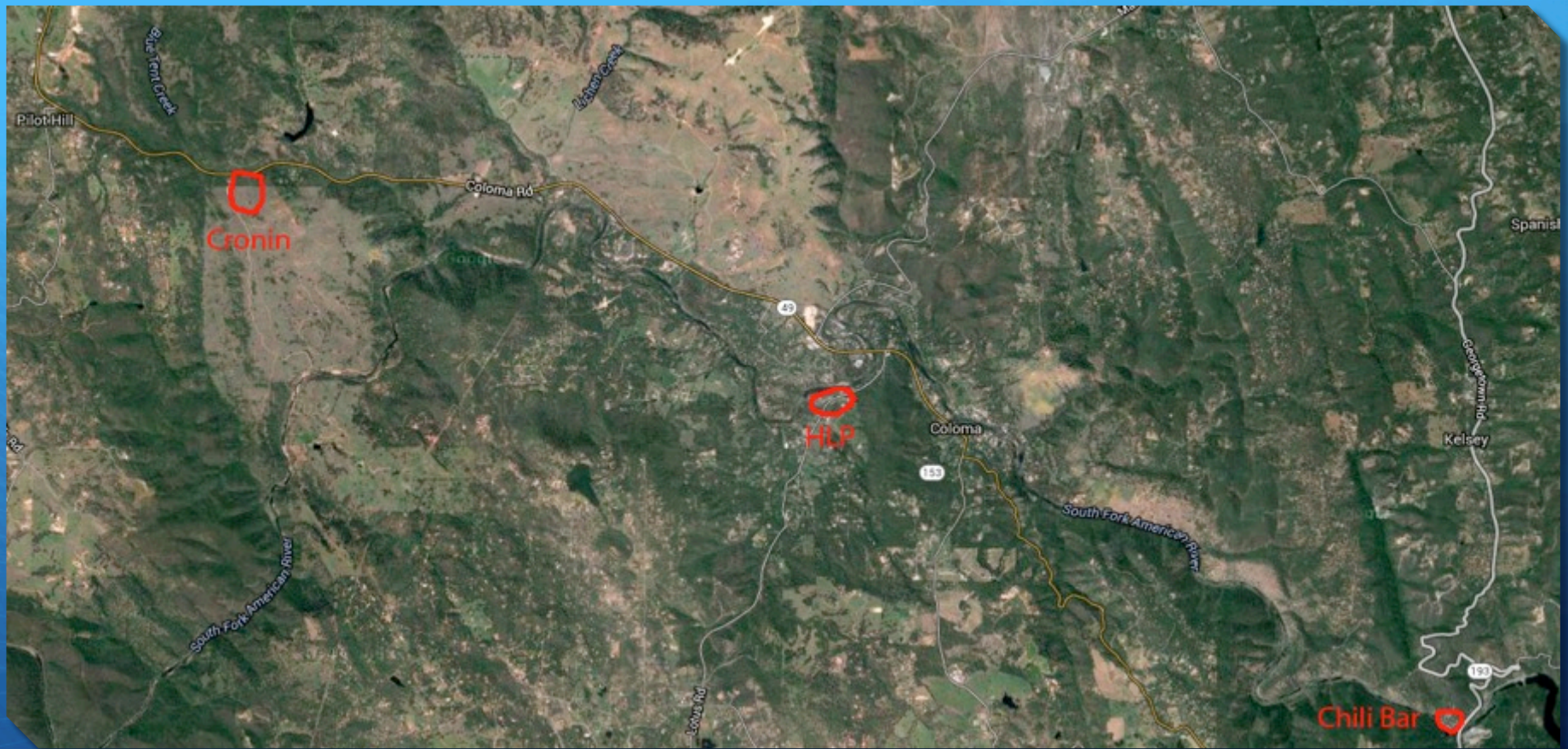
Visitation - 34,000 visitors (summer season in 2013).

50% of out-of-county visitors on weekends / 33% on weekdays

The SF Bay Area and Sacramento County are the largest single providers

Economic Impacts to El Dorado County from Coloma-Lotus River Valley

- 700,000+ Unique Visitors
 - Including off-season and excluding overlap
- 70,000 over-night users
 - Lodging and camping (not including in-county but out-of-the-valley lodging or camping)
- 100's of Jobs – (just the whitewater industry is 250+ jobs)
- \$40,000,000 to \$50,000,000 Economic Impact
 - Projected from USFS, State Parks, CA Division of Tourism, HLP Concept Plan, and Local Surveyed Numbers
- \$100,000's in taxes (\$80k in just TOT)



County Recreational Facilities in the Valley

Cronin Ranch Property - Undeveloped

Henningsen-Lotus Park – Highly used regional park

Chili Bar – Under-utilized recreational facility

49

PARK
BOUNDARY

SOUTH FORK AMERICAN RIVER

Lotus Rd.

Firehouse Rd.

Immediate and Long-term Needs

- Acquire the Lotus Fire House Property – time sensitive.
- Fund the additional Tier 1 priorities of the HLP Concept Plan.
- Integrate the Chili Bar, Cronin Ranch and HLP properties into a funding strategy.

Possible Funding Sources

- SMUD – UARP Funds
- TOT Funds
- Tribe Funds

Other Organization's Input

- American River Music
- California Outdoors
- American River Recreation Association
- Marshall Gold Discovery SHP

QUESTIONS?



Photo Credits:

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