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The County of El Dorado
Office of Economic Development, CAO

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October 8, 2010

El Dorado County Board of Supervisors
County Clerk's Office
330 Fair Lane
Placerville, CA 95667

Re: APN #107-010-68 Requested TIM Fee Deferral for Montano De El Dorado Center

Dear El Dorado County Supervisors:

On behalf of the Economic Development Advisory Committee of El Dorado County, we strongly support the TIM Fee deferral efforts of Supervisor Knight aimed in helping locate a substantial employer and retail sales tax generator in El Dorado Hills, El Dorado County, California.

EDH Pavilion Venture, LLC, owners of Montano De El Dorado, have been a fixture in our local community for well over 10 years. Their commitment and early investment in developing a unique and highly regarded quality retail shopping experience has complimented other desirable and unique retail destinations in the El Dorado Hills area. It has been this type of vision and these private sector capital investments that are shaping the Western portion of the County's destination consumer retail landscape.

The commercial location, at the southeast corner of White Rock and Latrobe Roads, just south of Highway 50 and Town Center will occupy a desirable 12,000 sq. ft. strategic position within the complex. According to the owners, and substantiated via the County's Buxton retail analysis and CSER economic base analysis, the unmet market potential (15 min. drive time) within the Nursery and Garden Center segment is annually \$10 million in sales. The proposed Pottery World is expected to create upwards of 12 new jobs and gross an estimated \$3 to \$4 million in annual sales with a store projection of \$15 to \$20 million in five years time. Because of several strong regional competitive advantages (proximity, brand, products, location) we believe Pottery World will become a significant economic contributor to the County's economic base.

The Economic Development Advisory Committee strongly encourages you to approve the deferral of the TIM fees in order to help close the project gap and locate this unique retail concept in El Dorado Hills. We look forward your decision and continuing to work with the Board on these types of business ventures as they invest and grow their businesses in El Dorado County.

Sincerely,

Maryann Argyres, Chair
Economic Development Advisory Committee