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Public Comment #38

County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

DATE Bos Board 3/9/21

Bos 3/9/21

Agenda Item #38. 21-0349

1 message

tjwhitejd@gmail.com <tjwhitejd@gmail.com>

Mon, Mar 8, 2021 at 4:15 PM

Reply-To: tjwhitejd@gmail.com

To: "edc.cob" <edc.cob@edcgov.us>

Cc: The Bosone <bosone@edcgov.us>, The BOSTWO <bostwo@edcgov.us>, The BOSTHREE <bosthree@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>, The BOSFIVE <bosfive@edcgov.us>

Dear Supervisors.

I strongly request that you continue to provide TOT funding for the operation of the California Welcome Center in El Dorado Hills.

At a time when many of the tourist attracting business in El Dorado County (wineries, breweries, restaurants, bed and breakfast facilities, ski resorts, etc.) have been either completely shut down or operating at limited capacity, I find it inexplicably that you would not continue to fund the California Welcome Center in our County. El Dorado County needs to do everything it can to continue to promote tourism in our County, and the presence and activities of the California Welcome Center is a proven cost effective way of doing so.

The benefit that the California Welcome Center provides far outweighs the funding of \$110,320.

Almost 7 years ago, before we even decided to move to El Dorado County, we stopped by the California Welcome Center and picked up all the informational brochures that were available. That information, among other factors, helped guide our decision to move here.

There are always more requests/needs for TOT funding that exceed the monies available, but the funding for the California Welcome Center squarely falls within the parameters of what TOT funds should be utilized for.

I urge you to continue that funding.

Thank you.

Timothy White  
El Dorado Hills.

Sent from App for Gmail



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Support for Funding of the California Welcome Center

1 message

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**Kara Sather** <kara@eldoradowines.org>

Mon, Mar 8, 2021 at 9:45 PM

To: edc.cob@edcgov.us

March 8, 2020

Kim Dawson  
Clerk of the Board  
County of El Dorado  
[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)

Re: **March 9, 2021** Board of Supervisors meeting date  
Agenda Item # **21-0349**

To the Clerk of the Board,

I support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally. AS the Executive Director of the El Dorado Winery Association the Welcome center helps increase awareness of the 70+ wineries in our county. They hand out thousands of our brochures, and inform and direct visitors to our tasting room doors. This directly has a positive impact on wineries' revenue and helps keep tourism dollars in El Dorado County.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties. Its extended reach via of the Visit California and the Office of Tourism for the State of California are valuable partnerships for El Dorado County. Because of the California Welcome Center in El Dorado Hills, these entities invest \$227,000 in marketing and advertising for El Dorado County.

The Welcome Center has seen over 150,000 guests since its inception, creating additional revenue for the County. Surveys reflect guests who stop at Welcome Centers spend money on gas, food, and lodging in a county with a Welcome Center. The importance of connecting with these guests is crucial to increase revenue to El Dorado County. The Welcome Center directly and positively impacts our tax base for the continued strength of El Dorado County.

In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

I strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

Sincerely,

Kara Sather  
Executive Director  
El Dorado Winery Association  
530-409-8688





County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Support for the California Welcome Center**

1 message

Jonathan Lachs &lt;jonathan@cedarvillevineyard.com&gt;

Tue, Mar 9, 2021 at 8:28 AM

To: edc.cob@edcgov.us

March 9, 2021

Kim Dawson  
Clerk of the Board  
County of El Dorado  
[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)

Re: **March 9, 2021** Board of Supervisors meeting date  
Agenda Item # **21-0349**

Dear Clerk of the Board,

As a winery in South County of El Dorado, I support continued funding of the California Welcome Center in El Dorado Hills. The California Welcome Center supports me and my fellow wineries by promoting visitation from California and beyond. We need this support, especially now with significant COVID-19 restrictions significantly cutting into our businesses' sales. Wineries are major contributors to sales tax generation, many non-winery businesses benefit from those who visit us, and the quality of life our businesses provides residents makes El Dorado County an even more special place to live.

I strongly encourage you to continue supporting and funding the California Welcome Center.

Sincerely,

Jonathan Lachs  
Owner/Winemaker  
Cedarville Vineyard and Winery LLC  
Fair Play, CA

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Jonathan Lachs  
Owner / Winemaker  
Cedarville Vineyard  
530-957-9463 mobile  
530-620-9463 winery

[www.cedarvillevineyard.com](http://www.cedarvillevineyard.com)

Facebook: Cedarville Vineyard



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## TOT revenue

1 message

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arseetahoe@gmail.com <arseetahoe@gmail.com>

Tue, Mar 9, 2021 at 7:29 AM

To: edc.cob@edcgov.us

Dear Board of Supervisors,

I am a resident of the Lake Valley Fire Protection District and I support the Board funding our Fire District's requested needs with TOT revenue. I have personally been impacted by the high numbers of tourists and visitors to our area of the County and by the VHRs in our neighborhoods. Our Firefighters need additional personnel and apparatus to respond quickly and effectively to emergencies for visitors and residents alike. As taxpayers we are shouldering the burden of these responses to tourists not only for those coming up for the day, but also those staying in VHRs. The number of people visiting our area has continued to grow as TOT dollars have been funneled for years into promotions to entice visitors to come to Lake Tahoe. Please fund the requested needs IN FULL for our Fire District and bring that revenue back into our community that so desperately needs it.

Thank you!

Roger and Lynn Cisl



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Welcome Center in El Dorado Hills

1 message

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**Betty January** <bjjan@sbcglobal.net>

Tue, Mar 9, 2021 at 10:04 AM

To: bostwo@edcgov.us, bosthree@edcgov.us, bosfour@edcgov.us, bosfive@edcgov.us

Cc: edc.cob@edcgov.us

Dear Board and Clerk of the Board:

I just heard that the Board is thinking of withdrawing funds to support the EDH Welcome Center. I believe this is a hasty move especially at this time.

El Dorado Hills is the most populated community in the county and the first community entering our historic county I would think that alone would want to keep the Center open.

I can't say enough about the attention Clarksville Day gets with the help of the Center. This event brings in over 4,000 people from all over and learn of the gold rush and friends and relatives that were a part of that historic event.

Please keep the center functioning. It is the first information they receive when entering our county...

Betty January, Clarksville Region Historical Society President.



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Support for welcome center from Starfield Vineyards

1 message

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**Kara Sather** <kara@eldoradowines.org>  
To: edc.cob@edcgov.us

Tue, Mar 9, 2021 at 10:38 AM

Hi Kim,

Attached is a letter of support from Starfield Vineyards.

Thanks!

Kara  
Kara Sather  
Executive Director  
El Dorado Winery Association  
530-409-8688



Virus-free. [www.avg.com](http://www.avg.com)



**EDC Wineries CWC Letter of Support (1) (1).docx**  
15K



March 5, 2020

Kim Dawson  
Clerk of the Board  
County of El Dorado  
[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)

Re: **March 9, 2021** Board of Supervisors meeting date  
Agenda Item # **21-0349**

To the Clerk of the Board,

As wineries in the County of El Dorado, we support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

We benefit from the marketing, advertising, and promotion from our County's Welcome Center in El Dorado Hills. Especially during these crucial times of COVID-19 restrictions, support from the California Welcome Center can lead to incremental sales to us and tax dollars to our County.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties. Its extended reach via Visit California and the Office of Tourism for the State of California are valuable partnerships for El Dorado County. Because of the California Welcome Center in El Dorado Hills, these entities invest \$227,000 in marketing and advertising for El Dorado County.

The Welcome Center has seen over 150,000 guests since its inception, creating additional revenue for the County. Surveys reflect guests who stop at Welcome Centers spend money on gas, food, and lodging in a county with a Welcome Center. The importance of connecting with these guests is crucial to increase revenue to El Dorado County. The Welcome Center directly and positively impacts our tax base for the continued strength of El Dorado County.

In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

The undersigned wineries strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

Sincerely,

Jennifer L. Hunt

Director of Hospitality and DTC Operations

Starfield Vineyards



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**California Welcome Center (Agenda Item # 21-0349)**

1 message

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**David Nicholson** <david.allen.nicholson@gmail.com>  
To: edc.cob@edcgov.us

Tue, Mar 9, 2021 at 11:27 AM

Honorable Clerk of the Board,

I'd like to register my support for continued funding of the California Welcome Center in El Dorado Hills, CA.

Without the California Welcome Center, we would be a "Fast Food and Gas" exit.

With the California Welcome Center, we are the Gateway to El Dorado County and the Sierra Nevada for eastbound travelers, and the Gateway to The Valley and Bay Area for Westbound travelers.

It puts us on the map. It introduces people to our wonderful County and its recreational opportunities and business community. A business community that needs this support more than ever.

It's a worthwhile investment.

Thanks for your consideration.

Sincerely,

David Nicholson  
El Dorado County resident since 1983

David Nicholson  
+1-408-722-5168  
[david.allen.nicholson@gmail.com](mailto:david.allen.nicholson@gmail.com)



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## EDC Welcome Center

1 message

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**chris@gwinllanestate.com** <chris@gwinllanestate.com>

Tue, Mar 9, 2021 at 11:28 AM

To: edc.cob@edcgov.us

To the Clerk of the Board,

As a small family winery in the County of El Dorado, we support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

We benefit from the marketing, advertising, and promotion from our County's Welcome Center in El Dorado Hills. Especially during these crucial times of COVID-19 restrictions, support from the California Welcome Center can lead to incremental sales to us and tax dollars to our County.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties. Its extended reach via Visit California and the Office of Tourism for the State of California are valuable partnerships for El Dorado County. Due to the California Welcome Center in El Dorado Hills, these entities invest \$227,000 in marketing and advertising for El Dorado County.

The Welcome Center has seen over 150,000 guests since its inception, creating additional revenue for the County. Surveys reflect guests who stop at Welcome Centers spend money on gas, food, and lodging in a county with a Welcome Center. The importance of connecting with these guests is crucial to increase revenue to El Dorado County. The Welcome Center directly and positively impacts our tax base for the continued strength of El Dorado County.

In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

We strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

If El Dorado County can no longer support this vital resource because of budgetary restraints, we request that the board support the winery associations (EDWA and Fairplay Winery Association) in having signs placed in strategic locations to drive visitors to the various wine regions within the county.

Sincerely,

Gordon and Christine Pack, Owners of Gwinllan Estate Winery.



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**EDH Welcome Center agenda item 21-0349**

1 message

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**Liz Ryan** <liz@oakstone-winery.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>  
Cc: Kara Sather <kara@eldoradowines.org>

Tue, Mar 9, 2021 at 11:58 AM

Dear Kim and EDC Board Members,

The letter below from the El Dorado Winery Association strongly conveys our feelings about the Welcome Center, but we wanted to add our own thoughts as well.

We understand budgets are tight right now because of Covid, but Covid has nearly decimated so many small businesses in our area, and El Dorado County is as dependent on us small businesses as we are on the County to support us.

Now is not the time to end a point of outreach for our area just as people are starting to come out from under the devastating lock downs. Now more than ever we need to welcome tourists and their money back in to our wineries, shops, restaurants and attractions, and the EDH Welcome Center is the strongest point we have for that and we know they are crucial to our recovery. Thank you for listening, we hope you will vote to continue this vital funding.

Sincerely,  
Liz & Steve Ryan  
Owners, Oakstone Winery

March 5, 2020

Kim Dawson  
Clerk of the Board  
County of El Dorado  
[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)

Re: **March 9, 2021** Board of Supervisors meeting date  
Agenda Item # **21-0349**

To the Clerk of the Board,

As wineries in the County of El Dorado, we support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

We benefit from the marketing, advertising, and promotion from our County's Welcome Center in El Dorado Hills. Especially during these crucial times of COVID-19 restrictions, support from the California Welcome Center can lead to incremental sales to us and tax dollars to our County.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties. Its extended reach via Visit California and the Office of Tourism for the State of California are valuable partnerships for El Dorado County. Because of the California Welcome Center in El Dorado Hills, these entities invest \$227,000 in marketing and advertising for El Dorado County.

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In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

The undersigned wineries strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.  
Sincerely,

Liz Ryan  
Oakstone Winery  
Sent from my mobile phone



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Support for California Welcome Center in El Dorado Hills

1 message

Rebecca Stoddard &lt;generalmanager@boegerwinery.com&gt;

Tue, Mar 9, 2021 at 12:02 PM

To: edc.cob@edcgov.us

Kim Dawson

Clerk of the Board

County of El Dorado

[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)Re: **March 9, 2021** Board of Supervisors meeting dateAgenda Item # **21-0349**

To the Clerk of the Board,

As a business in El Dorado County, Boeger Winery supports the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

We benefit from the marketing, advertising, and promotion from our County's Welcome Center in El Dorado Hills. Especially during these crucial times of COVID-19 restrictions, support from the California Welcome Center can lead to incremental sales to us and tax dollars to our County.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties. Its extended reach via Visit California and the Office of Tourism for the State of California are valuable partnerships for El Dorado County. Because of the California Welcome Center in El Dorado Hills, these entities invest \$227,000 in marketing and advertising for El Dorado County.

The Welcome Center has seen over 150,000 guests since its inception, creating additional revenue for the County. Surveys reflect guests who stop at Welcome Centers spend money on gas, food, and lodging in a county with a Welcome Center. The importance of connecting with these guests is crucial to increase revenue to El Dorado County. The Welcome Center directly and positively impacts our tax base for the continued strength of El Dorado County.

In addition, the Welcome Center offers many added benefits to El Dorado County, such as serving as an official Vote Center, PPE distribution site, as well as an information hub. Ideally located near the county line and representing the first point of personal, tourism contact with visitors, the California Welcome Center in El Dorado Hills has been a warm welcome since 2010.

Boeger Winery strongly supports the continuation of this successful program to encourage tourism promotion in El Dorado County. Thank you for your consideration.

Cheers,

**Rebecca Stoddard**

**General Manager**

**530-622-8094**





County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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## Welcome center for El Dorado Hills

1 message

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**GDPA** <marshallgoldgdp@gmail.com>

Tue, Mar 9, 2021 at 12:26 PM

To: Edc.cob@edcgov.us

To whom it may concern,

I am writing on behalf of the Gold Discovery Park Association, we are the nonprofit for Marshall Gold Discovery State Historic Park. I am writing this email in support of continuing funding for the California Welcome Center in El Dorado Hills. They have been absolutely wonderful in promoting the state park to families that come to the gold country to educate their school age children about the gold rush, along with the thousands of visitors that come here from around the world to see where gold was discovered. We have a kiosk at the welcome center that showcases the park along with brochures they hand out to visitors telling them to visit the park. This is a great location for people who are visiting our county to learn what all we have to offer whether it be a history lesson, beautiful scenery, wine tasting or Apple Hill. The staff at the California Welcome Center are friendly and worked closely with us to make sure that our kiosk and brochures were showcased how we wanted and that everything looks welcoming. We strongly urge you to please keep this California Welcome Center open in El Dorado Hills as it is a great resource for the many visitors that come to El Dorado County.

Thank you,

Gold Discovery Park Association

--

Maureen Brown  
Operations Manager  
530-622-6198





County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Welcome Center

1 message

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**Shonna Nederhouser** <shonna@nelloolivo.com>

Tue, Mar 9, 2021 at 12:38 PM

To: edc.cob@edcgov.us

Hello! We would be so disappointed to see the Welcome Center closed! They do so much to help promote our wineries and so many other interesting places nearby! We are very much in favor of keeping it open!

--

The **Grapefather** thanks you,

**Shonna Nederhouser,**

Director of the Mob

*Nello Olivo Winery*



County of El Dorado Clerk of the Board &lt;edc.cob@edcgov.us&gt;

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**Urgent: Agenda Item #21-0349 El Dorado Hills Welcome Center**

1 message

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**Sherrie & Jim Everhart** <hart2hartvines@att.net>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Tue, Mar 9, 2021 at 1:27 PM

March 5, 2020

Kim Dawson  
Clerk of the Board  
County of El Dorado  
[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)Re: **March 9, 2021** Board of Supervisors meeting date  
Agenda Item # **21-0349**

To the Clerk of the Board,

As wineries in the County of El Dorado, we support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

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The undersigned wineries strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

Sincerely,

Sherrie and Jim Everhart

Proprietors

Everhart Cellars/Hart 2 Hart Vineyards



County of El Dorado Clerk of the Board <edc.cob@edcgov.us>

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## Letter of support for continued funding for Welcome Center

1 message

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**Christine Rorden** <chris@cantigawine.com>

Tue, Mar 9, 2021 at 3:08 PM

To: edc.cob@edcgov.us

Good afternoon,

Please see the attached letter.

Thanks very much,

Christine



**Welcome Center Support.docx**

92K



**Cantiga**  
Wineworks LLC

PO Box 66 / 5980 Meyers Ln, Somerset, CA 95684  
PH: (530) 621-1696 Fax: (530) 621-1693

March 9, 2020

Kim Dawson  
Clerk of the Board  
County of El Dorado  
[edc.cob@edcgov.us](mailto:edc.cob@edcgov.us)

Re: March 9, 2021 Board of Supervisors meeting date  
Agenda Item # 21-0349

To the Clerk of the Board,

As wineries in the County of El Dorado, we support the vital, continued funding of the California Welcome Center program from El Dorado County to promote tourism and attract visitors from California, the United States, and internationally.

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The undersigned wineries strongly support the continuation of this successful program to encourage tourism promotion in El Dorado County, or at least the fair and transparent RFP process for this contract.

Sincerely,

Christine Rorden  
Cantiga Wineworks