

# *David Girard Vineyards*



# El Dorado County Vineyard and Winery



*Tasting Room*

- Since 1992
- 741 Cold Springs Road
- 87 acres
- Rhone Style Wines (13 Varietals)
  - Grenache
  - Syrah
  - Viognier

# Growth in a Chilly Economic Climate



- Business Conditions Are Challenging
- We Are Growing
- Reliance on Tasting Room Sales and Direct Marketing

# We Need To Attract Visitors



- To the Vineyard
- To the County
- Friends/Neighbors/Supporters
- Sacramento/Reno/Tahoe/Bay Area/  
Southern California/Out of State

# Agritourism Potential Exists





- Attracting Visitors To El Dorado County
  - Is Promising
  - Infrastructure Needed
    - Restaurants
    - Accommodations
  - Promotion Needed
    - Vineyard Identity
    - El Dorado Wine Identity
    - Foothill Identity



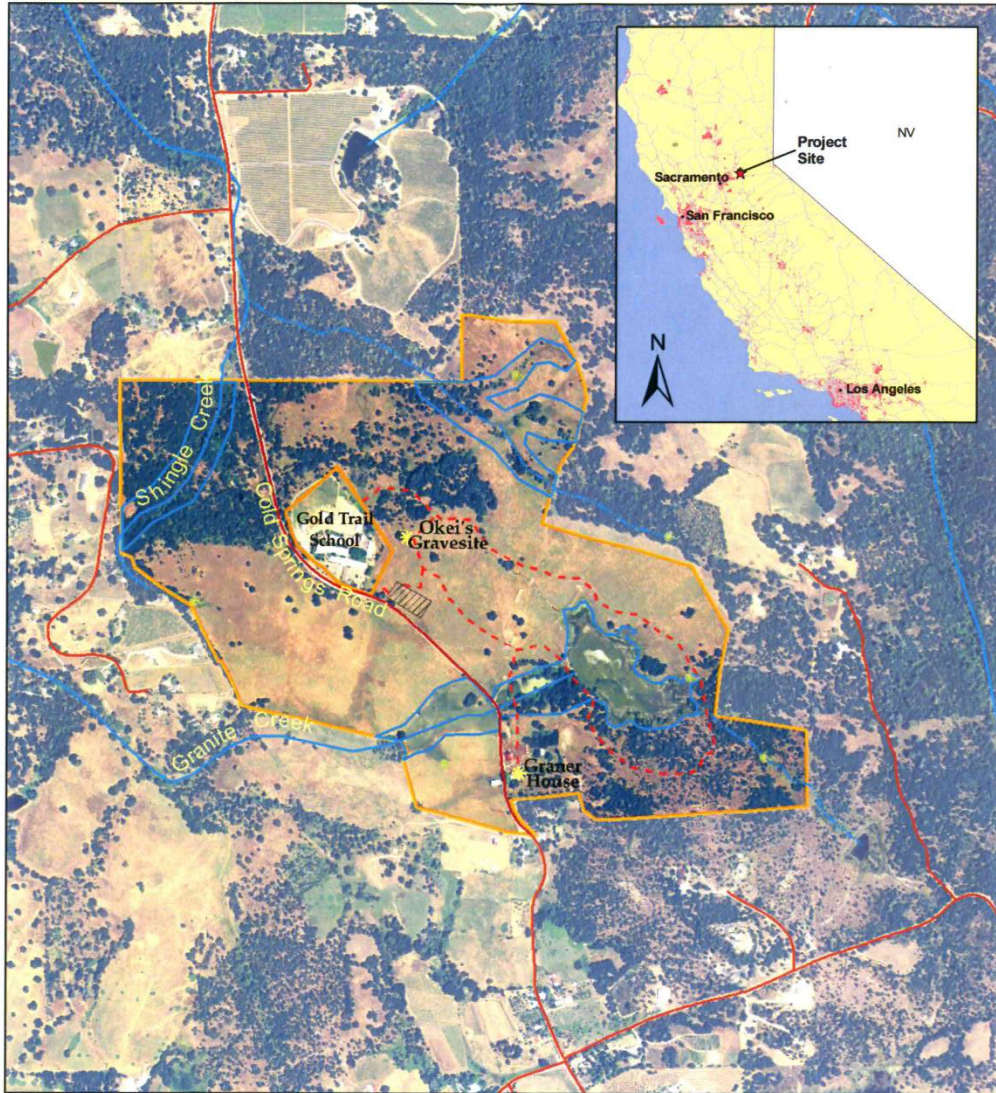
*Waterfall at  
Wine Club  
Terrace*

# Agritourism One Vineyard at a Time

- An Investment in El Dorado County
- Attracting Visitors Is Our Job
- Cooperative Activities Needed
  - Wine-Oh Guide Event
  - Travel Writers Event
  - Mystery Writers Event

- Charitable Activities Deserve All of Our Support
- Cultural Activities Help
  - Sacramento Opera
  - Sacramento Ballet
  - Wakamatsu Colony Park Project

# Gold Hill Ranch - Wakamatsu Tea & Silk Colony Project



## American River Conservancy



El Dorado County,  
California

-  Subject Property
-  Proposed Trails
-  Proposed Parking Area
-  Riparian and Wetland Habitat
-  Intermittent Stream
-  Perennial Stream
-  Location of Springs
-  Roads

Scale = 1:10,000

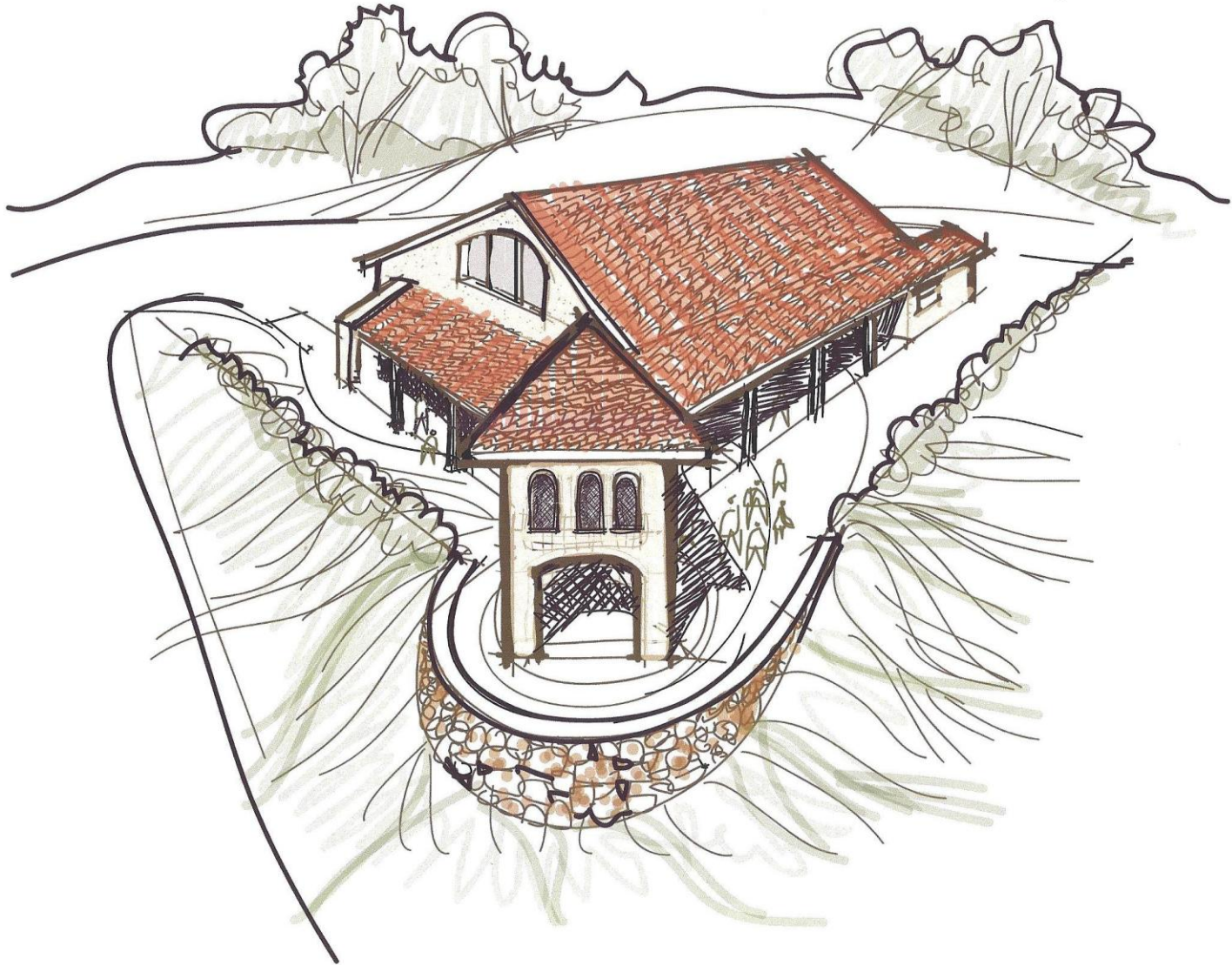
- Commercial Activities Critical
  - Weddings



- Commercial Activities Critical
  - Concerts
  - Promotional
    - Passport Weekend



# Viticulture Galleria





- 7,000 Square Feet
- New Facility
- Replaces Tent
  - Current Pad
  - Low Impact
- Working With Planning Department
- Good Neighbor Policy