



Public Comment #38

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

Public Comment 21 - 0349

1 message

Kileigh Labrado <labrado@lakevalleyfire.org>
To: edc.cob@edcgov.us

Thu, Mar 4, 2021 at 4:21 PM

Dear Clerk of the Board,

Attached please find public comments related to item **21-0349** for the Board of Supervisors Meeting scheduled for March 9, 2021.

Thank you,

Kileigh Labrado

Kileigh Labrado
Administrative Manager
Lake Valley Fire Protection District
2211 Keetak Street
South Lake Tahoe, CA 96150
labrado@lakevalleyfire.org
530-577-3737 phone
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 **LVFD TOT Funding Summary.pdf**
14915K



Lake Valley Fire Protection District

Administrative Office: 2211 Keetak Street, South Lake Tahoe, CA 96150

Phone: (530) 577-3737

Website: <https://www.lakevalleyfire.org/>

County Board of Supervisors,

Lake Valley Fire Protection District (LVFD) is presenting the following proposal and subsequent data to apply for Transient Occupancy Tax (TOT) funding for FY 2021-2022. The following summary of information details the tourism impacts that LVFD experiences and the subsequent impacts to services for residents and visitors to the District.

LVFD has identified four (4) funding priorities for consideration by the Board of Supervisors. The District would like to impart on the Board of Supervisors the urgent needs of the District to fund Priorities 1-3 and consider funding Priority 4 based on the tourism impacts suffered by the District which are compounded by the following facts:

- The District has **81 percent** of the active VHRs in the County within its boundaries (520 of the total 639 active permits); and
- 100,000+ visitors travel along the Highway 50, State Route 89 corridor through the District every day; and
- The popular tourist destinations of Pope Beach, Camp Richardson, Emerald Bay, Sierra-at-Tahoe Ski Resort, and Heavenly Ski Resort are located within the District.

More detailed information regarding tourism impacts can be found in the attached document. The increasing numbers of tourists to the District has created a strain on the infrastructure in the Meyers and South Lake Tahoe community, making it difficult for LVFD fire apparatus to maneuver on peak travel days. The District taxpayers are shouldering the burden of emergency and medical responses for visitors that totaled just under \$300,000 in 2020. It is safe to assume that the number of VHRs, including non-permitted VHRs, will continue to increase in part due to the City of South Lake Tahoe's Measure T which effectively bans VHRs in most areas of the City. There are 167 pending VHR permits within LVFD as of February 23, 2021. In addition to overnight guests, the promotion of tourism and growth throughout the County has increased the number of day use visitors to the Tahoe area. No agency has accurately documented the total number of tourists traveling to the Basin.

LVFD is supportive of the Board of Supervisor's efforts to redirect TOT funding towards tourism impacts and hopes that the information provided here will outline the direct impacts tourism has to the Lake Tahoe basin side of the County, and specifically the ability for LVFD to continue to provide timely, safe emergency and fire protection services to the residents and visitors of the District.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brad Zlendick".

Brad Zlendick, Fire Chief
Lake Valley Fire Protection District

Lake Valley Fire Protection District

TOT Funding Summary

The following information provides a summary of tourism impacts to Lake Valley Fire Protection District (LVFD) and the request by LVFD for TOT revenue allocations for four (4) funding priorities to offset these impacts.

Tourism Impacts

- The Tahoe Transportation District (TTD) estimates that roughly 24 million visitors come to the Tahoe Basin each year, of which 40 percent are day visitors. Peaks in visitors to the basin generally occur on skier days, holidays, and weekends in the summer and winter months.¹
- The Tahoe Chamber of Commerce and Visitors Authority estimates over 100,000+ visitors per day travel through the Emerald Bay, Highway 89 corridor of LVFD.² Overnight visitors to LVFD are estimated at 22,325 people per day during the busy season. This equates to 1 local resident for every 5.5 visitors per day.
- There are approximately 22,315 permanent residents within the District as of 2020 with 13,367 parcels in LVFD boundaries that provide the main source of funding for LVFD through property tax and special assessment revenue.
- Lake Valley Fire has experienced an increase of 23.7% in calls for service from 2019 to 2020. The influx of tourists increases call volumes causing the District to rely more heavily on mutual aid from neighboring agencies, which include across the state line into Nevada.
- As of February 23, 2021, approximately 520 active Vacation Home Rentals (VHRs) permits were located within the District boundary with a total of 639 active permits County wide.³ This equates to **81 percent** of active VHRs in the County within the LVFD district area.
- Overnight visitors also include campgrounds at Fallen Leaf Lake and Camp Richardson Resort, as well as the Camp Richardson Hotel.
- Costs for the District to respond to visitor specific emergency services, vehicle accidents and extended calls totaled \$290,108.19 in 2020. These 193 visitor calls and the subsequent costs associated are a direct burden to District taxpayers.

¹ Tahoe Prosperity Center. 2018. Measuring for Prosperity: Community and Economic Indicators for the Lake Tahoe Basin. Available online at: <https://tahoeprosperity.org/wp-content/uploads/measuring-for-prosperity-community-and-economic-indicators-for-the-lake-tahoe-basin-2018.pdf>.

² Personal communication with Steve Teshara, Chief Executive Officer of the Tahoe Chamber.

³ County of El Dorado. 23 February 2021. Vacation Home Rentals (VHR) Map. Available online: <https://see-eldorado.edcgov.us/portal/apps/webappviewer/index.html?id=e80cdb0a711644e3b5e663a10a4d8f2e>



- The District boundaries include areas such as Pope Beach, Camp Richardson, and Emerald Bay. These areas are premier destinations for visitors in South Lake Tahoe. The District also serves two major ski areas: Sierra-at-Tahoe and Heavenly Valley.
- In 2019, the District responded to 1,224 calls for service on weekend and holiday days, or 56% of total calls. On average, response times for holiday and weekend days were 2 to 4 minutes longer than average weekdays. A breakdown in average response times (hours:minutes) for LVFD by month and weekday, weekend, and holidays is shown in Table 1 below.⁴

Table 1: Average Response times for LVFD in 2019 by Weekday, Weekend and Holidays

| Month | Average Weekday Response Time | Average Weekend Response Time | Average Holiday Response Time* |
|---|-------------------------------|-------------------------------|--------------------------------|
| Jan | 0:08 | 0:14 | 0:19 |
| Feb | 0:08 | 0:11 | 0:20 |
| Mar | 0:10 | 0:14 | 0:10 |
| Apr | 0:09 | 0:09 | |
| May | 0:06 | 0:08 | 0:09 |
| Jun | 0:07 | 0:07 | |
| Jul | 0:06 | 0:11 | 0:16 |
| Aug | 0:09 | 0:10 | |
| Sep | 0:07 | 0:05 | 0:08 |
| Oct | 0:04 | 0:06 | |
| Nov | 0:06 | 0:05 | 0:07 |
| Dec | 0:09 | 0:12 | 0:06 |
| Year Average | 0:08 | 0:10 | 0:12 |
| *Holidays include New Year's Day; Martin Luther King, Jr. Day; President's Day; Cesar Chavez Day; Memorial Day; 4 th of July; Labor Day; Veterans Day; Thanksgiving Day; Day after Thanksgiving; Christmas Day; New Year's Eve Day | | | |

Response time data in Table 1 does not include calls for strike teams, transfers, and one backcountry mutual aid call in May 2019. In 2019, the longest response time for LVFD was to Sierra-at-Tahoe Ski Resort for a medical call on December 27th. It took Medic 7 from LVFD Station 7 in Meyers 1 hour and 41 minutes to get to Sierra-at-Tahoe leaving at 11:27am. Normally, this route would take 20 minutes without traffic.^{5,6}

- Delayed response times, such as an additional 12 minutes on holidays in February 2019 vs. the average weekday, can have life or death consequences. For cardiac arrests, every minute that passes without CPR and defibrillation decreases the chances of survival by 7-10 percent.⁷ In a

⁴ City of South Lake Tahoe, Dispatch Center. 2019. SLTFD FLFD and Brush calls. Available from the South Lake Tahoe Dispatch Center.

⁵ Ibid.

⁶ Google Maps. Directions from Meyers Fire Station Lake Valley Fire Protection District, 2211 Keetak St, South Lake Tahoe, CA 96150 to Sierra-at-Tahoe Resort, 1111 Sierra-At-Tahoe Rd, Twin Bridges, CA 95735.

⁷ American Heart Association. 2013. Facts – Every Second Counts: Rural and Community Access to Emergency Devices. Available online at: https://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_472102.pdf.



recent study from the Journal of the American Heart Association, survival of a cardiac arrest is 19.5 percent when the EMS team arrives within 0-6 minutes, compared with 9.4 percent if team arrives after 10 minutes or more.⁸

- Response times are just as critical for fire as for medical emergencies and can have the same life or death consequences. It is generally recognized that a fire’s growth is exponential. The more time passes, the more a fire grows in intensity. The spread of fire to a “flashover” point (the point at which gases and other material ignite, which in turn ignites everything in a room) usually occurs within 5 to 8 minutes from the appearance of flame in typically furnished and ventilated buildings. Once flashover occurs, damage caused by the fire is significant and the environment within the room can no longer support human life. Thus, response time is critical to put out the fire prior to the flashover point.⁹
- Pictures are worth a 1,000 words – Appendix A shows images taken by residents of vehicle traffic during high traffic times and the corresponding response times for emergency calls on those dates if available.

Funding Priorities

In order to equip the District to better address tourism impacts as described above, LVFD proposes the following four (4) funding priorities using TOT revenue: Priority 1 – 2020 Direct Visitor Costs, Priority 2 – Apparatus Needs, Priority 3 – Staffing Needs, and Priority 4 – Total Current and Future Needs. Each priority includes a short description, summary statement, and a funding breakdown provided on the following pages. The table provided below shows summary information for all four priorities. Priority 4 is a combination of all three priorities plus some additional needs by the District that can be correlated to tourism impacts. LVFD hopes the Board of Supervisors will fund Priorities 1-3 and consider funding Priority 4.

| Priority Number | Priority Type | Total Amount Requested | Timeline |
|------------------------|------------------------------|-------------------------------|------------------|
| 1 | 2020 Direct Visitor Costs | \$290,108.19 | One-time each FY |
| 2 | Apparatus Needs | \$350,000.00 | One-time |
| 3 | Staffing Needs | \$107,960.46 | 2+ Year Contract |
| 4 | Total Current & Future Needs | \$2,239,788.37 | Ongoing |

⁸ Holmen, J., Hertliz, J., et. all. 27 October 2020. Shortening Ambulance Response Time Increases Survival in Out-of-Hospital Cardiac Arrest. Journal of the American Heart Association. 2020;9. Available online at: <https://doi.org/10.1161/JAHA.120.017048>.

⁹ El Dorado LAFCO. 26 September 2018. Study Session on the State of Fire Districts in the County and Options for Finances and Alternative Governance Models. Available online at: <https://www.edlafco.us/2018-09-26-commission-meeting>.



Priority 1 – 2020 Direct Visitor Costs

In 2020, the District identified 193 calls where personnel responded to visitors in need of emergency medical or fire protection services. These calls totaled \$290,108.19 with the cost burden placed directly on District taxpayers. LVFD utilizes a third-party collection agency and has policies in place to attempt to recoup some of these costs. However, the District is not generally able to make up the associated costs for service. This places an unnecessary burden on District taxpayers who provide the main source of revenue for the District.

The funding breakdown is divided into three different call types and the associated costs for responding to one of each call type. The last row of each table shows the number of visitor calls for 2020 in that call type and the associated costs for the year. The three different call types are: 1) emergency medical service (EMS) call, 2) vehicle accident, and 3) extended call.

Summary

Priority 1 would be one-time TOT funding of \$290,108.19 to cover costs associated with visitor specific calls in 2020. LVFD respectfully requests that, if the Board were to choose Priority 1, the District would be given the opportunity apply for additional TOT funding to cover visitor specific costs next fiscal year based on visitor calls for service and types of calls for the year prior.

Funding Breakdown

One EMS Call – Single Engine / Single Medic (2 hours total)

| Engine Company | Hourly Rate | Total (2 hr) |
|-----------------------------------|-------------|--------------------|
| Captain | \$47.53 | \$95.06 |
| Engineer | \$42.04 | \$84.08 |
| Firefighter-PM | \$38.94 | \$77.88 |
| Total Personnel Cost: | | \$257.02 |
| | | |
| Engine Hourly Rate | \$140.00 | \$280.00 |
| Personnel & Equip | | \$537.02 |
| Admin Rate | 13.26% | \$71.18 |
| Total Reimbursement: | | \$608.20 |
| 103 Visitor Calls for 2020 | | \$62,644.81 |

One Vehicle Accident - Two Engines & Chief Officer - 2.5 hours

| Engine Company | Hourly Rate | Total (2.5 hr) |
|-------------------------|-------------|-----------------|
| Captain | \$47.53 | \$118.83 |
| Engineer | \$42.04 | \$105.10 |
| Firefighter-PM | \$38.94 | \$97.35 |
| Personnel cost per eng. | | \$321.28 |
| 2 Engines companies | | \$642.55 |



| | Hourly Rate | Total (2.5 hrs) |
|----------------------------------|-------------|--------------------|
| Chief Officer | \$81.54 | \$203.85 |
| Engine Hourly Rate | \$140.00 | \$350.00 |
| <hr/> | | |
| 2 Engines @ 2.5 hours | | \$700.00 |
| Personnel & Equip | | \$1,546.40 |
| Admin Rate | 13.26% | \$204.98 |
| Total Reimbursement: | | \$1,751.38 |
| 55 Visitor Calls for 2020 | | \$96,325.64 |

One Extended Call - Three engines & Chief Officer - 4 hours

| Engine Company | Hourly Rate | Total (4 hrs) |
|-------------------------|-------------|-------------------|
| Captain | \$47.53 | \$190.12 |
| Engineer | \$42.04 | \$168.16 |
| Firefighter-PM | \$38.94 | \$155.76 |
| <hr/> | | |
| Personnel cost per eng. | | \$514.04 |
| 3 Engine Companies | | \$1,542.12 |

| | Hourly Rate | Total (4 hrs) |
|----------------------------------|-------------|---------------------|
| Chief Officer | \$81.54 | \$326.16 |
| <hr/> | | |
| Engine Hourly Rate | \$120.00 | \$480.00 |
| 3 Engines @ 4 hours | | \$1,440.00 |
| Personnel & Equip | | \$3,308.28 |
| Admin Rate | 13.26% | \$438.51 |
| Total Reimbursement: | | \$3,746.79 |
| 35 Visitor Calls for 2020 | | \$131,137.74 |

2020 Total Visitor Costs: \$290,108.19



Priority 2 – Apparatus Needs

In order to efficiently and safely respond to emergency events the District is evaluating new ways of providing service without responding in a Type 1 Fire Engine through traffic and congestion. The District has heard repeatedly from its constituents and other members of the public concerns regarding the ability for emergency apparatus to efficiently maneuver through traffic to respond to emergency calls. This would require the purchase of a smaller more maneuverable apparatus, specifically a Squad/Quick Attack Apparatus. This type of apparatus also provides increased fire flow from the District’s current model for wildland and structural type fires.

The Squad/Quick Attack vehicle would have the ability to respond down the Highway 50 corridor, well beyond the District boundary to Wrights Lake in the El Dorado County Fire District for mutual aid. Additionally, this resource would be able to respond with the CTESOA JPA ambulance resources into Eastern Alpine County and the Kirkwood Ski Area to support the EMS care the tourists require in those areas. Included in this priority would be the cost of the required rope rescue equipment that supports the Helicopter Rescue Team, high and low angle rope rescues, ice and swift water rescues, advanced life support (ALS) equipment, auto extrication equipment, and self-contained breathing apparatus.

Summary

Priority 2 would be a one-time purchase of the above-described apparatus at a total cost of \$350,000.00. LVFD respectfully requests that, if the Board were to choose Priority 2, the District would be given the opportunity to apply for additional TOT funding for other needed apparatus next fiscal year based on additional tourism impacts which require additional apparatus, such as a Fire/Rescue Boat and Quint Apparatus. A breakdown of the cost for these additional apparatus can be seen in Priority 4.

Funding Breakdown

Apparatus - Squad/Quick Attack

| | |
|-----------------------------------|---------------------|
| Squad/Quick Attack Apparatus Cost | \$300,000.00 |
| Rescue Equipment | \$50,000.00 |
| Total Cost: | \$350,000.00 |



Priority 3 – Staffing Needs

On weekends, holidays, and red flag days during peak season the sheer volume of visitors to the District requires additional safety staffing to handle the volume and complexity of calls. Typically, the District staffs an additional firefighter-paramedic on eight (8) holiday weekends throughout the year. In addition, during the summer months and ski season, the District must increase staffing on weekends to handle the increases in call volumes and to provide additional protection during red flag warnings. This additional staffing occurs approximately 26 weekends out of the year.

As outlined below, staffing an additional Firefighter-Paramedic for 26 weekends per year on Fridays, Saturdays, and Sundays would cost \$82,558.00. In order to cover only holiday weekends with one additional Firefighter-Paramedic, the District would need \$25,402.46 per year. To staff one (1) additional Firefighter-Paramedic on 26 weekends per year and one (1) additional Firefighter-Paramedic on the eight (8) holiday weekends per year (which would give the District an additional two (2) Firefighter-Paramedic staff on the eight holiday weekends) the District would need a total of \$107,960.46 per year.

Summary

Priority 3 would fund two (2) additional firefighter-paramedics as outlined above at a total cost of \$107,960.46. In order to manage staffing and effectively plan future budgets, the District respectfully requests that the Board approve at least a two-year contract obligation for all, or part of the staffing requests if the Board chooses to fund this priority with TOT revenue. District staff propose to provide the Board with a presentation and report of the success of additional personnel during holidays and weekends at the end of each fiscal year.

Funding Breakdown

| Additional Staffing - Fri/Sat/Sun for 26 Weekends per Year | | |
|--|-------------|---------------------|
| Additional Staffing | Hourly Rate | Total (72 hrs) |
| Firefighter-Paramedic | \$38.94 | \$2,803.68 |
| Total Personnel Cost: | | \$2,803.68 |
| Admin Rate | 13.26% | \$371.63 |
| Total Reimbursement: | | \$3,175.31 |
| 1 Firefighter-Paramedic 3 days X 26 weekends: | | \$82,558.00 |
| Additional Staffing - 1 FF-PM for Fri/Sat/Sun for 8 Holiday Weekends per Year | | |
| Additional Staffing | Hourly Rate | Total (72 hrs) |
| Firefighter- Paramedic | \$38.94 | \$2,803.68 |
| Total Personnel Cost: | | \$2,803.68 |
| Admin Rate | 13.26% | \$371.63 |
| Total Reimbursement: | | \$3,175.31 |
| 1 Firefighter-Paramedic 3 days X 8 weekends: | | \$25,402.46 |
| Total additional Personnel Costs: | | \$107,960.46 |



Priority 4 – Total Current & Future Needs

In addition to the apparatus and staffing requests outlined in Priorities 2 and 3, the District needs additional apparatus and equipment as well as funding for search and rescue operations. A breakdown in total current and future needs as it relates to tourism impacts to the District can be seen below. This includes those requests outlined in Priorities 1, 2, and 3 to give the Board of Supervisors a complete picture of the needs of the District. A description of the funding needs not listed in Priorities 1 through 3 are explained as follows:

Additional Apparatus

The Quint apparatus would take the place of one of LVFDs Type 1 Engines that is due for replacement. Currently, LVFD has applied for an Assistance to Firefighter Grant (AFG) to fund the replacement of the Type 1 Engine. The growth in the District of VHRs has increased the number homes constructed to be larger in size and scope than the standard 3-to-4 bedroom, 2-to-3-bathroom home. It is not uncommon for homes in LVFD to be 5+ bedrooms with the same number of bathrooms, constructed to operate as VHRs, with some even including indoor swimming pools. These larger homes require different firefighting equipment than what is commonly used. For example, roof access for venting fires requires larger and longer apparatus to attack large second and third story homes via deck access. The current ladder compliment on a Type 1 Engine does not meet these needs. The proposed Quint would allow LVFD to respond to fires safely and confidently at these larger homes and also allow the use of an elevated water stream to attack the fire. This is critical to stopping large fires from spreading house to house or into surrounding vegetation.

As mentioned previously, the District boundaries include Pope Beach, Camp Richardson, Emerald Bay, Sierra-at-Tahoe Ski Resort, and Heavenly Ski Resort. These areas are premier destinations for visitors in South Lake Tahoe. In order to protect and serve the visitors to these beach front areas a Fire Boat is essential. The amount of water rescues has continued to increase due to increases in day-use visitors, campgrounds campers, and VHR guests with Emerald Bay as the main destination. Whether it is through hiking, biking, boating, or driving the District responds to all calls for service at Emerald Bay. A Fire Boat would work hand in hand with LVFD's other traditional rescue capabilities while adding the ability for personnel to respond and transport patients quicker by circumventing the heavy traffic that occurs on the Highway 89 corridor, while concurrently providing a high level of patient care.

Helicopter Rescue Training & Equipment

LVFD collaborates with local law enforcement, CHP, and other fire agencies to provide backcountry medical rescue services throughout the District area and surrounding areas. In order to complete these types of rescues the El Dorado County Sheriff's and CHP have formed the Helicopter Rescue Teams in collaboration with LVFD and other fire agency partners to assist in medical rescues in the backcountry. Many of the rescues performed involve visitors/tourists to the area. This program allows an advanced life support (ALS) firefighter-paramedics to be transported by helicopter directly to the patient to begin care and prep for extrication and transport.



Summary

The District requests that the Board consider allocating 5 percent of the total TOT revenue collected in the Lake Valley Fire Protection District boundary to the District for funding projects, staffing, and equipment totaling \$2,239,788.37 to serve the visitors and residents of the LVFD community. This funding would be spread over the number of years needed to meet the funding goals while only receiving 5 percent of total TOT revenue collected within the District boundary each fiscal year. District staff propose to provide the Board with a presentation and report of the success of these additional funding activities at the end of each fiscal year.

Funding Breakdown

Total Current & Future Needs

Call Response Staffing and Equipment

| | |
|--------------------|---------------------|
| EMS Calls | \$62,644.81 |
| Vehicle Accidents | \$96,325.64 |
| Extended Calls | \$131,137.74 |
| Total Cost: | \$290,108.19 |

Additional Staffing

| | |
|---|---------------------|
| Weekend Staffing for 26 weekends | \$82,558.00 |
| Holiday Weekend Staffing for 8 weekends | \$ 25,402.46 |
| Total Cost: | \$107,960.46 |

Apparatus and Equipment

| | |
|------------------------------|-----------------------|
| Squad/Quick Attack Apparatus | \$300,000.00 |
| Rescue Equipment | \$50,000.00 |
| Quint Apparatus | \$900,000.00 |
| Rescue Equipment | \$75,000.00 |
| Fire/Rescue Boat | \$450,000.00 |
| Rescue Equipment | \$50,000.00 |
| Total Cost: | \$1,825,000.00 |

Helicopter Rescue Training and Equipment

| | |
|---------------------------------|--------------------|
| Additional Staffing | \$4,968.72 |
| HRT Equipment Needs | \$3,495.00 |
| Winter/Backcountry Rescue Needs | \$8,256.00 |
| Total Cost: | \$16,719.72 |

Overall Total Cost: \$2,239,788.37



Appendix A – Photos & Correlated Calls

January 21, 2019 (Martin Luther King, Jr. Holiday)

LVFD dispatched Engine 7 and Medic 7 to a call at Strawberry Lodge at 2:58pm. The second image below, taken at 3:00pm, is Medic 7 traveling to this call along Pioneer Trail just past Player Drive and Elks Club Drive. Medic 7 arrived at the call in 29 minutes.¹⁰ From the point of this photo to Strawberry Lodge takes 19 minutes in no traffic. This equates to a **10-minute delay** due to traffic as pictured below. It took the resident who took these two images 10 minutes to travel 0.5 miles.

2:50pm – Pioneer Trail heading southbound towards Highway 50 just past Busch Way.



3:00pm – Pioneer Trail heading southbound towards Highway 50 just past Player Drive at Elks Clube Drive.



¹⁰ City of South Lake Tahoe Dispatch. Response Times 2019. Event #1901-1979. Available from the City Dispatch.



December 22, 2019 (Sunday before Christmas)

LVFD dispatched Battalion 7 and Medic 7 to a traffic collision with injury near the intersection of Mandan and Ojibwa Street at 11:46am. Both units traveling from LVFD Station 7 at Meyers took 12 minutes to respond to the call.¹¹ In no traffic, the units would have taken 4 minutes to arrive. This equates to an **8-minute delay** due to traffic as shown in the images below. Mandan Street is a common cut-through route for tourists and visitors attempting to by-pass heavy traffic on the Highway 50 corridor. Residents have reported numerous cases of tourists causing traffic backups or blocking the road due to insufficient traction control or not using chains leading to crashes. These incidents prevent LVFD from providing timely service to residents in the area.

Time Unknown – Mandan Street near Ojibwa Street



¹¹ City of South Lake Tahoe Dispatch. Response Times 2019. Event #1912-1850. Available from the City Dispatch.



January 26, 2020 (Sunday)

Traffic congestion on North Upper Truckee, such as depicted in the image below, can delay LVFPD’s ability to respond to calls in this area as well as in the western areas of the District. Many visitors use North Upper Truckee to bypass congestion on the Highway 50 corridor leading to long lines of gridlock traffic. Priority 2 funding for the Squad/Quick Attack apparatus would allow LVFD personnel to more easily maneuver around gridlock traffic to get to emergency calls.

Time Unknown – North Upper Truckee heading southbound towards Highway 50.



March 1, 2020 (Sunday)

Traffic congestion on Mandan street, similar to the picture below, can delay LVFD’s ability to respond to calls north of Station 7. Priority 3 funding would allow LVFD to staff other stations during high traffic periods, providing the option for responders to arrive from multiple directions for calls to reduce response times.

11:13am – Mandan Street heading westbound towards Highway 50 just after Erie Circle





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

BOS Meeting March 9th

Debbie Manning <debbie@eldoradohillschamber.org>

Thu, Mar 4, 2021 at 5:01 PM

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

Cc: "bosone@edcgov.us" <bosone@edcgov.us>, "bostwo@edcgov.us" <bostwo@edcgov.us>, BOS Three <bostthree@edcgov.us>, BOS Four <bosfour@edcgov.us>, "bosfive@edcgov.us" <bosfive@edcgov.us>, "Donald Ashton (don.ashton@edcgov.us)" <don.ashton@edcgov.us>, "Badolian, Craig" <craig@bidesignstudio.com>, "Barri, Kevin" <Kevin.J.Barri@wellsfargo.com>, "Cort, Cathey" <ccort@adsuptoday.com>, "Hoyt, Jenna" <Jenna@koyucorp.com>, "Kirch, Cynthia" <Cynthia.Kirch@dignityhealth.org>, "Lynn Repstad (lrepstad@nat.com)" <lrepstad@nat.com>, "Maestas, Dave" <david@westcoastevent.com>, "Reaksecker, Ross" <Ross.Reaksecker@wasteconnections.com>, "Repstad, Lynn" <Lynn.Repstad@calatl.com>, "Riley, DeeDee" <driley@golyon.com>, "Saitman, Janet" <Janet@janetsaitman.com>, "Seymour, Kelly" <Kelly.Seymour@blueshieldca.com>, "Williamson, Dave" <dave@frifs.com>

Attached is our letter and attachments regarding Item #38 – 21-0349, Chief Administrative Office and Department of Planning and Building, Economic Development Division, recommending the Board provide direction on the use of Transient Occupancy Tax (TOT) funding for Fiscal Year 2021-22 Budget.

Respectfully,

Debbie Manning

Debbie Manning

President & CEO

El Dorado Hills Chamber of Commerce

California Welcome Center

2085 Vine Street, Suite 105

El Dorado Hills, CA 95762

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www.eldoradohillschamber.org

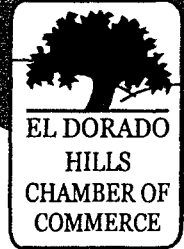
EDH Video: <https://youtu.be/vwvsBckEmo8>

“If you want to go fast, go alone. If you want to go far, go together.” African proverb



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March 4, 2021

Chairman John Hidahl
Supervisor George Turnboo
Supervisor Wendy Thomas
Supervisor Lori Parlin
Supervisor Sue Novasel
County of El Dorado
330 Fair Lane
Placerville, CA 95667

Dear Members of the Board of Supervisors,

First, I am proud to say the California Welcome Center will celebrate its 11th year this May. Each time the County has an RFP for Tourism and Promotion, we have applied and always ranked toward the top in ratings based on your criteria. We applaud that process and welcome it again, especially during these critical times.

We are deeply disappointed with the County's CAO's recommendation to only "recommend removing \$110,320" which is the allotted funding for the California Welcome Center (CWC). This is the only one of the five that were awarded by the RFP process two years ago that is recommended not to be funded. To eliminate the El Dorado Hills link in our strong chain of promoting and advancing tourism in our County is simply short-sighted. In reference to the County's new budget policy, the CWC is definitely a strong component: "Transient Occupancy Tax revenue shall be directed toward the impact of tourism and economic development, with consideration for support of tourism and promotion activities within the County and for continued support for grant fund allocations to support Veteran programs within the County."

Also imperative to note is that due to COVID-19 restrictions with our Welcome Center being closed per California guidelines, we responsibly issued a check back from our contract. On August 5, 2020, check #5981 for \$8,862 was sent along with our annual report, and the check has yet to be cashed by the County. Further, we have returned monies in the past as we operate the California Welcome Center as frugally as possible. Since its opening eleven years ago, I have never personally accepted any funding related to my salary, to manage and operate the Center. The majority of our expenses are rent, followed by utilities and two part-time travel concierges. We also have several volunteer travel concierges as well. The California Welcome Center is open 7 days a week to serve guests and visitors to our County. It is only closed 3 days a year.

I have shared this information with the CAO and feel compelled to share it with you:

Narrative – "Funding is not being recommended for the El Dorado Hills Chamber - California Welcome Center or the Greater Sacramento Economic Council (GSEC). According to a 2018 Western Association of

Chamber Executives (WACE) survey, of the business chambers in California that receive government funding, only 25% of those chambers receive funding for visitor center operations. As a result, staff is recommending the \$110,000 currently allocated to the El Dorado Hills Chamber be redirected to fund the impacts of tourism.”

- Note the responses from an internal WACE-specific survey on page 7 of 12:
 - VC (Visitor Center)– El Dorado County Chamber
 - VC (Visitor Center) & TO (Tourism Promotion) – El Dorado Hills Chamber
- Note the survey sample from the internal Chamber-specific survey:
 - The 2018 survey of California Chambers is from three years ago
 - The data represents only 94 of the 543 chambers in California, so just 17.3% of chambers responding.
 - Of the 17.3% of California Chambers taking the survey, just 25% marked that they receive government funding, which equates to only 4.3%. Is this low, arbitrary, and outdated number strong enough to base a decision of completely cutting a viable program out of our County’s tourism efforts?
 - Further, the CAO did not share that 31% - 32% of the Chambers surveyed receive funding for Tourism and Promotion. That’s just 7% more than the basis of the 25% in question.
 - Workforce development training and opportunities, which the survey indicated at 21% who receive funding, is in fact granted to two other of the five contracts. Note this number is just a 4% differential from the 25% as receiving government funding, yet not slated for a budget cut as the Welcome Center is. How can this be equitable?
 - With all this said, how do you eliminate funding for one and not cut for others?

Shared with the CAO on March 2, 2021 by email:

- As presented to the Board of Supervisors and shared in our year-end report:
 - Outward (State-County wide) advertising and marketing items (see attachments)
 - CWC offers further exposure for El Dorado County on Visit California’s website, social media platforms and these publications:
 - <https://www.visitcalifornia.com/experience/el-dorado-county/>
 - <https://www.visitcalifornia.com/experience/california-welcome-center-el-dorado-hills/>
 - California Official Guide and Travel Planner - CWC Exposure Value = **\$153,000**
 - CA Road Trips - CWC Exposure Value = **\$28,000**
 - CA Official Map - CWC Exposure = **\$46,000**
 - **CWC quantifiable value to El Dorado County Tourism = \$227,000**
 - El Dorado County Vote Center, a direct community benefit, which we successfully collaborate with the County and promote (see attachment)

In fact, per Amy Chambers, Tourism Assessment Program Manager of the Office of Tourism for the state of California, in regards to California Welcome Centers, “many are funded by local governments.”

The California Welcome Center puts El Dorado County literally on the map. We are one of 17 California Welcome Centers in California and are frequently told, “One of the best.” The CWC clearly serves a strong draw to El Dorado County Tourism Promotion two-fold: 1) Direct marketing, advertising and

promotion through Visit California to acquire guests and 2) Serving the travelers as a brick-and-mortar to share all the diverse tourism assets in El Dorado County.

To better understand what a California Welcome Center is:

“Anyone who's traveled to an unfamiliar area with the intention of experiencing as much as possible knows how invaluable the knowledge of a local can be. There is no better resource, and having it can make the difference between a ho-hum trip and truly memorable one.

It's the mission of each of the 17 (soon-to-be 18) California Welcome Centers scattered throughout the state to enable all visitors to have the best experience possible, and they take that local-is-best approach to heart. Each one is staffed with personal travel concierges, knowledgeable experts who are ready to provide information that will enhance and enrich your visit no matter what your focus --the arts, local culture, ecological crossroads,”

<https://www.visitcalifornia.com/welcome-centers/>

Also worthy to note is that to become a California Welcome Center, an extensive RFP process is required. One of mandates is that there cannot be another California Welcome Center within 50 miles. If you chose to move forward with the CAO's recommendation to eliminate necessary funding for the California Welcome Center, our County's Welcome Center will be forced to close. El Dorado County would then lose all of the outward direct marketing and the ability to efficiently and successfully serve visitors on the County line in El Dorado Hills. It is highly probable that one of our neighboring communities, such as Folsom or Rancho Cordova, would apply to Visit California and take our place on the Highway 50 Corridor. Obviously their mission will be to promote tourism in Sacramento County, so a direct loss to El Dorado County's tax dollars.

Additionally, El Dorado County's inclusion of a California Welcome Center is extended to the California Office of Tourism. From their homepage:

“The California Office of Tourism is a department within the Governor's Office of Business and Economic Development that supports the promotion of California as a global tourism destination and provides information services to visitors. The Office of Tourism works in close coordination with the California Travel and Tourism Commission, doing business as Visit California, to facilitate travel to California.

California Welcome Centers are programs of Visit California and are tied to the Tourism Assessment Program;

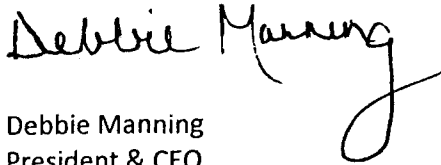
https://tourism.ca.gov/s/login/?language=en_US&startURL=%2Fs%2F%3Flanguage%3Den_US&ec=302

Visit California is a nonprofit 501(c) corporation with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. Visit California operates a global marketing program in 14 markets on behalf of the tens of the thousands of California businesses who benefit from travel. The Office of Tourism collects the fees that fund Visit California's campaigns and initiatives.” <https://tourism.ca.gov/>

All in all, a California Welcome Center extends the reach and impact for El Dorado County throughout our state as well as global marketing. A Visitor Center, on the other hand, is limited to basically the surrounding community in which it is located.

In light of the CAO's request to fully cut funding of a successful tourism program, we ask, that our program be fully funded based on the information we have shared regarding the WACE survey that is only accessible to members of WACE. Or, at minimum, to be allowed to go through the fair and transparent RFP process, instead of this seemingly unfair recommendation by the CAO.

Sincerely,



Debbie Manning
President & CEO
El Dorado Hills Chamber
Home of the California Welcome Center
2085 Vine Street, Ste. 105
El Dorado Hills, CA 95726
(916) 933-1335, ext. 101
debbie@eldoradohillschamber.org

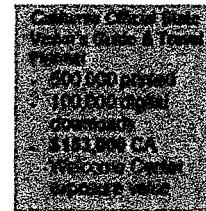
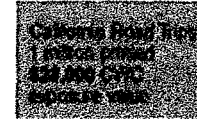
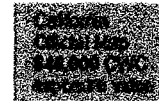
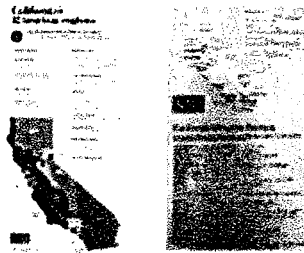
Encl.

Looking Ahead

On June 12, 2020, Visit California launched the "See you Soon" digital video campaign, a series of light-hearted text messages that evoke yearning for each of California's 12 tourism regions.



The EDH CWC has further exposure on Visit CA's website, social media platforms, and in these publications.



The California Web-over-Center is designed as a safe place to visit and get information. 21

CWC = A Smart Investment

| | |
|---|------------------|
| County Annual Investment (TOT) ¹ = | \$110,320 |
| <u>Additional Revenue Generated from Guests²</u> | \$358,512 |
| 12,103 Guests – 2,500 (Santa pictures) = 9,603 guests | |
| Sales Tax from Gift Store ¹ | \$1,100 |
| <u>Additional Value from Collateral Visit CA pieces³</u> | |
| CA Official Guide & Travel Planner | \$153,000 |
| CA Road Trips | \$ 28,000 |
| CA Official Map | \$ 46,000 |
| Return on Investment/Revenue from Guests = | \$586,612 |
| July 2019 – May 2020 (June totals N/A)³ | |

¹July 1, 2019 – June 30, 2020

²Visit California's data on guest spending for CWC's is by party size of 3 adults spending \$112 daily

³July 2019 – May 2020 (June totals not available)



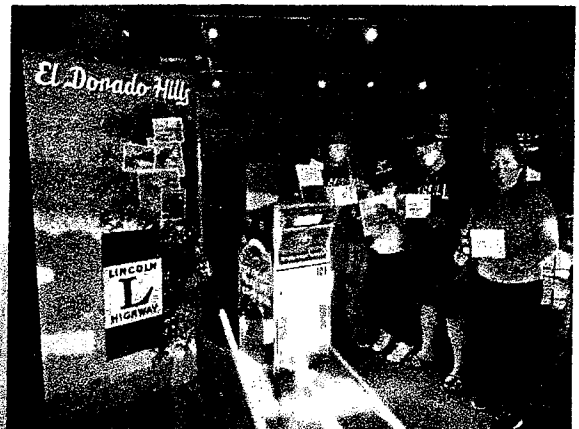
Community County-wide Benefit: El Dorado County 2020 Vote Center

- 1 of the top 5 Vote Centers for Voter Turnout out of 13 locations.
- "Being able to set up for 11 days was truly an excellent help in our election effort. We struggled to find an 11-day location until you offered." – Bill O’Neill, Registrar of Voters, County of El Dorado
- Served 10% of all in-person voting in the county serving 465 voters.
- The drop box served 1,490 voters with another 300+ giving their ballots to the Vote Center staff.
- 3rd highest used drop box in the county out of 13.
- Perfect location to serve the highest population areas of El Dorado Hills and the Four Seasons Retirement Community.

"I want to thank you and your team for all the fantastic support you have provided to the elections department. Your facility was a wonderful place for voters and a ballot drop box."

- Bill O’Neill, Registrar of Voters, County of El Dorado

| <u>2020</u> | <u>Guests</u> |
|-------------|---------------|
| Feb 22 | 47 |
| Feb 23 | 23 |
| Feb 24 | 99 |
| Feb 25 | 77 |
| Feb 26 | 99 |
| Feb 27 | 118 |
| Feb 28 | 157 |
| Feb 29 | 107 |
| Mar 1 | 160 |
| Mar 2 | 491 |
| Mar 3 | 290 |



TOTAL GUESTS 1,668

EL DORADO HILLS FIRE DEPARTMENT



Folsom Lake Fire/EMS/Rescue Boat

PROPOSAL FOR TRANSIENT OCCUPANCY TAX USE

February 8, 2021

Overview

El Dorado County is known for being a destination for many travelers who love to visit, stay, and play on our lakes, rivers, and trail systems. As these visitors play on our lakes, rivers, and trail systems, they encounter emergencies that place a strain on local fire and EMS resources. They also pull off on the shores of Lake Folsom at night and start campfires which creates a significant risk to the surrounding communities. Additional examples of tourism related impacts on emergency services include: visitors often get stranded in the middle of rapidly rising waters on the American River, they get lost on the trails near the waterways, they crash their boats, have medical emergencies in remote areas, and their boats catch fire. These types of emergency calls are often technical in nature and usually require several fire engines and ambulances to respond to resolve the emergency.

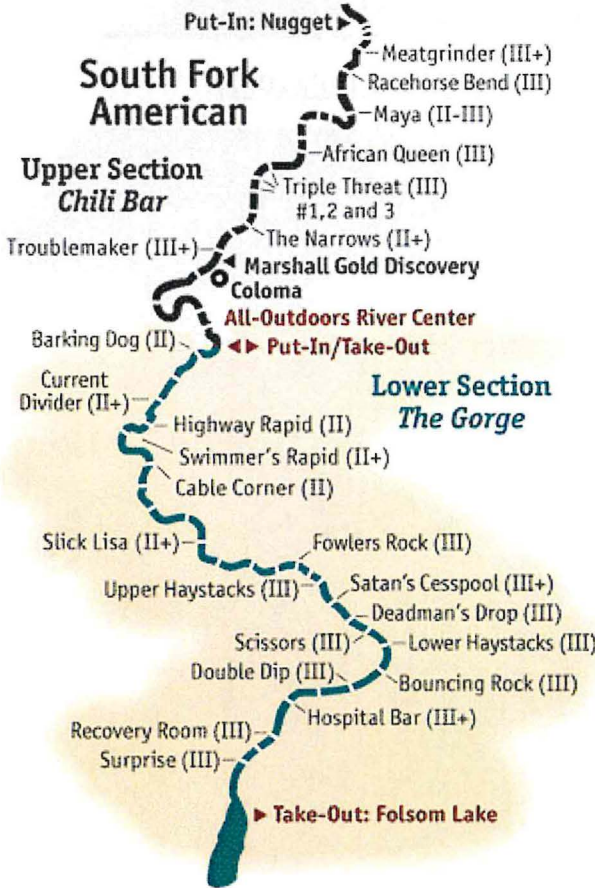
The El Dorado Hills Fire Department (EDHFD) has the jurisdiction to respond to many of these calls on Folsom Lake, the South Fork of the American River and the trail systems that surround these areas. The EDHFD has a specialized swift water rescue team with the skills and abilities to respond to water related rescues. While the EDHFD has the personnel with the training, we lack a critical tool to facilitate rapid response; a lake boat with firefighting capability.

Background

Folsom Lake and recreation area offers opportunities for fishing, hiking, biking, running, camping, picnicking, horseback riding, water-skiing and boating. The lake has a surface area of 11,500 acres and it has 75 miles of shoreline.

The South Fork of the American River from Chili Bar to Salmon Falls is about 20 miles long, and rated Class III whitewater. The lower or gorge of the American River is about 12 miles long. The first eight miles contains Class II rapids. The last 4.5 miles contains a number of Class III rapids. Visitors from across the state come to the American River to enjoy white water rafting trips, fishing, and kayaking.

Maps and Photos



Calls for Service

Over the last five (5) years, the EDHFD has responded to seventy-two (72) calls for service on either Folsom Lake or the American River. A few examples of these types of calls are shown below:

Boat Fire on Folsom Lake – 2 People Burned (August 2019)



Brown's Ravine (EDH) – 5 Minors Burned (July 2017)



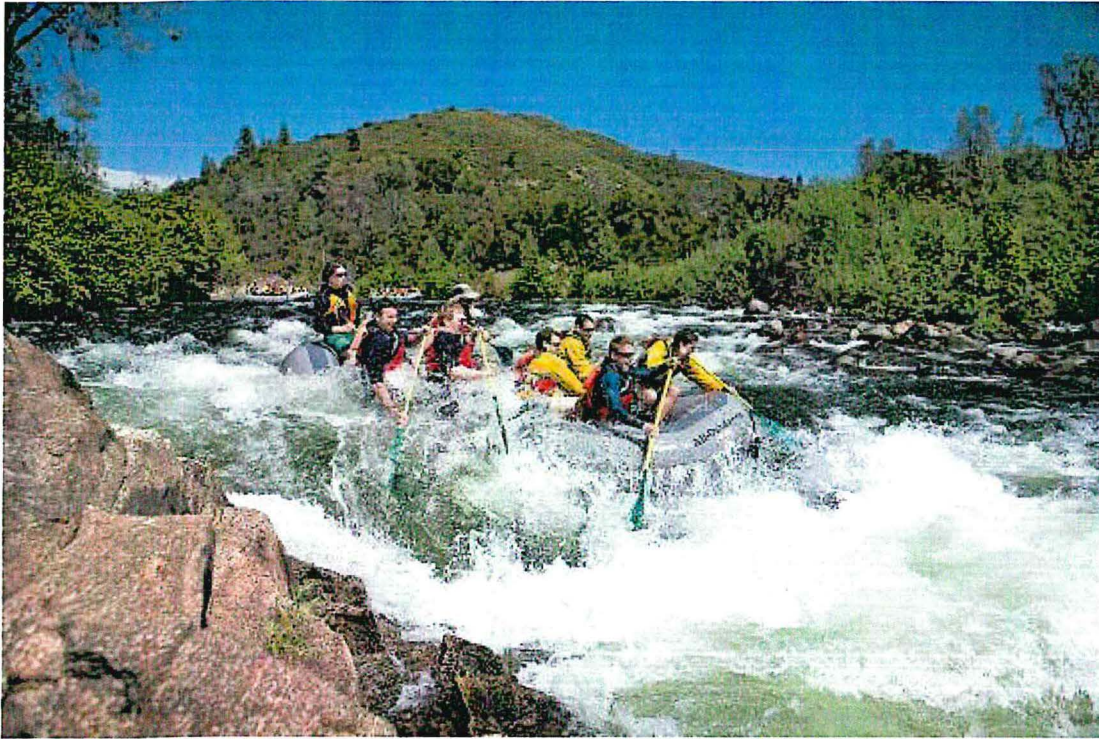
Jet Skier Drowning (May 2019)



Kayaker Missing (February 2017)



Example of Rafting Trips That Generate Calls for Service



Proposal

The EDHFD seeks to use TOT tax allocation to fund a fire/EMS/rescue boat specifically designed for lake rescues and shoreline wildland firefighting. This resource would be staffed and housed in El Dorado Hills, but available for response **anywhere** in the County on request. The boat would also be available to help any law enforcement mission on request.

| Item | Cost |
|-----------------------------|------------------|
| BMS Fire/Rescue/Rescue Boat | \$185,000 |
| Sales Tax 7.5% | \$13,875 |
| Delivery | \$5,000 |
| TOTAL | \$203,875 |

Photos







"We are dedicated to provide professional and courteous service to our citizens and communities with Pride, Trust & Integrity."

February 23, 2021

Sue Hennike, Deputy CAO
El Dorado County
330 Fair Lane
Placerville, CA 95667

Deputy CAO Hennike,

The El Dorado County Fire Protection District (ECF) has a long history of responding to incidents within the US Forest Service (USFS) lands that borders portions of our District. The lands within the Crystal Basin and the El Dorado National Forest are some of the main areas that bring an abundance of outdoor activities, from hiking and camping to boating and off-roading. These areas, while enjoyed by many of our residents in the County, are desirable to many visitors from out of the area. The local businesses benefit, economically, from the large influx of visitors into the County as they enjoy the outdoor activities provided by the access to these public lands.

El Dorado County Fire District experiences a significant amount of calls for emergency services into these areas. While our stations are the "closest" fire stations for fire and EMS response, some of the response times to these areas can be up to 45 minutes. These extended responses into USFS recreation areas place a significant demand on our District. The demand is two-fold:

- Responses into these recreational areas pull resources from the communities they protect, for potentially extended periods of times due to the geographic location of the incidents.
- There is also a financial burden to the District, and ultimately our taxpayers, as responding to calls in these recreational areas place additional wear and tear on apparatus, fuel costs (fire engines get about 4 mpg) and personnel costs. These costs are also increased frequently, based on the nature and location of the call, another engine company must be moved to cover behind the responding unit(s).



/ Fire Protection District • 4040 Carson Road / PO Box 807 • Camino, CA 95709
530-644-9630 • 530-644-9636 (fax)

“We are dedicated to provide professional and courteous service to our citizens and communities with Pride, Trust & Integrity.”

El Dorado County Fire District would like to request consideration for cost recovery due to the increased call volume within the El Dorado National Forest, as it is a significant tourist location. In reviewing our calls for services into these areas, both east of Pollock Pines and South East of Sly Park Lake, ECF responded to a total of 76 calls during the calendar year 2020. Of these calls, 42 were calls for emergency medical services, 25 calls were for vehicle accidents (on and off road) and 9 calls were “extended” such as remote area rescues and fires. To develop a standardized methodology to account for costs associated with these calls, the following criteria was used:

- Rates for personnel and apparatus are based on ECF Cal OES 2020 Salary survey
- Emergency medical calls factored at one engine company for 2 hours
- Vehicle accidents factored at two engine companies and one chief officer for 2.5 hours
- “Extended calls” factored at three engine companies and one chief officer for 4 hours

The attached spreadsheet outlines the breakdown of costs, using our current OES rates and the methodology previously described. The total request for cost recovery regarding emergency response into the El Dorado National Forest during 2020 is \$68,033.83.

We appreciate the County providing the opportunity for our District, and others, to make these requests to offset our costs incurred by the impacts associated with these high tourist areas within our Fire District and the County as a whole.

Thank you in advance for your consideration.

Respectfully,



Tim Cordero
Fire Chief, El Dorado County Fire Protection District

El Dorado County Fire Protection District
Response Breakdown 2020

| |
|--------------------------------|
| EMS Calls - Single Engine 2 HR |
|--------------------------------|

| | Per Hr | Total |
|--------------|----------|-----------------|
| Captain | \$33.07 | \$66.14 |
| FF/PM | \$28.46 | \$56.92 |
| Apparatus | \$140.00 | \$280.00 |
| Total | | \$403.06 |
| Cost: | | |

| Vehicle Accidents - Two engines, Chief 2.5 HRs | | |
|---|----------|-------------------|
| | Per Hr | Total |
| Captain (2) | \$33.07 | \$165.35 |
| FF/PM (2) | \$28.46 | \$142.30 |
| Chief Officer (1) | \$42.12 | \$105.30 |
| Apparatus (2) | \$140.00 | \$700.00 |
| Total | | \$1,112.95 |
| Cost: | | |

| Extended Calls - Three engines, Chief 4 HRs | | |
|--|----------|-------------------|
| | Per Hr | Total |
| Captain (3) | \$33.07 | \$396.84 |
| FF/PM (3) | \$28.46 | \$341.52 |
| Chief Officer (1) | \$42.12 | \$168.48 |
| Apparatus (3) | \$140.00 | \$1,680.00 |
| Total | | \$2,586.84 |
| Cost: | | |

| | | |
|-------------------|-----------|--------------------|
| EMS Calls | 42 total: | \$16,928.52 |
| Vehicle Accidents | 25 total: | \$27,823.75 |
| Extended Calls | 9 total: | \$23,281.56 |
| Total: | | \$68,033.83 |

#38



public comment
County of El Dorado Clerk of the Board <edc.cob@edcgov.us>
BOS Rcvd 3/5/21

CA Welcome Center Agenda Item 21-0349

Glenn Krakow <glennkrakow@gmail.com>
To: edc.cob@edcgov.us

Fri, Mar 5, 2021 at 11:07 AM

March 5, 2020

Kim Dawson
Clerk of the Board
County of El Dorado
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.

El Dorado County is fortunate to have one of only 17 Welcome Centers throughout our state of 58 counties.

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,

Glenn Krakow
Owner, Pak Mail El Dorado Hills

Founder, Home Care Assistance El Dorado Hills



Virus-free. www.avg.com



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

CA Welcome Center EDH - 3/9 Board of Supervisors Meeting

terry carroll <terry@stylemg.com>
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Fri, Mar 5, 2021 at 2:01 PM

Kim Dawson
Clerk of the Board
County of El Dorado

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.

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.

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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,

Terence Carroll
Owner / Publisher
STYLE Magazine
STYLE MEDIA GROUP, Inc.

