

RECEIVED
BOARD OF SUPERVISORS
EL DORADO COUNTY
2:34 pm, Oct 18, 2010

22

LATE DISTRIBUTION

Date 2:34 pm, Oct 18, 2010

David Girard Vineyards



El Dorado County Vineyard and Winery



- 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



Family Picnic Area

- 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



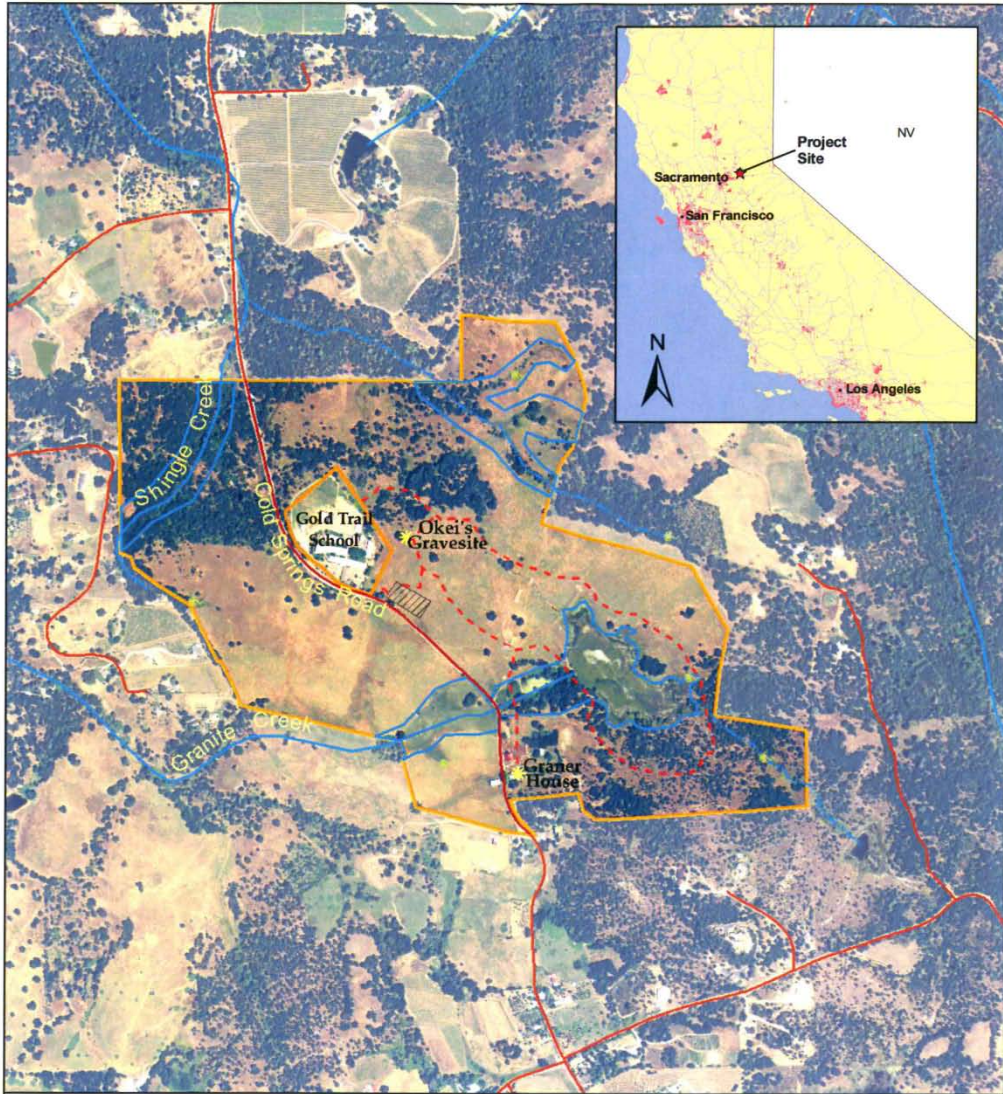
*Waterfall at
Wine Club
Terrace*

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

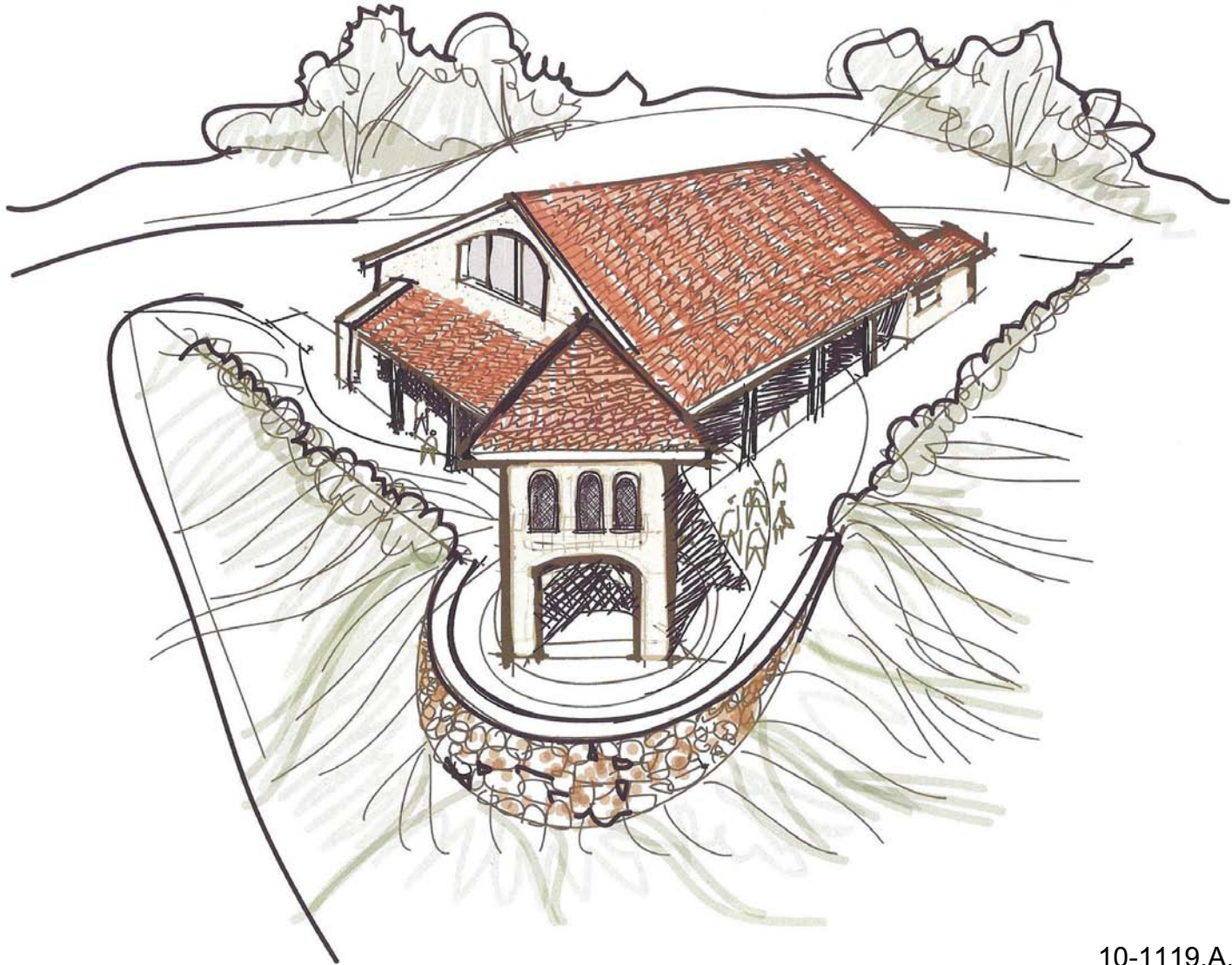


- Commercial Activities Critical
 - Concerts
 - Promotional
 - Passport Weekend



Wine & Cheese Bar

Viticulture Galleria



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