

**Cultural and Community Development Application**  
**Submitted by the Divide Chamber of Commerce**  
**El Dorado County**  
**July 19, 2013**

**Event/Project/Organization for which funds are requested:** This application is for funding a multi-phase North County Community Sign Project featuring an Adventure Loop Tour. These integrated signs will link five historic North El Dorado County communities by promoting the "Adventure Loop Tour" to attract tourists. The purpose is to generate revenue to support local businesses and the County by encouraging tourism. The Community Signs will also aid in the beautification and unification of the communities and help generate civic pride.

These unified Community Signs along with the Adventure Loop Tour will promote additional tourism to the area of North County which is critically needed for the economic health of the region. Hundreds of volunteer hours have already been contributed which demonstrates community support is high. Private funds have been committed and the Divide Chamber of Commerce has committed funds.

**Event/Project Location:** North El Dorado County

**Name of Organization:** Divide Chamber of Commerce

**Address of Organization:** P.O. Box 34, Garden Valley, CA 95633

**Website:** [www.adventurelooptour.com](http://www.adventurelooptour.com) is currently under development. Funding approved by the Divide Chamber of Commerce Board. Volunteer assistance already committed for website development. Sponsorship funding for the website has been offered by a local business leading us to consider advertising revenue as website development progresses.  
[www.dividechamber.com](http://www.dividechamber.com) Divide Chamber of Commerce

**Name of Contact Person:** Linnea Marengo

**Telephone Number:** 650-346-6363

**E-mail address:** ldmarengo@yahoo.com

**Total Amount Requested:** up to \$48,450.00 for signs plus \$3,000-5,000 for marketing strategy. Our ultimate objective is funding for all phases of the project.

|             |   |                       |
|-------------|---|-----------------------|
| Phase I -   | Replace the obsolete Cool Welcome Sign:   | \$5,450               |
| Phase IIA - | 5 Community Adventure Loop Signs:   | Totaling \$14,750     |
| Phase IIB - | 10 Adventure Point Directional Signs:   | Totaling \$8,250      |
| Phase III - | Monument El Dorado County/North County Gateway Sign at County entry point in Cool at the crest of canyon on Highway 49 (Gateway to El Dorado County, North County): | Estimated at \$20,000 |
|             | Develop effective Marketing Strategy  | \$3,000-5,000         |

See further description below.

C.A.O.  
EL DORADO COUNTY  
2013 AUG -9 PM 1:47

**Event/Project/Organization for which funds are requested:**

This application is for funding a multi-phase visitor attraction campaign for the North County communities of Cool, Greenwood, Garden Valley, Georgetown and Pilot Hill. Funds are requested to first replace the existing Cool community welcome sign with an appropriate Gateway sign (exhibit 1) and later a more substantial Monument sign (exhibit 4) welcoming visitors to the "Northern Gateway to El Dorado County". Four additional Community Adventure signs will be located in Greenwood, Garden Valley, Georgetown and Pilot Hill. Ten directional Adventure Point signs will be strategically placed along county roads directing visitors to our historic communities and assets where they will discover the adventure of exploring the Gold Country, our spectacular natural resources, and historic mining communities.

**Event/Project Location:**

The project will strategically place signs throughout North County on scenic roads as follows:

1. Replace the existing Cool, CA entry sign due to its poor condition. (Exhibit 1)
2. Erect five Community "Adventure Loop Tour Signs" distributed throughout each of the 5 distinct communities of Cool, Pilot Hill, Garden Valley, Georgetown and Greenwood. The adventure signs are designed to promote the "Adventure Loop Tour". (Exhibit 2)
3. Erect directional "Adventure Point" signs throughout the area pointing visitors to area attractions. (Exhibit 3)
4. Erect a Monument Gateway Sign at the County entry point in Cool, CA the "Gateway" Community. (Exhibit 4)

**Total Amount Requested:** We seek a financial commitment for all phases of the project however funding may be allocated over a phased approach. The cost of the proposed North County visitor attraction and economic development project is as follows:

**Phase I – Replace existing Cool, CA entry sign due to its poor condition (Exhibit 1)**

|                     |                |
|---------------------|----------------|
| Design Graphics     | \$450          |
| Permits             | \$250          |
| Labor and Materials | \$4,750        |
| <b>Total Cost</b>   | <b>\$5,450</b> |

Estimate information: David Enos, with Valley Sign Source provided an initial estimate for a two-sided V frame wood construction sign standing 5 feet tall and measuring 4 X 11 feet in size. It includes all the material and labor. Valley Source Signs has done work for Verizon, Holiday Market and Sleep Train.

**Phase II – A: Erect 5 (five) "Adventure Loop Tour" community signs distributed throughout the 5 local communities (Exhibit 2)**

|  |                 |
|--|-----------------|
| Engineering                              | \$300           |
| Permits                                  | \$150           |
| Labor and Materials                      | \$2,500         |
| Total Cost per sign                      | \$2,950         |
| <b>Total cost for 5 adventure signs:</b> | <b>\$14,750</b> |

Estimate information: Spot-On-Signs provided an initial estimate for the "Adventure Loop Tour" community signs as follows:

4 foot x 8 foot single sided print(s) made from 3M IJ180Cv3 54" 2mil Cast w/ Controltac stock material. Mounted on: aluminum - .080 White 48 x 96, Laminated with 3M 8519 54" Luster 2mil Cast on face. Two single sided signs would be mounted back to back at each of the 5 locations so that signs could be read in both directions.

**PHASE II – B:** Erect up to 10 "Adventure Point" directional signs directing visitors to local points of interest (Exhibit 3)

Total Cost per sign up to: \$825 per sign

**Total cost for up to 10 directional signs: \$8,250**

Estimate information: Spot-On-Signs provided an initial estimate for the "Adventure Point" signs.

**PHASE III –** Erect a Monument Gateway Sign at the El Dorado County entry point in Cool, CA at the crest of the canyon on Highway 49. (Exhibit 4) **Total Cost for El Dorado County Monument Gateway Sign is pending design but the estimate is up to \$20,000 depending on size, materials and funding.**

**Briefly describe the event/project/organization for which funds are being requested:**

The purpose of the project is to attract visitors to El Dorado County with an emphasis on an adventurous tour of the historical communities of Cool, Pilot Hill, Garden Valley, Georgetown and Greenwood and nearby Coloma. Visitors will be encouraged through the use of artistic signs to take an "Adventure Loop Tour" with the consistent theme "**WHERE HISTORY MEETS ADVENTURE**". This fun and educational tour will highlight recreational and natural resources, adventure and gold rush era history thereby promoting community pride and economic health.

One concept currently under consideration is to promote the "Adventure Loop Tour" on the website and in promotional materials as a "TREASURE HUNT". Visitors will be directed to the new Visitors Information Center in Cool where they will find their "Adventure Loop Tour" instructions with a series of clues. They will be offered a reward or "prize" if they photographically document their tour by posing in front of the loop "Adventure Loop Tour" community signs as well as various other locations along the route such as the California State Historical Markers distributed throughout the area. The locations could be changed from time to time to encourage visitors to come back for another adventurous treasure hunt. Upon completion of the tour the "prize" would be a discount on meals, items or services that will have been pre-arranged with local merchants. Additionally they could be offered the purchase of Tee-shirts, hats or other promotional materials for purchase through the website if they were willing to post their pictures publically on social media, for example, Facebook. Posting their tour on Facebook is one way to greatly increase the awareness of the "Adventure Loop Tour" among the public. The promotional items would not be available to anyone who had not completed the tour and showed photographic evidence. We feel this will bring in visitors to the area to enjoy the tour and the merchants will benefit with additional patronage. The sale of promotional materials would fund maintenance of the website and create excitement among visitors.

**If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.**

The Divide Chamber of Commerce will be the operating organization responsible for the project. The project is spearheaded in a collaborative effort between the Divide Chamber of Commerce (representing the 5 communities of Cool, Pilot Hill, Garden Valley, Georgetown and Greenwood), along with local residents, merchants, civic and business

leaders. We are in preliminary discussion with the El Dorado Arts Council who could bring artistic and creative talent to the project.

A team of individuals hereafter known as the "Steering Committee" will coordinate the project.

- Ken Calhoon: Past President of the Board of the Divide Chamber of Commerce, Current Director of the El Dorado County Chamber of Commerce, Active participant in CEDAC (Community and Economic Development Advisory Committee) and local business person.
- Linnea Marengo: Current Board member of the Divide Chamber of Commerce, Member of the Board of Directors of the El Dorado County Chamber of Commerce Agricultural Council, Member of the El Dorado County Agricultural Water Quality Management Corp, and active participant in CEDAC (Community and Economic Development Advisory Committee) and local business person.
- Elke Schlosser: Divide Chamber of Commerce representative to the El Dorado County Visitors Authority, Member of the Association of Bed & Breakfast Inns of El Dorado County, Secretary of the Farm Trails, and local business person.

**Briefly describe how Cultural and Community Development funds will be used, if awarded.**

Phase I: Erect a replacement "Gateway Sign" in Cool, California

1. Creating an awareness of the town as an early California historical site.
2. Representing El Dorado County as a destination point.
3. Signaling an entrance to an area with many attractions.

The proposed location near the intersection of Highways 49 and 193 in Cool is a major intersection and considered one of the most heavily trafficked intersections in northern El Dorado County. This entrance to El Dorado County should reflect pride in North County and El Dorado County.

Phase II: A. Erect 5 additional "Adventure Loop Tour" community signs tying together the 5 communities with a single consistent theme highlighting their western heritage, gold rush and mining history as well as marvelous natural resources. The 5 communities are Cool, Pilot Hill, Greenwood, Garden Valley and Georgetown. (Exhibit 2)

B. Erect up to 10 "Adventure Point" directional signs promoting the "Adventure Loop Tour" theme and pointing visitors to area attractions. (Exhibit 3)

Phase III: Erect a Monument Gateway Sign at County entry point in Cool, CA at crest of canyon on Highway 49. (Exhibit 4)

Please note: Every car coming out of Auburn or every car coming off Highway 80 to any other point in El Dorado County must stop at this intersection in Cool. Therefore, Cool should be a showcase for El Dorado County as it is the only Gateway to El Dorado County from Highway 80. (Exhibit 1)

**When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:**

Estimated completion dates

Phase I - Replacement of Cool Gateway Sign. (Exhibit 1)

- |  |                    |
|--|--------------------|
| 1. Design approval                               | September 1, 2013  |
| 2. Prepare a Request & solicit bids for Proposal | September 30, 2013 |

3. Review bid and proposals
4. Issue contract for labor and materials
5. Completion of project
6. Community dedication

November 30, 2013  
 December 1, 2013  
 February 15, 2014  
 March 27, 2014

**Phase II -**

- A. Placement of 5 community "Adventure Loop Tour Signs": Completion dates pending approval and funding. We anticipate completion within 9 months of funding. (Exhibit 2)
- B. Placement of up to 10 "Adventure Point" directional Signs: Completion dates pending approval and funding. We anticipate completion within 9 months of funding. (Exhibit 3)

**Phase III** – Erection of a Monument Gateway Sign at the County entry point in Cool, CA when funding permits. We anticipate completion within 12 months of funding. (Exhibit 4)

PROCESS:

1. DESIGN: The Steering Committee will create a preliminary design for the following:
  - The replacement sign for Cool, California. (Exhibit 1)
  - The 5 additional community "Adventure Loop Tour" signs. (Exhibit 2)
  - Up to 10 "Adventure Point" directional signs. (Exhibit 3)
  - A Monument Gateway Sign in Cool. (Exhibit 4)
2. PLACEMENT: The Steering Committee will determine the optimum placement of each sign.
3. PERMITS: The Steering Committee will assure all applicable County and Caltrans permits, regulations, and directives are met.
4. BIDDING: The Steering Committee will solicit bids from qualified contractors for the creation of the signs.
5. CONSENSUS: The Steering Committee will assure there is general consensus among the community regarding design and placement of the signs.
6. FUNDING: The Steering Committee will oversee funding and distribution of funds for the sign project. Funds will all be administered through the El Dorado County Chamber of Commerce, a 501C3 (non-profit) corporation.
7. ERECTION: The Steering Committee will assure the signs are erected.

The *Steering Committee* comprised of Ken Calhoon, Linnea Marengo, and Elke Schlosser will oversee the following tasks:

- Monitoring activities
- Managing the budget
- Administration
- Reporting to interested parties including the Divide Chamber of Commerce as well as any merchant, civic and County organizations involved in the project.

**What is the target market for the advertising/promotional efforts and how will this target market be reached (please include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):**

Visitors entering North El Dorado County are the target market. Collaborative efforts will include the El Dorado County Visitors Authority, the new Visitors Information Center in Cool, the El Dorado County Chamber of Commerce, the Film Commission and other visitor serving organizations such as the Farm Trails. We are talking with the El Dorado Arts Council to help with the creative design of the signs.

Additionally, an "Adventure Loop Tour" brochure has been developed by the Divide Chamber of Commerce. The brochure is a professionally designed publication geared towards visitors new to the area with a map on one side and a detailed description of area businesses, parks and points of interest. The brochure & map guides visitors around the "Adventure Loop Tour" through the towns of Cool, Pilot Hill, Garden Valley, Georgetown, Greenwood, Coloma and other places of local interest.

**The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.**

Our proposal will increase tourism and economic opportunities for the Divide and El Dorado County. It is anticipated the "Adventure Loop Tour" experience will be heavily promoted to the media and be jointly promoted with the El Dorado County Visitors Authority, the Chambers of Commerce, the California Welcome Center in El Dorado Hills and other visitor serving organizations. Our expectation is the Adventure Loop Tour will pull visitors from Highway 80 who would otherwise not enter El Dorado County at all. Additionally we will encourage local shops and businesses in North El Dorado County to display placards promoting the "Adventure Loop Tour". The proposed project has already begun to strengthen community spirit by unifying many individuals and businesses as we meet to discuss the project. Volunteer support continues to be offered as we move forward.

Phase I - The Replacement of Cool Gateway Sign. (Exhibit 1) encourages tourism, agriculture and economic development because the Cool Welcome Sign:

- Capitalizes on the name of Cool.
- The replacement of the existing sign welcomes visitors with a pleasant greeting; informing them they are entering "El Dorado County" and peaking their interest with the reference to an "Adventure."
- The sign will be a photo opportunity for tourists standing next to the "coolest" town sign in California and likely posted on thousands of Facebook pages, web sites and digital photo albums. (Exhibit 1)

Phase II - The erection of the 5 community "Adventure Loop tour" signs and 10 "Adventure Point" directional signs encourages tourism, agriculture and economic development. The "Adventure Loop Tour" with directional "Adventure Point" signs is a self-guided experience of El Dorado County's Gold Country. The tour allows the visitor to travel with confidence stopping along the way to visit places of interest. The tour enhances the County's existing outreach programs and offers another experience to visitors who come to our County for recreation, touring, wine tasting and rafting.

A - The "Adventure Loop Tour" is designed to attract tourists who otherwise would not be drawn to our area or would pass through without stopping, unaware of what the area actually has to offer. The North County communities should be viewed as a destination and as places of historical interest and fantastic natural

resources, not to mention the location of many commercials and feature films. Rather than traveling directly through the North County Region, visitors will be encouraged to take the “Adventure Loop Tour”, traveling along Highway 49, Highway 193 and other scenic rural roads through the communities of Cool, Pilot Hill, Garden Valley, Greenwood and Georgetown. (Exhibit 2)

Along the way visitors will discover the scenic beauty our rural north county has to offer and will stop and spend money at local businesses. They will be directed by the Adventure Loop Tour brochure or our website [www.adventurelooptour.com](http://www.adventurelooptour.com) pointing out places of historical and cultural interest, and showcasing local businesses of interest to visitors. The Adventure Loop will be a fun treasure hunt of discovery which visitors will tell their friends and neighbors about, who will then want to visit the region themselves. (Exhibit 7)

**B** –Just as the Farm Trail signs and the new winery signs point the way to local wineries & farms, the “Adventure Point” directional signs will point the way to highlighted community features, such as historical sites, natural resources, and places of cultural value. Visitors will discover the secrets of the North County Gold Country such as hiking and equestrian trails and other recreational opportunities. (Exhibit 3)

**C** - Additionally some directional signs may be privately funded by local merchants to point visitors to local businesses offering food, lodging or shopping in our historic towns similar to the signs directing visitors to local wineries or Farm Trails enterprises. These directional signs will create a more consistent and attractive alternative to the lack of uniformity currently exhibited in the area. (Exhibit 8)

**Phase III** - Is a Monument Gateway Sign in Cool, the sole entry point to the entire Northern side of El Dorado County. (Exhibit 4)

**What benefit is expected from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**

By implementing a North County Community Sign Program and promoting the “Adventure Loop Tour” experience to visitors, we will bring tourists to an undiscovered area of northern El Dorado County. The effectiveness can be measured by visitors to the website, and increases in the capture of additional Transient Occupancy Tax and sales tax.

There are many reasons why the replacement of the outdated Cool sign and eventual erection of a larger monument sign is important in Cool, CA.

- For thousands of visitors, Cool is their first impression of El Dorado County.
- Cool is an entry way to El Dorado County with 8,000 vehicles a day traveling into the town along Highway 49.
- New travelers approach the entrance to Cool with some apprehension because driving the canyon can be intimidating for first time drivers who are uncertain of what to expect.
- A gateway sign stating “Welcome to Cool, California: Gateway to El Dorado County” identifies where they are.
- Additionally, posing next to a sign that reads “Cool California” will likely be a favorite local photo opportunity, encouraging people to stop and shop in Cool. Note that the current CalTrans sign is already a photo opportunity regrettably located in an unsafe location whereby cars pull off the road in the encroachment of Highway 49 to get the picture. A “Cool Walk” would enhance the area for tourists (Exhibit 6).
- “Established in 1885” is educational and historical.
- A slogan including the word “adventure” would encourage visitors to explore the area and to “stop, shop and play”.
- Cool is more than a town. We live, work and play in a cool place.
- Cool is a Gateway to what the locals call “the Divide” as well as El Dorado County.

Visitors come to North County for:

- Hiking, biking and whitewater rafting.
- World class endurance competitions such as the Tevis Cup 100 mile race and the Western States Endurance Run as well as the "Way To Cool 50K" going on its 24<sup>th</sup> year.
- Equestrian & hiking trails such as the Cronan Ranch Regional Park, the Olmstead Loop and Dru Barner Recreation Area.
- Boating and camping at the Peninsula Campground in Pilot Hill on Folsom Lake.
- Visiting historical sites like Marshall Gold Discovery Park, No Hands Bridge, The Bailey House and Georgetown
- The Rubicon Trial, a 22 mile long route and home of the famous Jeepers Jamboree event.
- Wine tasting at Hart2Hart winery in Pilot Hill, Jose Wine Cave's and Rome Valley Vineyards in Garden Valley as well as Gold Hill Winery and David Girard Winery in the Gold Hill area.
- Site-seeing on our spectacular rural roads.
- Visitors also come to our area to look us over as a future place to live because we offer less congestion, good schools, a low crime rate, affordable Housing, recreational activities and a rural Lifestyle.

**How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**

The replacement of the Cool Gateway sign and the Monument sign in Cool will include the words "GATEWAY TO NORTHERN EL DORADO COUNTY"; all "Adventure Loop Tour" signs will display the words (or similar verbiage) "El Dorado County Adventure Loop Tour" and/or display the county seal.

**Please provide any information on sponsorships for this event/project/organization:**

The project is being spearheaded in a collaborative effort between the Divide Chamber of Commerce (representing the 5 communities) along with local residents, merchants, civic and business leaders and possibly the El Dorado Arts Council. In addition to lead sponsorship by the Divide Chamber of Commerce, \$3,500 has already been committed privately for directional signs.

**If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**

- A. Hundreds of volunteer hours already gone into this effort including meetings with local merchants, county planners, local Chambers of Commerce and civic organizations.
- A *Visitors Information Center* has been established in Cool, CA located in a lobby at the corner of Highway 49 and Highway 193. The Center has numerous rack cards, brochures and publications highlighting North County points of interest as well as local businesses that would be of interest to visitors. So far the Visitors Information Center has been and will continue to be privately funded.
  - A privately funded brochure directing visitors to North County was recently published and distributed at the "I Love Film" event put on by the El Dorado County Chamber Of Commerce. Remaining copies of the brochure are available to visitors at the new Cool, CA Visitors Information Center and in local businesses.
  - The Divide Chamber of Commerce produced the "Adventure Loop Tour" brochure which consists of a map and description of the area including local businesses and points of historical interest.
  - Meetings with local merchants soliciting their input have taken days of effort.
  - Countless hours have been spent on the preliminary designs for the signs, developing the concept of the "Adventure Loop Tour" and preparing this application for funding.



- Funds for the website [www.adventurelooptour.com](http://www.adventurelooptour.com) have been approved by the Board of the Divide Chamber of Commerce.
- B. Private funds of \$3,500 have been allocated to the Adventure Loop Tour community signs as of July, 2013.
- C. To date, the Divide Chamber of Commerce has committed funds for the Adventure Loop Tour brochure and the Adventure Loop Tour website

## **HISTORY OF EVENT/PROJECT/ORGANIZATION**

### **How long has this event/project/organization been in operation:**

The need to replace the decrepit existing sign in Cool (every one's first entrance into El Dorado County from the North), as well as the desire to create a cohesive community identity, increase tourism, and revive the area have all been under discussion for several years. The concept of a regional community sign program promoting the "Adventure Loop Tour" experience had already been discussed and was under development when a formal "steering committee" was formed to implement the project in January of 2013.

### **What is the overall attendance (past and future anticipated) of the event/project/organization:**

We anticipate increased tourism to the area due to the concept of the community signs and "Adventure Loop Tour" experience. We also anticipate the "Adventure Loop Tour" will result in increased tourism to other parts of El Dorado County.

### **Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.**

No, to date no funds have been received.

## **BUDGET FOR EVENT/PROJECT**

**Please detail all revenue and expenditures associated with the advertising and promotion of the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the Advertising Funds being requested that have not yet been approved). The revenues and expenses listed here should only be related to advertising expenses.**

We recognize a marketing plan would be beneficial. A professional marketing strategy would require \$3,000-5,000.

**Additionally, please include a copy of the Prior Year Financial Statements (or most recent available) as well as a copy of the budget for the event or organization for which funds are requested. (If upcoming budget is not available, include most recent available.)**

This is not applicable to our project.

**Revenue for event/project:**

**1.) Funding/Contributions:**

\$3,500 in private funds have been committed and the Divide Chamber of Commerce paid for the Adventure Loop Tour brochure (\$650) and the Adventure Loop domain (\$85).

**2.) Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):**

This is not applicable to our project.

**3.) Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:**

See above.

**1.) Expenditures for advertising and promotions (should correlate with revenue sources stated above):**

\$650 expenditure paid by the Divide Chamber of Commerce for the Adventure Loop Tour brochure. \$85 paid by the Divide Chamber of Commerce for the Adventure Loop Tour website.

**DIAGRAMS & MAPS:**

**Exhibit 1:** is the preliminary design for the replacement "Gateway" sign to be erected on the current site of the existing sign in Cool, California. The sign is designed to welcome visitors to the area and alert them that they have "arrived" in Cool, California. The sign will become a photo opportunity for visitors which in itself will bring notoriety to the area and thereby promote tourism.

**Exhibit 2:** is the preliminary design for the 5 "Adventure Loop Tour" signs to be erected throughout the 5 local communities of Cool, Pilot Hill, Garden Valley, Greenwood & Georgetown. The adventure signs are designed to promote the new "Adventure Loop Tour" experience this region wishes to offer visitors.

**Exhibit 3:** is a sample of an "Adventure Point" directional sign recently erected in the County. Similar directional signs are proposed for this project.

**Exhibit 4:** are photographs of Monument Signs for other communities.

**Exhibit 5:** is the petition signed by many local merchants endorsing the program.

**Exhibit 6:** is a photograph outlining a proposed "Cool Walk" that is currently under consideration in the town of Cool. This walk is part of the beautification and walkability program for the town of Cool.

**Exhibit 7:** is a map of the local area showing the location of the five communities on the "Adventure Loop Tour" from the Adventure Loop Tour brochure.

**Exhibit 8:** current signs in Cool, Gateway to El Dorado County.

**Exhibit 9:** Cool California existing sign to be replaced in Phase I

**SUBMISSION**

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge.

Signature: Stina McDaniel

Date: July 19, 2013

Title: Stina McDaniel, President, Divide Chamber of Commerce

Applicant Organization Divide Chamber of Commerce

**Return Grant Application to:  
Chief Administrative Office  
Attn: Economic Development 330 Fair Lane,  
Placerville, CA 956**

**Exhibit 1**

Replacement sign for existing sign in Cool, Ca. **Draft only**, not to scale.

A two-sided V frame wood construction sign standing 5 feet tall and measuring 4 X 11 feet in size.

is the preliminary design for the replacement "Gateway" sign to be erected on the current site of the existing sign in Cool, California. The sign is designed to welcome visitors to the area and alert them that they have "arrived" in Cool, California. The sign will become a photo opportunity for visitors which in itself will bring notoriety to the area and thereby promote tourism.



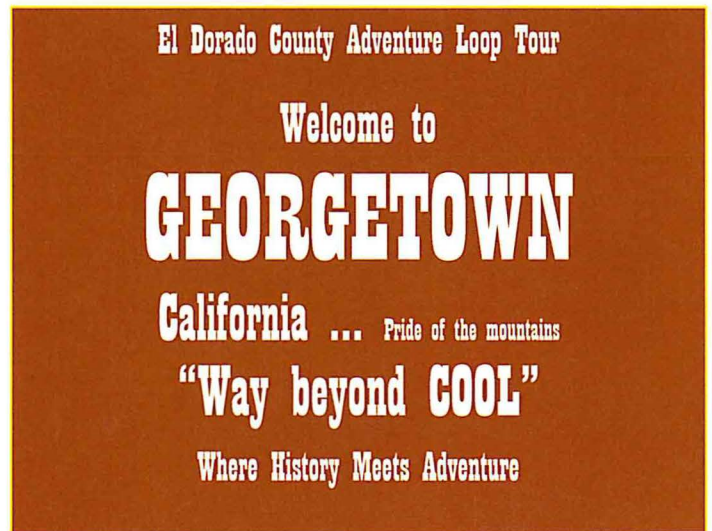
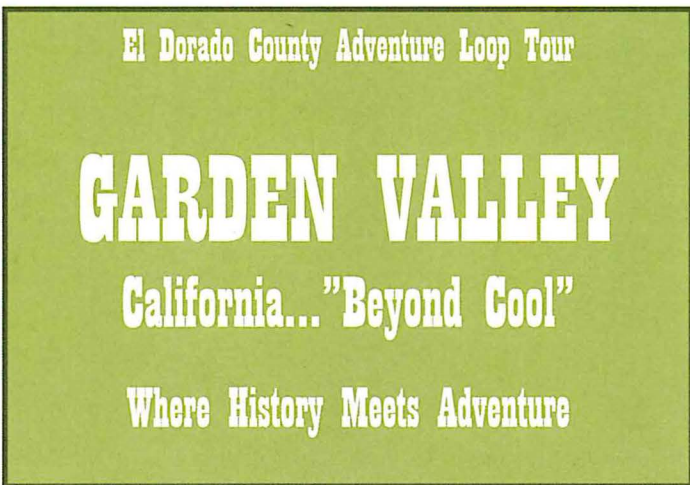
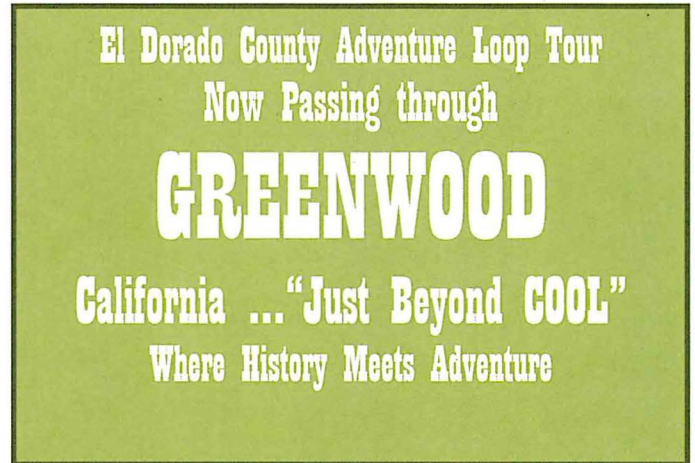
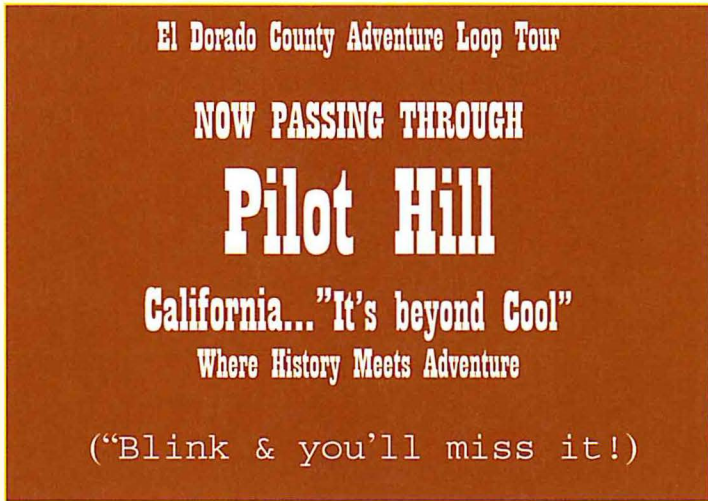
**Or something fun like:**



**Exhibit 2:**

Five "Adventure Loop Tour" community signs. Draft only, not to scale. Preliminary design for the 5 "Adventure Loop Tour" community signs to be erected throughout the 5 local communities of Cool, Pilot Hill, Garden Valley, Greenwood and Georgetown. The adventure signs are designed to promote the new "Adventure Loop Tour" experience this region wishes to offer visitors.

4 foot x 8 foot single sided print(s) made from 3M IJ180Cv3 54" 2mil Cast w/ Controltac stock material. Mounted on: aluminum - .080 White 48 x 96, Laminated with 3M 8519 54" Luster 2mil Cast on face. Two single sided signs would be mounted back to back at each of the 5 locations so that signs could be read in both directions.



**Exhibit 3:**

A prototype of an "Adventure Point" directional sign similar to those recently erected in the County for area wineries.

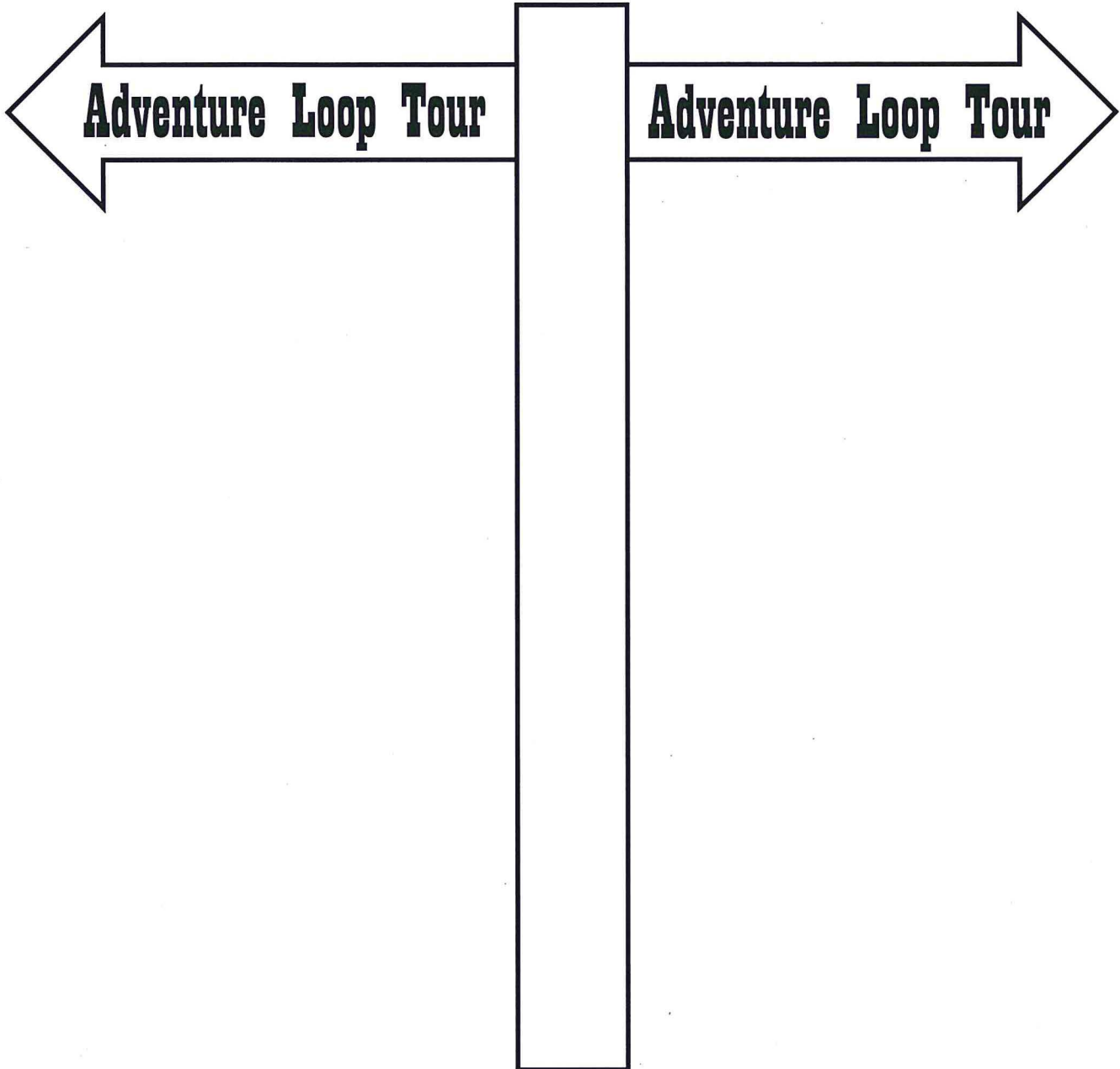
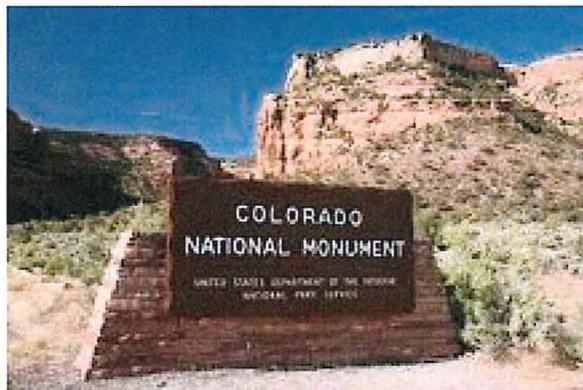


Exhibit 4

Examples of Monument Signs from other communities



### Exhibit 5

The petition signed by many local merchants endorsing the program.

The Petition states: "We, the Business owners listed below support the proposal to the County to request funding for a Gateway sign for Cool, Community signage for Cool, Greenwood, Garden Valley, Georgetown and Pilot Hill and the installation of a safe walking path through Cool and a Hiking, Biking, Horseback Riding Path and Signage to Pilot Hill."

Merchants who have signed to date include:

American River Grill  
Cool Animal Hospital  
Cool Beer Works  
Cool Feed and Ranch Supplies  
Cool Fitness  
Cool Florist and Gifts  
Cool General Store  
Cork and Fork Restaurant  
Divide Supply (ACE)  
Hindquarter House  
Personalize It  
Scott's Automotive  
Timberline Realty  
Milestone  
Cool Learning Center  
Naturally Cool Coffee  
Enchanted April Inn  
Penobscot Ranch


We also met with the Cool Pilot Hill Advisory Committee who are in support of the project.




**Exhibit 6:** A photograph outlining a proposed “Cool Walk” that is currently under consideration in the town of Cool. This walk is part of our beautification and walkability program for the town of Cool.

Cool Walk.....


Community Sign






**Scope of Work**

- Cool Walk - Ped Trail from Dimstead Loop parking to Holiday Market
- Greening Downtown Cool
- Community Sign Program



**Stakeholders**

- Public - BLM, CaTrans, County, Fire, GPUD, State Parks, Parks District
- Private - 3-5 Land Owners, Cool/2 In Hill Merchants Association (Approx 20)



**Resources**

- Public - County Community Development Funding, CaTrans Planning Grant, EDC/IC Planning Grant, SACOG Planning Grant, Winter Harvest Design, Parks and Rec
- Private - Land Owners, Business, Wells Fargo

**Hart 2 Hart Vineyards** ~ 530-885-9463

5821 CA State Hwy 49, Pilot Hill

hart2hartvineyards.com

Winery & events, tasting room

**Jose Wine Caves** ~ 707-695-7843

6220 Prospectors Road, Garden Valley

josewinecaves.com • Tasting room 10-5 Sat/Sun events

**Rome Valley Vineyards** ~ 530-295-9260

5869 Traverse Creek Road, Garden Valley

romevalley.com • Winery & events, open by appt.

**David Girard Vineyards** ~ 530-295-1833

davidgirardvineyards.com • Tasting room

**Gold Hill Vineyard** ~ 530-626-6522

goldhillvineyard.com • Tasting room



## EVENT VENUES

Many of our wineries & inns also offer wonderful event venues.

## OUTDOOR ADVENTURES

**The Rubicon Trail** ~ a 22-mile-long route, part road and part 4x4 trail • jeepersjamboree.com

**The Tevis Cup** ~ 100-Miles-One-Day Horse Trail Ride • teviscup.org

**Western States Run 100-Mile Endurance Run** ~

The world's oldest and most prestigious 100-mile trail race • wser.org

**El Dorado County Farm Trails** ~ one of the last great places to find family run orchards & farms. edc-farmtrails.org/NorthMap.html

**Whitewater Rafting** ~ coloma.com

## GREAT PARKS

**Local Trails & Parks** ~ www.cooltrailmaps.com

**Confluence Trail** ~ Hwy 49 Between Cool & Auburn

**Olmstead Loop** ~ Hwy 49 behind the firehouse in Cool • Biking, hiking & equestrian trails.

**Dru Barber** ~ 7.5 miles east of Georgetown on Wentworth Springs Road. Equestrian & hiking trails.

**Dave Moore Nature Area** ~ (handicapped accessible) Approximately one mile long with river access

**Cronan Ranch Regional Trails** ~ Hwy 49 in Pilot Hill. Hiking and equestrian trails with river access. Enter at Pedro Hill Road or Magnolia parking lot.

Shopping places from  
[winendingoldcountry.com](http://winendingoldcountry.com)



### COOL

**Cork & Fork** ~ 530-889-1195

3006 Hwy 49 • coolfork.com

Southern Style BBQ, burgers, salads & more

**Cool Florist & Gifts** ~ 530-885-2750

2968 Hwy 49 • coolfloristandgifts.com

**Cool Feed & Ranch Supply** ~ 530-887-0200

2968 Hwy 49 • coolfeedsupply.com

Dog, cat & horse supplies & gifts

**Cool Beerwerks** ~ cbwbeer.com

5020 Ellinghouse Drive (Corner Hwy 49 & 193)

Local brewery, food and live music

**Holiday Quality Foods** ~ 530-889-9367

5030 Ellinghouse Drive (Corner Hwy 49 & 193)

ShopHolidayMarket.com

**Wells Fargo Bank**, N.A. ~ 530-888-2909

5036 Ellinghouse Drive (Corner Hwy 49 & 193)

**Penobscot Ranch** - 650-346-6363

3060 Penobscot Road • penobscotranch.com

Original homestead dating back to

California Gold Rush • Tours by appointment

**New Beginnings** ~ 530-889-8743

Thelma Goldman, Wedding Officiate & Event Planner

**Gas, diesel, additional shops and restaurants**

### PILOT HILL

**Enchanted April Inn** ~ 916-939-9144

5950 Salmon Falls Road (Just off Hwy 49)

enchantedaprilinn.com

B&B - Luxury lodging, events,

Special occasions, retreats

**Hindquarter House** ~ 530-885-8058

4400 Hwy 49 • hindquarterhouse.com

Restaurant & Bar

**Hart 2 Hart Vineyards** ~ 530-885-9463

5821 CA State Hwy 49, Pilot Hill

hart2hartvineyards.com

Winery, tasting room, special occasions, events

**Bayley House** ~ Hwy 49 • bayleyhouse.org

Events & Weddings

**Peninsula Campground** at Folsom Lake

End of Rattlesnake Bar Road • parks.ca.gov

Public campground, lake access, picnic areas

### POINTS OF INTEREST

• Historic Main Street

• Buffalo Hill Shopping Center offers a great public display of mining & farming equipment

**The Loco BBQ Company** ~ 530-333-9535

6259 Main Street • locobbq.com

BBQ Restaurant & Catering

**American River Inn & Gift Shop** ~ 530-333-4499

6600 Orleans Street • americanriverinn.com

**Art on the Divide Gallery** ~ 530-333-2787

6295 Main Street • artonthedivide.com

Cooperative Art Gallery

**Frog Pond Antiques & Gifts** ~ 530-333-4860

6271 Main Street

Antiques, Unique Gifts & Clothing Store

**Georgetown Pioneer Cemetery** ~ Hwy 193

**Buffalo Hill Center** ~ Hwy 193 west of Main Street

Grocery Market & Shops

**El Dorado Savings Bank** ~ 530-333-1101

6310 Hwy 193

**Gas, diesel, additional shops and restaurants**

### GARDEN VALLEY

**Rome Valley Vineyards** ~ 530-295-9260

5869 Traverse Creek Rd • romevalley.com

Winery & Events

**Cal - Tex Cattle Company** ~ 530-333-1980

Grass-fed Beef

**Rafferty's Candies** ~ 530-333-1633

4862 Black Oak Mine Rd • raffertyscandies.com

Handmade confectionary, free samples

**Gas, diesel, additional shops and restaurants**

### COLOMA ~ Birthplace of the Gold Rush

**Marshall Gold Discovery Park** ~ 530-622-3470

Highway 49, Coloma • parks.ca.gov

The park offers visitors an authentic Gold Rush Era experience including costumed docents, a working replica of the original Sutter's Mill, gold panning demonstrations, restored buildings and a museum. Self guided walking tours are available.

# Adventure Loop Tour

**Find Your Treasure!**

**EAT!** Our great food!

**DRINK!** Our wines & brews!

**SHOP!** Our country stores!

**STAY!** At our unique Inn's!

**HISTORY!** Explore historic towns

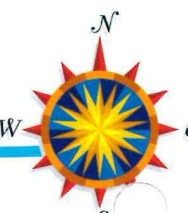
**PLAY!** Rafting, hiking, biking, equestrian trails and more!



Welcome to the "Golden Corridor"  
The perfect place to begin your  
Gold Rush Country adventure.

# Welcome to

# El Dorado County Adventure Loop Tour

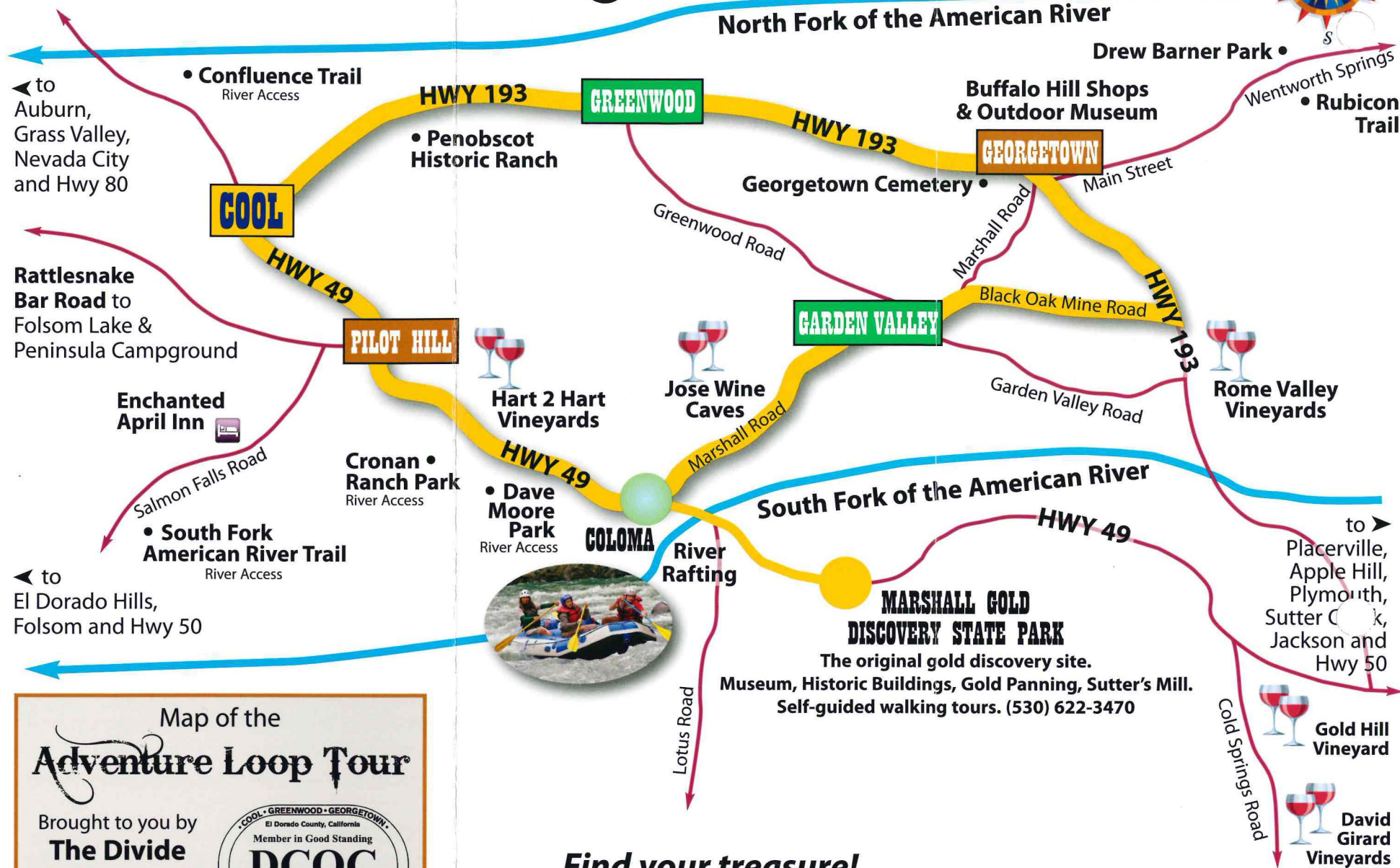


**Cool** ~ Intersection of Highway's 49 & 193. Pioneer settlers & miners saw Cool as a perfect "jumping off" place, providing supplies for the mining towns & teamsters that fought their way up the steep & treacherous Auburn grade with much needed supplies for the mines.

**Georgetown** ~ Highway 193 - East of Cool. Georgetown's rich gold diggings were discovered in 1849. Tents, shacks & canvas structures lined the camp creek. When it was destroyed by fire, in true Georgetown fashion they rebuilt moving the town to its present location. The streets are wider than normal to keep any potential fires from jumping. It quickly rose to prominence as one of the richer camps in the region and came to be known as the "Pride of the Mountains."

**Garden Valley** ~ Between Highway 49 and 193 on Marshall Grade Road. Originally called Johntown in honor of the sailor who discovered gold at the site, the name was changed in recognition that marketing vegetables was more lucrative than gold mining. It offers a lovely park for picnics & BBQ's, children's play area a Farmer's Market/Craft Fair during seasonal weekends and is now home to one of the newest wineries in El Dorado County.

**Pilot Hill** ~ Highway 49 South of Cool and North of Coloma. It takes its name from the hill on which "pilot" fires were lit to guide travelers to the area. Gold was substantial and rich until the late 1850's. Only the Bayley House is left from its glory days, whose construction began in 1861 prompted by rumors that the Railroad would soon be built through Pilot Hill. The railroad did not come, leaving Bayley with a massive Southern style estate; one of the finest homes at the time in the West.



Map of the  
**Adventure Loop Tour**

Brought to you by  
**The Divide Chamber of Commerce**

visit  
[www.adventurelooptour.com](http://www.adventurelooptour.com)  
[www.dividechamber.com](http://www.dividechamber.com)

*Find your treasure!*

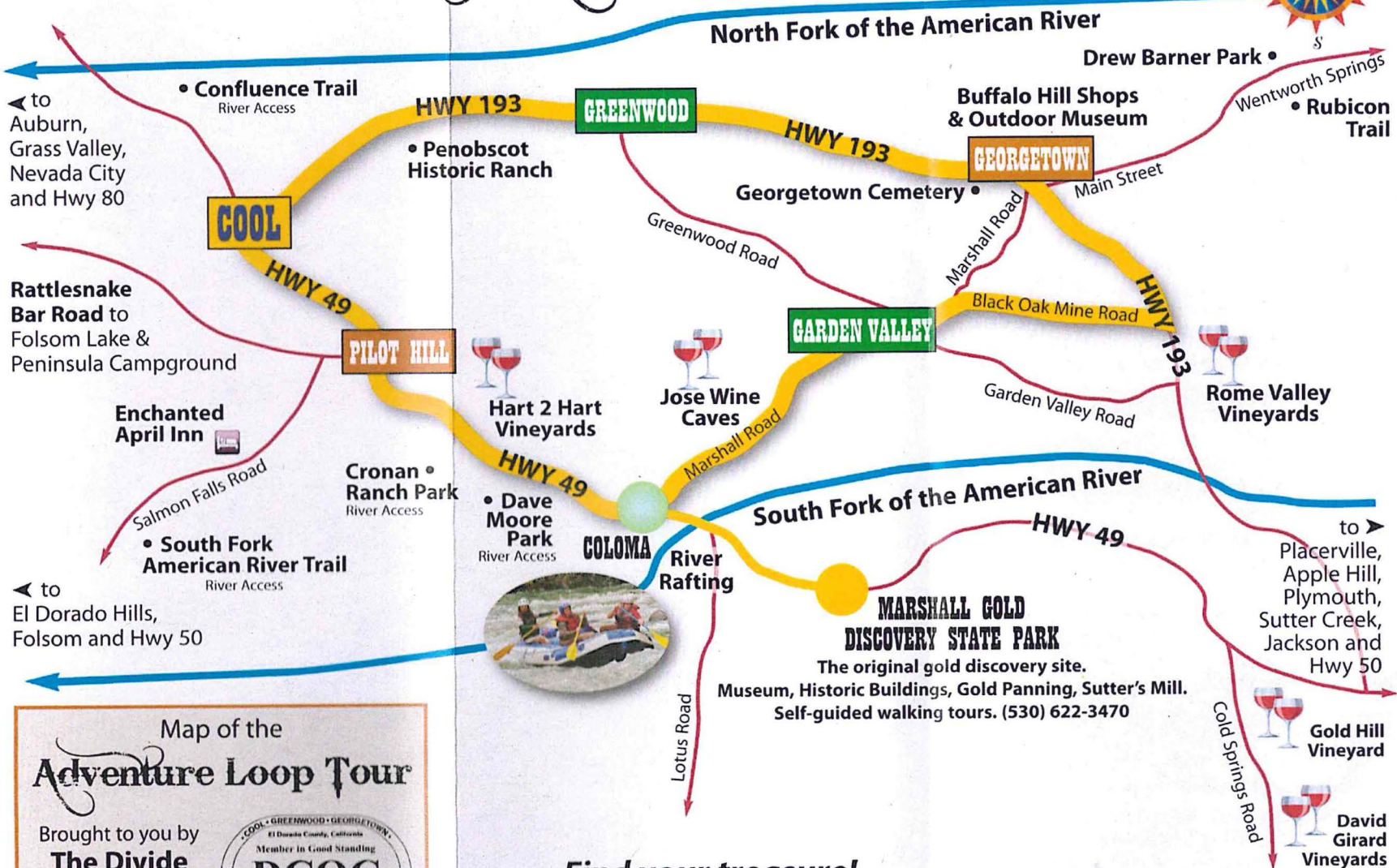
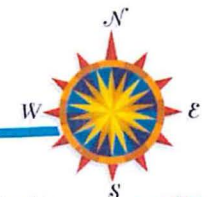
**Where History meets Adventure!**  
18-1229 G 19 of 24

Map not to scale.

**Exhibit 7:** Map of the local area showing the location of the five communities of Cool, Pilot Hill, Garden Valley, Georgetown and Greenwood from the “Adventure Loop Tour” brochure published by the Divide Chamber of Commerce.

See next page if hard-copy not provided.

# El Dorado County Adventure Loop Tour



Map of the  
**Adventure Loop Tour**

Brought to you by  
**The Divide Chamber of Commerce**

visit  
[www.adventurelooptour.com](http://www.adventurelooptour.com)  
[www.dividechamber.com](http://www.dividechamber.com)

*Find your treasure!*

**Where History meets Adventure!**

Map not to scale.

Exhibit 8: Cool California and example of current signs.



**Exhibit 9: Cool California existing sign to be replaced in Phase I.**




330 Fair Lane  
Placerville, CA 95667  
(530) 621-5650  
(530) 622-3645 Fax



**Ron Briggs**  
District IV

SUZANNE ALLEN DE SANCHEZ  
Clerk of the Board

EL DORADO COUNTY  
C.A.O.  
2013 AUG 21 AM 8:16

DATE: August 19, 2013  
TO: Cultural and Community Development, Grant Review Committee  
FROM: Supervisor Ron Briggs, District IV   
RE: SUPPORT - Proposal to Replace "Cool Gateway Sign"

I support the efforts of the Divide Chamber of Commerce to promote and support the economic development of the businesses and tourism opportunities within the North Communities of our County.

The Community of Cool is a primary point of entry into North County. The Divide Chamber of Commerce's proposal to replace the Cool Gateway Sign will support efforts to promote the business community and establish the community's identity.

The Divide Chamber of Commerce has developed a multi-phase Community Sign Project that will further their efforts to promote the local businesses, encourage tourism and support the development of a community identify that unifies the communities of the North County. The proposal to replace the Cool Gateway Sign is the significant first phase of this Project.

I respectfully request your strong consideration of the Divide Chamber of Commerce's proposal to replace the Cool Gateway Sign as it meets the criteria for proposals that promote and support the economic, tourism and community identification goals for the more rural communities within our County.

The communities within our North County contributed greatly to our County's rich gold rush and mining history, they are ready now to contribute to our efforts to promote the business and tourism opportunities that exist throughout the County of El Dorado.