

DATE: October 31, 2016

TO: Donn Ashton
Chief Administrative Office
330 Fair Lane
Placerville, CA 95667
FROM: El Dorado Hills Chamber of Commerce
SUBJECT: Quarterly Progress Report Agreement #113-F1711

Attached are the Quarterly reports as required by Article 4 of the Contract.

Below is the narrative summary for guests visiting the California Welcome Center.

California Welcome Center Guests – July - September, 2016

	July	August	September
Local	1165	245	266
CA	144	275	195
USA	474	335	394
International	116	134	173

California Welcome Center Guests Total compared to same period 2016

	July	August	September
2015	1899	989	1028
2016	1559	1141	898

*Visit California's data on guest spending for CWC's is by party size of 3 adults, spending \$112 daily.
3598 guests divided by 3 = 1199 x \$112 = \$134,288.00

The California Welcome Center is now tracking local referrals to El Dorado County restaurants, hotels, Apple Hill, wineries and distillery, Gold Bug Park, Coloma, Placerville Downtown, Red Hawk and Sly Park Recreation; the recorded referrals for this quarter are over 500.

Best,

Debbie Manning
President & CEO

DATE: January 26, 2017

TO: Donn Ashton
Chief Administrative Office
330 Fair Lane
Placerville, CA 95667
FROM: El Dorado Hills Chamber of Commerce
SUBJECT: Quarterly Progress Report Agreement #113-F1711

Attached are the Quarterly reports as required by Article 4 of the Contract.
Below is the narrative summary for guests visiting the California Welcome Center

California Welcome Center Guests – October - December, 2016

	October	November	December
Local	737	530	**5931
CA	109	130	25
USA	219	101	34
International	90	13	9

California Welcome Center Guests Total compared to same period 2016

	October	November	December
2015	1201	1090	5420
2016	1155	774	5999

*Visit California's data on guest spending for CWC's is by party size of 3 adults, spending \$112 daily.
**December local true guests (vs Santa Photo guests) is 575.
2934 guests divided by 3 = \$978 x \$112 = \$109,536.00

The California Welcome Center is now tracking local referrals to El Dorado County restaurants, hotels, Apple Hill, wineries and distillery, Gold Bug Park, Coloma, Placerville Downtown, Red Hawk and Sly Park Recreation; the recorded referrals for this quarter are over 300.

The California Welcome Center Gift Shop increased sales by 29% , thus generating more sales tax for El Dorado County. (Merchandise revenue: 2014 - \$7203 / 2015 - \$10,481 / 2016 - \$14,444)

Best,

Debbie Manning
President & CEO

DATE: April 27, 2017

TO: Donn Ashton
Chief Administrative Office
330 Fair Lane
Placerville, CA 95667
FROM: El Dorado Hills Chamber of Commerce
SUBJECT: Quarterly Progress Report Agreement #113-F1711

Attached are the Quarterly reports as required by Article 4 of the Contract.
Below is the narrative summary for guests visiting the California Welcome Center:

California Welcome Center Guests – January 1, 2017 – March 31, 2017

	January	February	March
Local	301	314	792
CA	38	93	129
USA	35	56	178
International	31	24	72

California Welcome Center Guests Total compared to same period 2016

	January	February	March
2016	459	562	741
2017	405	487	1171

*Visit California's data on guest spending for CWC's is by party size of 3 adults, spending \$112 daily.
2,063 guests divided by 3 = 687 x \$112 = \$76,944

The California Welcome Center is now tracking local referrals to El Dorado County restaurants, hotels, Apple Hill, wineries and distillery, Gold Bug Park, Coloma, Placerville Downtown, Red Hawk and Sly Park Recreation; the recorded referrals for this quarter are near 250. (1st quarter of the year is the slowest tourist time)

The Welcome Center Gift shop continues to do well and we are adding new merchandising weekly to gear up for the busiest tourist time.

Best,

Debbie Manning
President & CEO