



California Welcome Center El Dorado Hills

California Welcome Center Guests

Month	2010	2011	2012	2013
Jan		463	558	439
Feb		812	979	414
March		626	596	617
April		679	976	962
May	408*	751	1377	1072
June	874	1183	1214	1075
July	941	1192	1165	1039
Aug	1066	1024	1160	961
Sep	822	1001	1200	1282
Oct	1239	1093	1018	957
Nov	1358	1223	1178	
Dec	3406	2901	4549	
year total	10114	12948	15970	
* Opened May 28				

October 2012 - September 2013

Total Guests	15,563
Local	45%
CA	15%
USA	34%
International	6%

15,563 – 3,000 (santa pictures) = 12,563 guests

12,563 X \$15 per capita = \$188,445

10% stayed one additional night @ \$125

1256 X \$125 = \$157,000

10% will return, spending \$500

1256 X \$500 = 628,000

\$ 973,445 additional revenue generated from the
California Welcome Center

* Data based on visitcalifornia.org* CWC Guest Surveys - * formerly

known as CTTC

California Made Merchandise in Gift Shop





Hwy 50 at Missouri Flat Exit



Hwy 50 at Zinfandel Exit

Fireworks Jubilee 2013

Reported by El Dorado Hills Town Center Management

Estimated Attendance: 27,500

El Dorado Hills – 36%

El Dorado County – 16%

Folsom – 20%

Sacramento County & Beyond – 28%

Feedback from merchants: “sales were up for the weekend”

Holiday Inn Express Hotel & Suites was sold out



“The 2013 Fireworks Jubilee continues to grow and draw from outside our county. We have seen a 10% growth in Sacramento County & Beyond. It was our best show to date with a spectacular fireworks show; which wow’s the crowd. The Fireworks Jubilee is being recognized throughout the region as the place to celebrate the 4th of July!”–
Natalie Buerki

2013 Art & Wine Affaire



Two day attendance 12,000*
12,000 X \$15 per person =
\$180,000

* Due to 90+degree weather

Event collected 10% from
artists on art purchased =
\$5,632

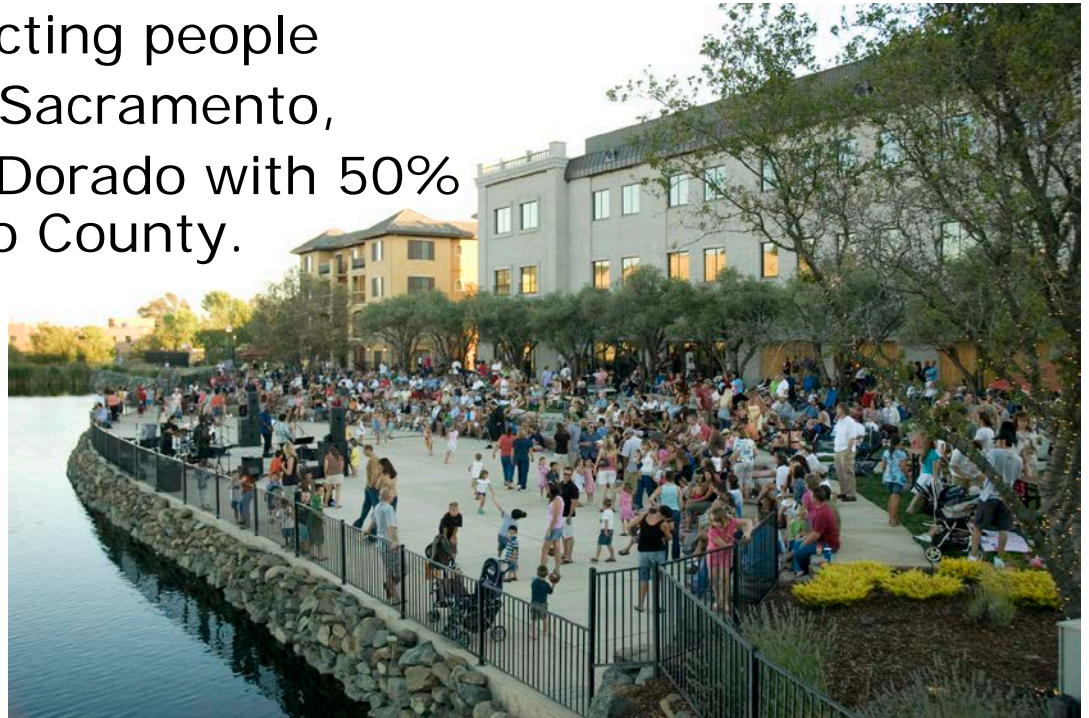
Based on 10% total sales =
\$56,320

Total revenue generated from
Art & Wine Affaire \$180,000 +
sales tax on \$56,320 art
sales

2013 Art and Wine Affaire Business Surveys		
Type of Business	Did your sales increase?	What %
Restaurant	Yes	100%
Restaurant	Yes	125%
Restaurant	Yes	150%
Restaurant	Yes	40%
Restaurant	Yes	30%
Restaurant	No	same
Restaurant	Yes	not opened last year
Ice Cream	Yes	175%
Restaurant	Yes	25%
Retail	Yes	15%
Retail	No	down
Retail	Yes	30%
Retail	Yes	100%
Retail	Yes	50%
Retail	Yes	5%
Retail	Yes	30%
Retail	No	down
Service	No	down
Service	No	down
Aggregated survey results from owners/managers.		

2013 Town Center Concerts

This event has become a multiple county gathering place bringing an average of 2,250 people here every Thursday for their live music fix. The concerts bring in not only the local community; surveys show that our advertising is attracting people from all four counties: Sacramento, Placer, Amador and El Dorado with 50% being outside El Dorado County.



CWC Website Report
Calendar Year 2013

www.visitcalifornia.com/California-Welcome-Centers/ Unique Page Views

Month	Alpine	Anderson	Arcata	Auburn	Barstow	Buena Park	El Dorado Hills	Mammoth Lakes	Merced	Oceanside	Oxnard
Jan-13	90	95	154	64	106	456	118	101	93	285	205
Feb-13	57	69	125	56	79	333	96	74	74	234	153
Mar-13	115	114	150	95	112	422	149	82	90	346	210
Apr-13	66	91	146	76	128	305	114	80	80	242	148
May-13	72	83	137	64	100	300	94	105	52	260	167
Jun-13	64	100	145	64	129	309	98	100	63	231	172
Jul-13	76	98	281	167	168	338	94	148	78	469	408
Aug-13	56	71	246	135	134	304	70	190	83	386	255
Sep-13	64	71	248	174	177	230	84	181	82	412	293
Oct-13											
Nov-13											
Dec-13											
CWC Total	660	792	1,632	895	1,133	2,997	917	1,061	695	2,865	2,011

www.visitcalifornia.com/California-Welcome-Centers/ Unique Page Views

Month	Pismo Beach	Salinas	San Bernardino	San Francisco	San Mateo	Santa Rosa	Truckee	Tulare	Yreka	Yucca Valley	CWC Main Page
Jan-13	243	107	164	885	129	161	60	96		129	4,599
Feb-13	210	75	89	828	113	102	38	70		83	3,670
Mar-13	293	128	95	999	128	161	62	84		117	4,207
Apr-13	207	125		842	106	112	40	95		96	4,217
May-13	237	153		953	134	137	51	83		86	4,553
Jun-13	228	179		1,237	135	142	58	71	-	73	4,390
Jul-13	409	213		1,625	140	436	207		23	81	4,020
Aug-13	387	163		1,917	131	334	160		24	80	3,370
Sep-13	352	170		1,881	111	549	200		35	65	2,584
Oct-13											
Nov-13											
Dec-13											
CWC Total	2,566	1,313	348	11,167	1,127	2,134	876	499	82	810	35,610

Unique Page Views 72,190

County Investment (TOT) = **\$113,869**

Return on Investment = **\$1,063,445***

CWC : \$ 973,445

Fireworks Jubilee : Holiday Inn
Sold Out

Art & Wine Affaire : \$180,000
* (1/2 \$90,000)

+sales tax on \$57K art sales

Data based on visitcalifornia.org CWC Guest Surveys - * formerly known as CTTC



Thank You