

El Dorado Hills Chamber of Commerce

Activity:	Deliverable(s):	Activity Completion Date:
<p>Operation of the California Welcome Center – El Dorado Hills (“Center”) which provides information regarding recreational and tourism activities in the El Dorado County area, as well as statewide tourism information. The Center will be open during regular business hours, seven days a week, Monday – Friday, 9 AM – 5 PM, Saturday and Sunday 10 AM – 4 PM. Closed on New Year’s Day, Easter Sunday, Thanksgiving, and Christmas Day, per contract with Visit California.</p>	<ol style="list-style-type: none"> 1) Operation of the Center during normal visitor’s hours as stated in “Activity”. <ol style="list-style-type: none"> a) Keep the Center stocked with appropriate local and state visitor materials. b) Keep the Center staffed to answer questions on an as-needed basis. c) Highlight El Dorado County wines, Rubicon trail, Gold Bug Mine, arts, and other El Dorado County tourism assets. d) Promote local products when appropriate in the gift store. e) Refer as many local businesses and tourism asset businesses to guests when appropriate. 2) Attraction of at least 10,000 annual visitors to the Center. <ol style="list-style-type: none"> a) A majority of guests are from outside of El Dorado County as demonstrated by a visitor survey. A best effort to attract 50% of visitors from outside the local region. 3) To continue, if asked by the County, to be a Voting Center for El Dorado County serving as a community wide benefit. 	<p>June 30, 2023</p>