



**CALIFORNIA
WELCOME
CENTER**

California Welcome Center El Dorado Hills



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

Return on Investment = **\$1,250,425***

CWC : \$ 935,425

Fireworks Jubilee : \$ 375,000
* (1/2 187,500)

Art & Wine Affaire : \$255,000
* (1/2 \$127,500)

+sales tax on \$85K art sales

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

California Welcome Center Guests

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



$15,970 - 3,000 \text{ (santa pictures)} = 12,070 \text{ guests}$

$12,070 \times \$15 \text{ per capita} = \$181,050$

10% stayed one additional night @ \$125

$1207 \times \$125 = \$150,875$

10% will return, spending \$500

$1207 \times \$500 = 603,500$

\$ 935,425 additional revenue generated from the
California Welcome Center

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known as CTTC**

Fireworks Jubilee 2012

Reported by El Dorado Hills Town Center Management

Estimated Attendance: 25,000

El Dorado Hills – 45%

El Dorado County – 15%

Folsom – 20%

Sacramento County & Beyond – 20%

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

Holiday Inn Express Hotel & Suites was sold out

Based on visitcalifornia.org data*

(formula: 25,000 X \$15 per visitor = \$375,000)

***Based on guests who are traveling and stopping at CWC's; due to the possible “visitor” inflation we have taken a conservative approach and divided the revenue in half, totaling \$187,500 in revenue directly related to the Fireworks Jubilee.**



“The 2012 Fireworks Jubilee grew by 13.5% year over year! It was a very successful event with a fabulous fireworks show; which is being recognized throughout the region as the place to come for a July 4th celebration.” –Natalie Buerki

2012 Art & Wine Affaire



Two day attendance 17,000
 $17,000 \times \$15 \text{ per person} = \$255,000$
* \$127,500

Event collected 10% from artists on
art purchased = \$8,500
Based on 10% total sales = \$85,000

Total revenue generated from
Art & Wine Affaire \$127,500 + sales tax
on \$85,000 art sales

2012 Town Center Concerts

This event has become a multiple county gathering place bringing an average of 2100 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



CWC Website Report
Calendar Year 2012

VisitCWC.com Page Views										
Month	Alpine	Anderson	Arcata	Auburn	Barstow	Buena Park	El Dorado Hills	Mammoth Lakes	Merced	Oceanside
Jan-12	240	237	625	230	344	749	464	336	196	866
Feb-12	227	318	619	262	319	677	730	297	198	809
Mar-12	236	215	545	249	273	714	348	308	185	856
Apr-12	179	217	579	408	278	819	308	327	243	860
May-12	209	268	649	597	293	915	437	443	249	960
Jun-12	244	290	731	610	354	1,009	445	519	223	1,116
Jul-12	276	242	806	757	323	1,166	530	536	237	1,082
Aug-12	192	269	700	664	360	822	581	593	237	897
Sep-12	222	282	589	554	310	811	529	415	182	734
Oct-12	300	333	507	204	284	754	473	387	204	763
Nov-12	192	408	355	500	295	718	391	352	194	643
Dec-12	185	316	218	269	150	369	443	244	107	325
Total	2,702	3,395	6,923	5,304	3,583	9,523	5,679	4,757	2,455	9,911
VisitCWC.com Page Views										
Month	Oxnard	Pismo Beach	Salinas	San Bernardino	San Francisco	San Mateo	Santa Rosa	Truckee	Tulare	Yucca Valley
Jan-12	521	978	323	379	3,243	245	522	155	186	400
Feb-12	556	1,009	317	340	3,221	323	511	154	178	407
Mar-12	490	836	322	323	3,000	207	447	94	167	315
Apr-12	476	977	254	240	3,212	289	427	97	217	304
May-12	617	1,125	254	359	3,607	313	504	140	267	254
Jun-12	582	1,445	360	318	3,546	375	577	192	259	263
Jul-12	833	1,826	354	388	3,928	383	567	174	243	228
Aug-12	654	1,709	343	281	3,154	267	517	225	223	330
Sep-12	392	1,289	441	282	2,889	235	436	213	207	344
Oct-12	387	1,146	358	341	2,563	276	458	160	189	400
Nov-12	361	978	328	336	2,146	232	390	115	136	473
Dec-12	255	456	160	158	1,144	103	168	63	119	271
Total	6,124	13,774	3,814	3,745	35,653	3,248	5,524	1,782	2,391	3,989
Running Total										134,276



Thank You