

PROPOSED

EL DORADO COUNTY

COMMUNITY AND ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Online map of El Dorado County Historical Sites

Subcommittee of Collaborations for Success

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Proposal

Create online story map designating historical sites in El Dorado County. Use El Dorado County Transportation Commission Bike Map as base map. The historic sites can also be correlated with other trails, such as the Farm Trail and the Quilt Trail, and with recreational and winery sites.

For museums and visitor sites, link to responsible organization for description and information. For plaques and monuments, show location.

Rationale

The El Dorado County 2016 Strategic Plan includes the Vision: "Safe, healthy and vibrant communities respecting our natural resources and historical heritage."

"As a community, we share the responsibility to identify and respect what is important, and pass on these places to future generations so they will understand what came before them. ... Heritage places also contribute to the quality of life and cultural identity of our communities." *The National Trust for Historic Preservation*.

El Dorado County is rich in historical sites, dating from the Native American era to modern times, including where gold was discovered in 1848. There is no one place where prospective visitors can see all the sites and plan a trip, whether they are international, national, from California or are local residents.

"Tourism is a growth industry worldwide; there seems to be consistent evidence that Heritage tourism is one of the fastest growing segments of that industry." *Measuring Economic Impacts of Historic Preservation: A report to the Advisory Council on Historic Preservation*," by PlaceEconomics, second ed. September 2013.

The 2017 California Travel and Tourism Forecast estimates 2.1% visitation growth overall and 2.3% visitation growth within California. It also foresees 4.7% spending growth by 2020. In-

state visitors travel mainly by car, and visitors to historical sites tend to stay longer and spend more than the average.

Note: “Historic” and “heritage” are often used interchangeably. The National Trust for Historic Preservation in the United States defines heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past.”

Cost

1. Initial cost. Place sites on map. Link to story map sites.
2. Maintain page. Make any updates, additions or deletions.

Evaluate ROI

Use analytics from website. Use visitor information from historical site providers, such as museums and event locations.