



County of El Dorado

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Legislation Text

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El Dorado Hills Chamber of Commerce is interested in partnering with the County of El Dorado to be considered by California Travel and Tourism for a California Welcome Center at the El Dorado Hills Town Center; and requesting authorization for the Chairman to sign a letter of support for same.

Background:

The El Dorado Hills Chamber of Commerce has submitted a Notice of Intent to propose the establishment of a California Welcome Center at the El Dorado Hills Town Center.

California Welcome Centers constitute the highest level of visitor information center within the State of California. They provide information to travelers informing them about state and regional attractions along with providing traveler assistance. The California Welcome Center will be identified on US 50 with distinctive California Welcome Center signs as a place to stop for information about attractions in the County of El Dorado such as: historic gold country sites and towns, whitewater rafting and water sports areas, wineries, Apple Hill, winter play and ski areas, nearby state parks, hiking and outdoor recreation, lodging, shopping and dining.

Most visitors to California Welcome Centers are attracted because of their distinctive highway signage. 70% stop to learn more about California travel destinations, with nearly half of all Welcome Center visitors stopping for information on local activities and directions. 33% are Californians, 17% are international visitors and the rest come from other states. A Welcome Center at the El Dorado Hills Town Center will facilitate approximately 15,000 visitors a year, half of which will be seeking more information about visiting and exploring the County of El Dorado. Because the Town Center has numerous shops and restaurants, The County of El Dorado is likely to benefit not only from additional travel and tourism but also from additional shopping and dining.

An important factor in the State's choosing a site is whether there exists local support for the Welcome Center. Therefore, a letter of endorsement from the Board of Supervisors will carry great weight in the decision to approve El Dorado Hills Town Center as a California Welcome Center.