

Chamber CEO, Laurel Brent-Bumb (far left) and Membership Services Mgr., Cathy Zuber (far right) welcomed the following new members at the October luncheon: Matt Martinez, Wedgewood Weddings · www.wedgewoodbanquet.com Jennifer Hagen, FIERCELY FIT with Jen Hagen · www.fiercelyfitwithjen.com Cyndy Howlett, Certified Massage Therapist · (530) 409-3793

## Tourism Pays

By Jody Franklin, Director of Tourism



## El Dorado County Tours, Tastes & Tourism Trends

Fall is a great time of year in El Dorado County. The colors, the harvest and the weather just can't be beat. In terms of lodging, fall represents about 40% of our annual business on the west slope. That can make things a little hectic for all of us. But ask one of the more than 100 farmers, vintners and ranchers in El Dorado County and they remind us, "You have to make hay while the sun shines."

Placerville and learn about the rich and colorful past from volunteer docents dressed in period clothing from the historical society. They were given some time to shop and explore Main Street on their own. Their final stop on the El Dorado portion of their adventure was Red Hawk Casino for gaming excitement and dinner on their own.

### El Dorado Sip, Savor & Stroll Food Bloggers Tour

The 2017 International Food Blogger Conference brought approximately 300 food bloggers, writers, social media gurus, food industry members, and others for four days of content, excursions, fun, and food to Sacramento. The El Dorado Winery Association and El Dorado County Visitor Authority joined forces to host 25 attendees on El Dorado Excursion that started with a Farm to Table Brunch at Skinner Vineyards. While drinking in Skinner Vineyard's stunning vista, the group enjoyed a Farm-to-Table brunch paired with tastings from several El Dorado County wineries. The culinary journey continued in Placerville to take sip, savor & stroll walking tour of Historic Main Street. The final stop featured rare apple varieties alongside hearty fare from Beef 'N' Brew Restaurant. Dessert, port and cigars ended the day's events.

These are just two examples of the strength of partnerships in the tourism industry. The Visitors Authority partners with dozens of organizations and businesses throughout the region. Visit California, Media Outlets, Gold Country Visitors Association, City of Placerville, Lake Tahoe Visitors Association, El Dorado Winery Association, Placerville Downtown Association to name a few. Leveraging dollars, cross promotion, learning best practices and creating strategic partnerships.

### El Dorado County Tourism Summit

**"The Power of Partnership" On January 19, 2018, The El Dorado County Visitors Authority (VisitElDorado)**

will host the 1st Tourism Summit in El Dorado Hills at the Holiday Inn Express. The purpose of the summit is to inform and educate business owners and community members throughout the region offering valuable insights into travel trends, how to pitch the media, social platforms that work for you, online reviews and what is being done at the state, regional and local level to bring visitors to your door. The summit will include lunch and a wine reception at the end of the day.

### Mystery Group Tour

When this group of 32 Humboldt Travel club members signed up for a trip they had no idea where they were going or what they would do. Their sense of adventure was rewarded with scenic guided bus tour through the farms and ranches of Apple Hill™ with stops at three Farms and BBQ lunch. Then they were encouraged to stroll the street of "Old Hangtown,

## Film Clips



Congratulations go out to JAMES C. Buyers, El Dorado County Sheriff Lieutenant - Office of Emergency Services who is one of three finalist statewide for **Public Employee - County, California On Location Awards.**

Now in its 23rd year, the California On-Location Awards™ (COLA) is the premier awards ceremony saluting location professionals, production companies and public employees for professional excellence while working on location in the State of

California. COLA is an event of Film Liaisons in California, Statewide (FLICS), a professional organization of film offices that promote and facilitate in-state filming. This year's Awards will be held on December 17th at the Beverly Hilton Hotel.

For more information go to: <http://www.californiaonlocationawards.com/finalists-2017.html>

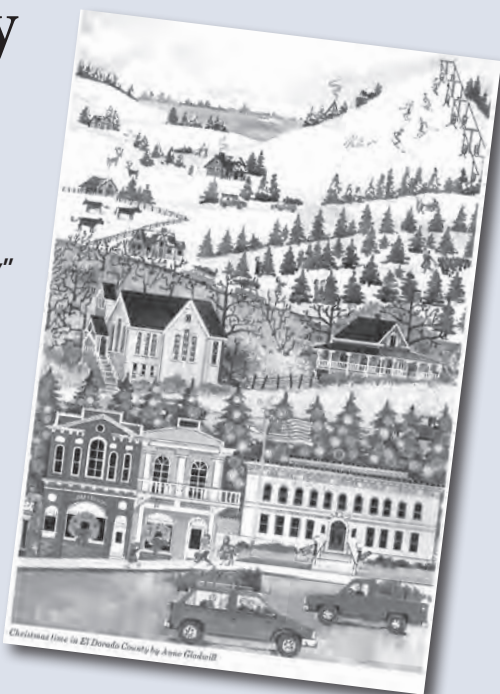


## Great Holiday Gift Ideas

### Anne Gladwill Prints

"Christmas Time in El Dorado County" This unique depiction of our foothill home will make you smile with your favorite hometown holiday memory! This is a chamber exclusive and is available for \$15.

And don't forget the Old Hangtown license plate frames, always a popular gift item. We've got motorcycle plate sized Hangtown license plate frames, too.



## Getting into the Spirit

The Festival of Lights Tree Lighting in Placerville will close Historic Main Street on Friday, November 24th and begin around 5:00 p.m. at various locations up and down Main Street with music, live entertainment, visits with Santa, stagecoach rides (4-6 pm) and the tree-lighting at 6 p.m. at the Courthouse. Presented by the Placerville Downtown Association.

In addition to the magnificent Christmas tree on Main Street being lit, the Christmas trees along Highway 50 through Placerville will be lit that evening too! These trees are donated by the El Dorado Christmas Tree Growers and lovingly decorated by individuals, families, clubs and businesses. Interested in adopting a tree next year? Call or come in to the Chamber on the

first Monday in October. This year we reserved 75 trees in a matter of 2 hours. The joint was jumpin'! Donations are greatly appreciated to support maintenance of the tree supports and are tax deductible. Contact the EDC Chamber for more information (530) 621-5885.

The 39th Annual Hangtown Christmas Parade is on Sunday, December 3 and starts on Broadway at 1 p.m. Presented this year by Hangman's Tree Ice Cream Saloon, the theme is "A Child's Dream". Main Street and Broadway will be closed from noon to 4 p.m. Parade applications are available at Placerville News Company, 409 Main Street. Donations are greatly appreciated and can be made payable to Hangman's Tree Ice Cream Saloon.

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