



Rotary Club Placerville No. 7475

P.O. Box 488
Placerville, CA 95667-0488

September 28, 2018

Dear Placerville City Council,

The Placerville Rotary Club is very proud of the fact that we provided the entrance sign for the city. When approached by the El Dorado Winery Association to have the sign announce that Placerville is the gateway to El Dorado Wine Country we were pleased to endorse this idea.

With monthly peak traffic volume in 2016 (latest available on line) between 35,000 and 57,000, depending on intersection, there are a lot of people that drive on highway 50 thru Placerville. The goal is to get as many of those to get off the freeway and come into Placerville. One of the ways to accomplish this is to have an attraction that will encourage them to do so.

Per Christian Miller of Full Glass Research 7/15/15 El Dorado Winery Association Consumer Research:

- Sacramento/Foothills/Reno residents: only 10% respondents unaware of our wine region. Other regions: 43-61% unaware.

The above demonstrates how people are unaware that there is a wine region in El Dorado County. Something needs to be done to let them know that it is here. When the City of Placerville looks at this addition, we are asking them to consider that wineries are open 365 days a year, thus providing a constant inflow of potential visitors into the City. A tourist or visitor to a winery can buy gas in Placerville, stay at lodging, eat in a restaurant, or shop in its shops. As more become aware of the El Dorado Wine Region more will become aware of Placerville.

Please review the proposal from the El Dorado Winery Association and allow the sign addition to Rotary's Welcome to Placerville sign. Creating more awareness that there is a wine region here will be of benefit to all.

Very truly yours,

A handwritten signature in black ink that reads "Kurt Raffetto". The signature is written in a cursive style with a large, stylized "K" and "R".

Kurt Raffetto
President, Rotary Club of Placerville