

Guess what this is a picture of?



**Confidence
and Emigrant Jane
Downtown Placerville
Visitor's Center**



Confidence Hall

U.S. National Register of Historic Places



Confidence Hall (L) and Jane Stuart Building (R) are both part of the same NRHP listing.



1865

The Applicant:

Who are the Wopumnes?

Wa-poom-nee



The Applicant:

1851 Cosumnes River Treaty Tribe

**Indigenous Wopumnes
Nisenan-MeWuk Nation
of El Dorado County**
(a 1934 IRA Unincorporated Tribe)



PO Box 1712, Shingle Springs, CA 95682
Phone: 530-350-5075
Email: TribalCouncil@EIDoradoNisenanMeWuk.com

www.RealMiwokTribe.com



The Applicant:

The Wopumnes Nisenan-Mewuk Tribe

- Lineal descendants of the 1851 Treaty of Consumnes River
- Mentioned in John Sutter's diaries and recorded in ethnographic studies during the early 1900's
- Recorded in every Federal Census for El Dorado County and have records dating back to 1824
- Sacred sites through-out El Dorado County
- The general area of the Wopumnes Village became the town of Shingle Springs in 1865
- The genealogical lineal "Successors in Interest" to the 1935 Vote of the Indian Reorganization Act for Shingle Springs Rancheria



The Applicant: The Wopumnes Nisenan & Mewuk Heritage Preservation Society

A 501(c)3 established in 2018:
To preserve and teach the
culture and language of the
Nisenan and Mewuk peoples
of
El Dorado County.

Living history at
Coloma State Park

By Gray Baker



The Applicant:

The Wopumnes Nisenan & Mewuk Heritage Society

- Is a 501(c)3 non-profit, duns number 11-700-7094
- For the purpose of preserving the Wopumnes Nisenan and Mewuk culture, history and sacred sites.
- Board Members are:
 - Erin Young (Wopumnes)
 - Nanette Sue Reeves (Wopumnes)
 - Lisa Perdichizzi (Tribal Liaison)



EVALUATION CRITERIA

The following criteria will be utilized for the purpose of determining the most qualified non-profit Proposer:

1. The financial ability of the Proposer to Restore and Implement the Reuse of the building = **20** Points
2. The proposed use of the Building = **40** Points
3. The long term viability of the proposed reuse = **20** Points
4. Positive affect on Historic Downtown Economy = **10** Points
5. Interview/Presentation = **10** Points



2. PROVIDE A COMPLETE DESCRIPTION OF THE PROPOSED REUSE INCLUDING THE FOLLOWING:

- a. Describe through text and diagram the **proposed uses** for each area of the buildings (see attached floor plan). If only proposing for one building, show how that use would or would not affect other areas of the two buildings given the current connection.
- b. Describe how the use would **affect the historic character** of the buildings. Would it maintain the historic character? Include descriptions and or drawings to show how you would promote the historic character.
- c. Provide a description of **how the uses will enhance the business climate** in Historic Downtown Placerville, including details regarding expected number of visitors on a monthly, quarterly, and/or seasonal basis. Provide a detail of the proposed hours of operation.



Downtown Businesses Support Visitor's Center

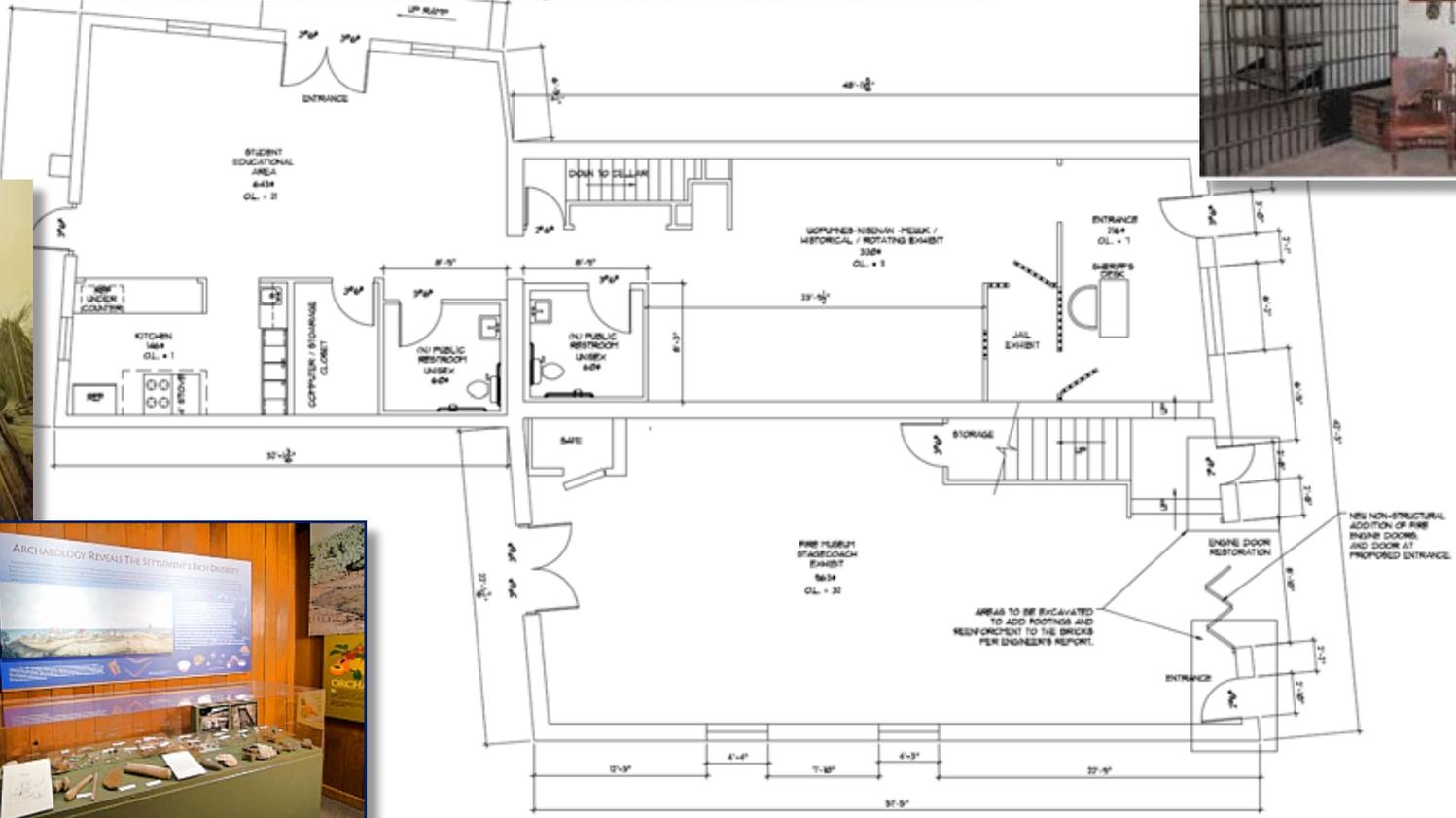
Describe how the use would affect the historic character of the buildings. Would it maintain the historic character? Include descriptions and or drawings to show how you would promote the historic character.



Image showing West ADA compliant Door and Double glass carriage doors for Fire Truck and wagon storage and display.



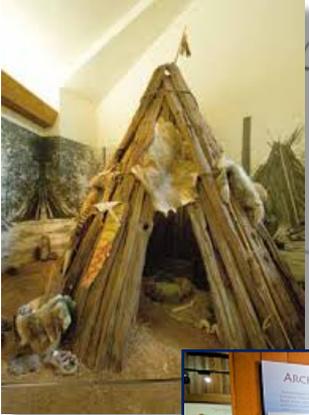
What's Inside Emigrant Jane?



FIRST FLOOR REPAIR PLAN

SCALE: 1/4" = 1'-0"

THIS PLAN IS PRELIMINARY. ON-SITE MEASUREMENTS AND INSPECTIONS WOULD NEED TO TAKE PLACE IN ORDER TO VERIFY EXISTING DIMENSIONS AND CONDITIONS TO ELEMENTS NEEDING REPAIR AND PRESERVATION.



Benefits of Visitor's Center

1. Fun, easy, educational resource for students, teachers, locals, visitors and tour buses.
2. Interesting themes: Native Culture, Fire and Public Safety, Old West, Community Growth, Evolving Technologies and more.
3. Easily increases downtown business exposure (Feet on the Street, heads in beds).
4. Is measureable over time.
5. Full-time Docents are a deterrent to vagabonds.
6. Increased tourism brings more jobs to downtown businesses.



3. HOW WILL THE USES ENHANCE THE BUSINESS CLIMATE IN HISTORIC DOWNTOWN PLACERVILLE?

- **PROVIDE A DESCRIPTION OF HOW THE USES WILL ENHANCE THE BUSINESS CLIMATE IN HISTORIC DOWNTOWN PLACERVILLE.**



Problem statement: How do we infuse fresh new happy visitors into downtown businesses?

Let's take a look at the "sister" attractions within 50 miles.

What defines a "sister" attraction?

- Period of history for point of interest?
- Theme of architecture?
- Types of businesses?
- What visitors seem to talk about the most?

What do all these attractions have in common?

Visitors curious about the old west. They want to get a feel for what that was like.

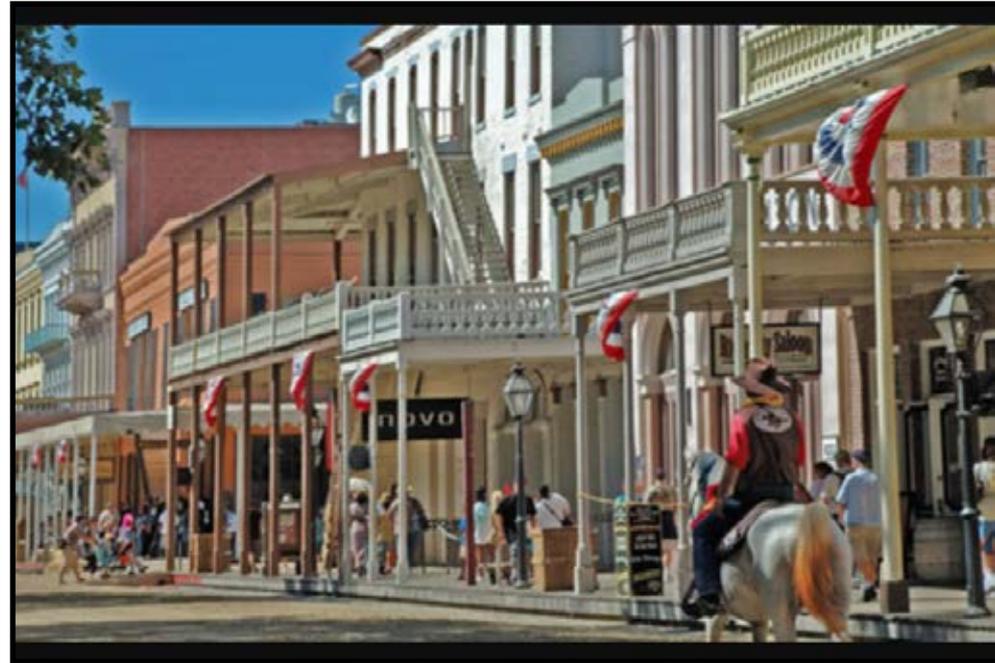


Downtown Old Sac est. 1849

[45 miles west]

**~4.4 million+
visitors annually**

“Old Sacramento is the city’s largest visitor destination, attracting more than 4.4 million visitors annually. The 6-block historic waterfront district is home to Sacramento’s top museums including the California History Museum and California State Railroad Museum. Old Sacramento is attractive to retailers looking for unique ground floor retail spaces as well as small and mid-sized firms looking for office space with character.”



<https://www.downtownsac.org/learn-about-downtown/districts/old-sacramento/>



Sutter's Fort State Park and Indian Museum

[40 miles west]

**~130k+ visitors
annually**

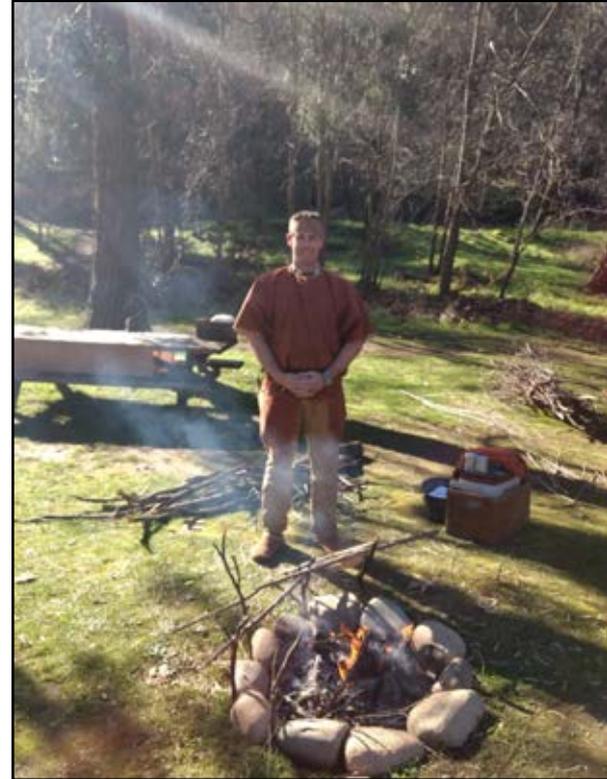
https://www.parks.ca.gov/pages/485/files/SF2015RestorationEffortsNewsReleaseFINAL_06_22_15.pdf



Marshall Gold Discovery State Park [11 miles north west]

**~70k+ visitors
annually**

Sutter's Mill, town of Coloma, 1848



El Dorado County Fair [3 miles west]

**~65k+ visitors
over its four day
run each June.**

Link

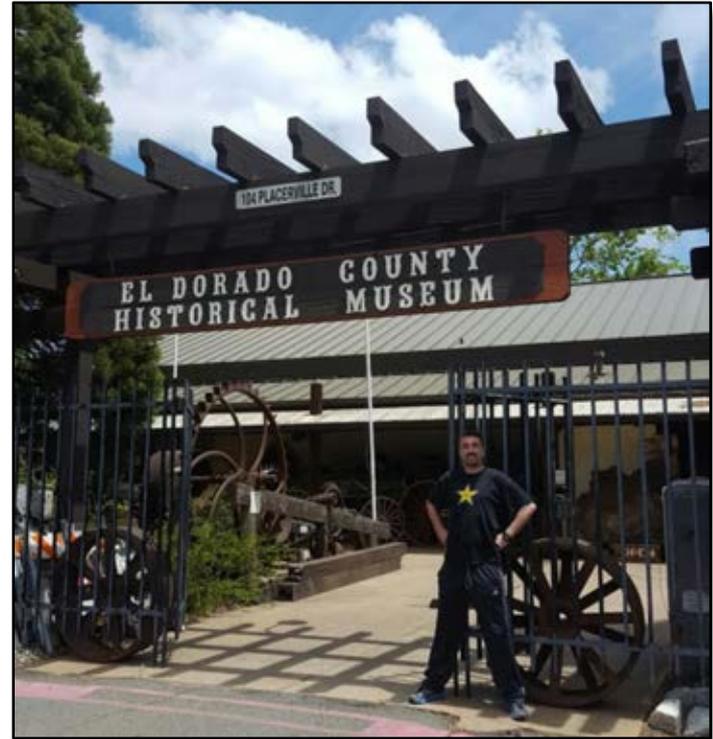


El Dorado County Museum

[3 miles west]

**~8,500+ visitors
annually**

Link



Gold Bug Park

[1 mile to the north]

**estimate ~23k+ school
kids per year**

65 people in a visiting group = \$500 in
entry fees

[2 loaded school buses a day for every day
open (~180 days) = \$180k]

These numbers do not include Tour
buses, tourists and return visits by
families and teachers or gift shop sales.



**What is the
approximate
number of visitors
annually for
Downtown
Placerville?**



Because the City of Placerville and County do not publish monthly, quarterly and/or seasonal statistics regarding the expected number of visitors to Downtown Placerville we extrapolated from attractions in the Surrounding Area, Traffic Counts and Face Book.



**How do we get a rough idea
of interest in Downtown
Placerville?**



Downtown Placerville Traffic Counts

Traffic Count History Summary Table

| Street | Direction | 2006 Weekday PM Peak Hour | 2014 Weekday PM Peak Hour | 2018 Weekday PM Peak Hour | 2018 Saturday PM Peak Hour |
|-------------------------|------------|------------------------------------|---------------------------------|---------------------------------|----------------------------------|
| Main Street - | Eastbound | 616 | 530 | 512 | 403 |
| West of Clay Street | Westbound | 605 | 496 | 486 | 393 |
| Cedar Ravine Road - | Northbound | 528 | 374 | 404 | 254 |
| South of Main Street | Southbound | 380 | 342 | 366 | 259 |
| Main Street - | Eastbound | 404 | 432 | 427 | 364 |
| East of Cedar Ravine Rd | Westbound | 493 | 392 | 411 | 640 * |

| Dist | Route | County | Postmile | Description | Peak Hour | Peak Month | Back AADT | Peak Hour | Peak Month | Ahead AADT |
|------|-------|--------|----------|-------------------------------|--------------|---------------|--------------|--------------|---------------|---------------|
| 03 | 050 | ED | 17.667 | PLACERVILLE, JCT. RTE. 49 | 4000 | 48500 | 45500 | 4050 | 48000 | 41900 |
| 03 | 050 | ED | 17.788 | PLACERVILLE, COLOMA STREET | 4050 | 48000 | 41900 | 4300 | 48000 | 42400 |
| 03 | 050 | ED | 18.032 | PLACERVILLE, BEDFORD AVENUE | 4300 | 48000 | 42400 | 3900 | 39500 | 36400 |
| 03 | 050 | ED | 18.517 | PLACERVILLE, MOSQUITO ROAD OH | 3900 | 39500 | 36400 | 3450 | 35500 | 31800 |



FACEBOOK PAGES: member, engagement counts

Facebook group page for "You know you grew up in Placerville Ca AKA Hangtown ca if.....". The page shows a search bar with the text "You know you grew up in Placerville Ca AKA Hangtown ca if....." and a "Public group" label. A large white text overlay on the right side of the image reads "9,648 members".

Facebook post from "Hangman's Tree Ice Cream Saloon" published by Jaymee Nutting on August 26, 2018. The post text reads: "Hangtown Marshalls are out and about at the antique fair! Gun fights are happening on main St! Next show is at 11am come down to see them preform. Shop the fair and come in for a scoop. Hangman's Tree Ice Cream Saloon is open till 3pm today!". The post includes a video thumbnail showing an antique fair scene with a play button icon. At the bottom, a red oval highlights the engagement statistics: 11,751 People Reached and 2,534 Engagements. There is also a "Boost Post" button and a reaction count of 80 (likes, love, wow, haha, sad, angry). The bottom right shows "7 Comments 112 Shares 6K Views".

And then there's this guy...



Hangman's Tree Ice Cream Saloon is at Hangman's Tree Ice Cream Saloon.

Published by Jaymee Nutting (7) · March 21 at 12:33 PM · Placerville · 📍

We finally caught George! We heard he had been running around town. Thankfully he was apprehended by The Hangtown Marshals! We were able to have a hanging at high noon today and he is back in his place. We have been trying to figure out what he was up to. Let us know if you saw George while he was down!!!



9,442 People Reached 3,630 Engagements [Boost Post](#)

👍👎🗨️ Adoll Zierke, Tera Fox and 259 others 42 Comments 133 Shares

GEORGE IS BACK

Weathered Hangman's Tree dummy repaired, returned



HANGMAN'S TREE
HISTORIC SPOT

Tim Taylor, owner of the Hangman's Tree, top photo, makes the final adjustments to George, the Hangman dummy, after he was re-hung at high noon Friday in downtown Placerville. Bad as the winter storms, George needed a little pampering. His party flag had broken off, his complexion was a bit weathered and he was in need of new dolls, so he was taken down Feb. 21. The Hangtown Marshals, at left, ready George for his hanging in Hangtown.

Photo by Daily News

The Hangman dummies, left photo, is carried across Main Street back to the Hangman's Tree. A crowd gathers around the historic spot, right photo. As George is put back in his noose and re-hung. Watch a video of the dummy being unhooked at www.mtsnet.com.



5,026 People Reached 1,305 Engagements [Boost Post](#)

👍👎🗨️ 198 16 Comments 19 Shares

What are downtown Placerville's assets?

- **High percentage of historic buildings, still in tact, dating back to the days of the GoldRush.**
- **Majority of the buildings on Main Street are on a historic resource list.**
- **Unique cultural mix of local businesses showing a wide variety of arts, passions and talents not found any place else**
- **Welcoming and engaging community members**



Current Advertised Attractions in Downtown Placerville

- **Court House?**

Currently there is no landing place for visitors to get their bearings and then tour the downtown.

- **Hangman?**

Starting their walk at the Visitor's Center can quickly educate and peak their interest to spend more time in Downtown. Students and Teachers visit during the week then return with families after school and on weekends. Tourists and Tour buses have a starting point.

- **Bell Tower?**

- **Community?**

- **...and?**

Creating: Casual Infrequent Visitors, Loyal Visitors, and Passionate Visitors



S Shore Lake Tahoe

~192k ahead peak
at Bedford and 50E
900k+ season ski
passes sold for one
ski resort

http://www.dot.ca.gov/trafficops/census/docs/2016_aadt_volumes.pdf
https://ltva.org/wp-content/uploads/2016/11/161104-Lake-Tahoe-Visitors-Authority-2016_5.0.final_.pdf

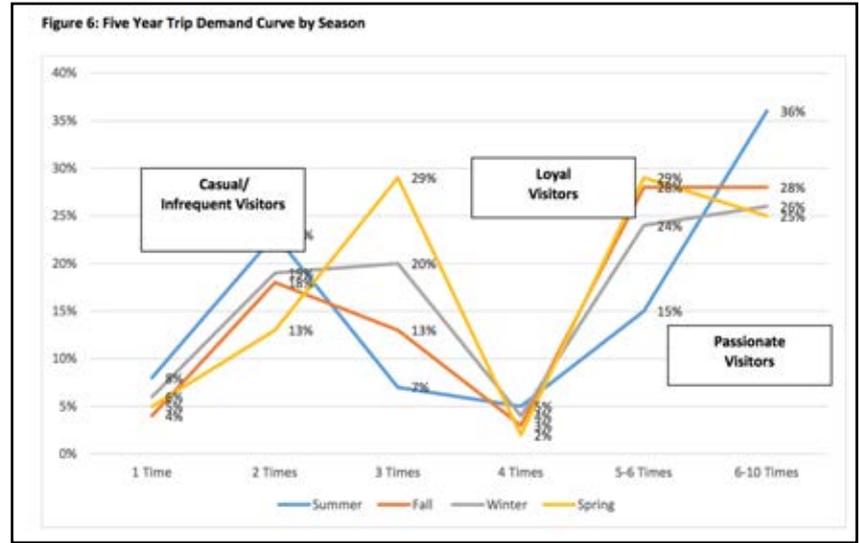


Table 9: Number of trips to South Shore Past 12 Months

| | Total | Summer | Fall | Winter | Spring |
|-----------------------|-------|--------|------|--------|--------|
| In the last 12 months | 2.68 | 2.9 | 2.2 | 3.5 | 2.1 |
| % with children | 27% | 27% | 23% | 33% | 28% |

In viewing the five year demand curve for the destination, there appears to be three distinct patterns: casual/infrequent visitors, loyal visitors and passionate visitors.



The Visitor's Center: Promoting Downtown Placerville

"preservation and interpretation of a convergence of history!"

Downstairs:

- Interpretive Center brings Downtown History to life 7 days a week 9-5
- Confidence Firehouse Museum and Public Safety Education Center
- Wopumnes Nisenan-Mewuk Heritage Center
- Wiser Stagecoach & Hangtown Marshals
- Peabody Research Center (Spill-over for El Dorado Museum)

Upstairs Offices:

- Wopumnes Tribal Administration
- Placerville Downtown Association Office
- Hangtown Marshalls Interpretive (Theatrical) Center
- Other historical organizations
- Business, Culture and Historical Center, a Hub Educational Center



We asked the businesses...

City has an RFP for re-use of Mustard and Ketchup

Concept explained simply: Two Applicants

Applicant:

Arts Council*

4 apartments and a Theater / Display Gallery downstairs.

*September 2018 presentation can be seen on Arts Council and City Website

Impact to National Register Status:

- 1) buildings have never been residential, they have always been government.
- 2) buildings can lose their national register status due to extensive re-engineering needed to accommodate apartments.



We asked the businesses...

Applicant:

The Wopumnes Tribe

Historic gold rush Nisenan Tribe the “Wopumnes”, signers of the 1851 Treaty of Consumnes, propose a Downtown Visitor’s interpretive center featuring: 1857 Confidence Firehouse restoration, Hand pump-Fire Engine, Doc Wiser’s Stage Coach, Hangtown Marshals office, Wopumnes Tribe’s Tribute, Wopumnes Tribe and PDA offices upstairs

Supportive of National Register Status:

- 1) Keep National Register Status
- 2) Fully restored to their hey-day
- 3) Creates a point of interest attracting visitors from around the world
- 4) Bring in school buses of children for docent lead tour of Main Street
- 5) Includes firehouse and Native Heritage museums with full-time Interpretative Docents



.....

MAY 6, 2019, 2^{PM} @ TOWN HALL

How will the Re-Use proposals affect your business?
Public comments welcome 😊

Public Presentations (2 proposals):

#1 Firehouse Museum & Historical Visitors Center

#2 Art Gallery with 4 Apartments



The City has requested proposals for the Confidence and Jane historical landmark buildings. Two Applicants will be giving their presentations consecutively. This meeting will be about 2 hrs. Come help the City decide.

.....



And this was the response...



23 businesses on Main Street said YES to the Visitor's Center!

I support the new Placerville Downtown Visitor Center:

Visitor Center Features:

- Firehouse and Stagecoach Museum
- Hangtown Marshalls sheriff's office
- George Peabody Educational Center
- Wopumnes Tribe Cultural Center
- PDA and Tribal Offices

Interpretive Docents available daily
Inviting Tourists and Students from all over the world to visit downtown Placerville Businesses.



CONFIDENCE AND JANE EDUCATIONAL VISITOR CENTER OPEN DAILY FROM 9-5

Proposal for Visitor's Center at Mustard and Ketchup Building

| Name | Business | Email | Comment |
|-------------------|------------------------|--------------------------------|--------------------|
| Lea Ruman | winterhill Olive Oil | leawinterhill@gmail.com | No Apts. |
| Jennifer Tolson | Treehouse | treehouseplacerville@gmail.com | Keep it historical |
| Joyce Kehl | Cornbread | janettesmom@yahoo.com | HS&MC |
| Ana Kelly | Bowells | pellis@prognid.com | |
| Anderson | Pop Art | popartearthlink.net | Yipee!!! |
| Brian Pawinski | Artisan's Supply | | No ARTS |
| Dominic Rodriguez | Trading Post | | NO ARTS |
| Albert Fausel | Placerville Health | albertfausel@gmail.com | |
| Janeet Johnson | Pulle Networks | massel@comcast.net | wonderful |
| Janie Mattingly | Hangman Tree Ice Cream | janie.janis17@gmail.com | Idea!!! |
| | | | Lets poke! |

Proposal submitted to Placerville City Council by the historic El Dorado Wopumnes Nisenan-Mewuk Tribe for use of the buildings as an Interpretive Center similar to Marshall Gold Coloma and Downtown Old Sac.

I support the new Placerville Downtown Visitor Center:

Visitor Center Features:

- Firehouse and Stagecoach Museum
- Hangtown Marshalls sheriff's office
- George Peabody Educational Center
- Wopumnes Tribe Cultural Center
- PDA and Tribal Offices

Interpretive Docents available daily
Inviting Tourists and Students from all over the world to visit downtown Placerville Businesses.



CONFIDENCE AND JANE EDUCATIONAL VISITOR CENTER OPEN DAILY FROM 9-5

Proposal for Visitor's Center at Mustard and Ketchup Building

| Name | Business | Email | Comment |
|-----------------|--------------------|--------------------------|--------------------|
| Too Pickst | MANICURE | SWIMPOOLS | I LOVE THE IDEA |
| Michelle Worley | Elements | Elementsonmain@yahoo.com | |
| Brynn Chure | Kollektive | brynnchure85@gmail.com | |
| Lynda Samples | Ambiance | ambiance267@gmail.com | |
| Larry Smith | Hangtown ORIGINALS | baboodaddy@att.net | Great Idea! |
| Marlys McKinnay | self | marlys@paradise123ps.com | |
| DARIN CASERTO | BECKERY | bekery@mailbyrd.com | ♥ |
| CELA LUX | Beauty Supply LLC | | Great idea! |
| Quinn Lewis | | quinnlewis@gmail.com | |
| Julie Braun | Thai Noodle | juliebraun@gmail.com | Awesome! |
| Andy Kellipie | Sierra Compromiser | andy66497@gmail.com | Good idea for once |
| Penny Unborn | The Scarlet Halo | pennyunborn@gmail.com | id |

Proposal submitted to Placerville City Council by the historic El Dorado Wopumnes Nisenan-Mewuk Tribe for use of the buildings as an Interpretive Center similar to Marshall Gold Coloma and Downtown Old Sac.



Strategic Alliances from around the County



EL DORADO COUNTY FIRE PROTECTION DISTRICT

4040 Carson Road/PO Box 807
Camino, CA 95709

Phone: 530-644-9630 | Fax: 530-644-9636

www.eldoradofire.com

TO: Sue Taylor Designs

FM: Lloyd Ogan, Fire Chief
El Dorado County Fire Protection District

RE: Confidence Hall and Emigrant Jane Visitor Center

The El Dorado County Fire Protection was recently briefed on the proposed re-use of Historic City Hall. Due to County Fire being the successor agency of the Placerville Fire Department, County Fire has long had an interest in Confidence Hall housing a fire museum or fire history display.

In the event that the building is being considered for re-use, El Dorado County Fire Protection District is full support of the proposed Confidence Hall and Emigrant Jane Visitor Center. County Fire can potentially provide historical support and fire memorabilia for future display on a rotating basis.

County Fire appreciates the opportunity to be a part of these discussions and welcomes any continuing dialogue regarding this proposal.

Sincerely,

Lloyd Ogan
Fire Chief

El Dorado County Fire Protection District

ogani@eldofire.com

530-919-7700

Placerville Downtown Association

4/24/2019



To: Placerville City Council on behalf of the
Wopumnes Nisenan-Mewuk of El Dorado County California Heritage Preservation Society

From: Placerville Downtown Association (PDA)

RE: Confidence Hall and Emigrant Jane Visitor Center Proposal

The **Placerville Downtown Association** has the pleasure of receiving the Wopumnes Tribe's proposal for re-use of the Mustard and Ketchup building. After listening to the proposal, receiving feedback from the businesses and deliberations, the PDA voted to support this proposal.

The Placerville Downtown Association sees the downtown's unique gold rush architecture and history as an asset calling people from all over the world to come enjoy. To improve this experience, we are very excited by the Wopumnes Tribe's proposal. The PDA is eager to see the Confidence Firehouse restored to its heyday with a place for Doc Wiser's Stagecoach, the volunteer fire pump wagon, support for the Wopumnes having a place to house and display their history and artifacts and the Hangtown Marshals to have a home base to greet visitors to the downtown.

Having a REAL welcome and interpretive center open seven days will be an essential asset to downtown businesses, drawing in more new and return visitors who are fans of firefighters, the old west and native American history. Not only will drawing in more traffic increase the success of downtown businesses, the presence of the docents in the downtown would make visitors feel welcome while encouraging a safe environment.

The **Placerville Downtown Association** will be engaging with the Tribe, the Hangtown Marshals, surrounding businesses and the Fire District as part of the overall effort for a successful visitor's center.

The **Placerville Downtown Association** is fully supportive of the Wopumnes Nisenan-Mewuk of **El Dorado County California Heritage Preservation Society** 501(c)3 #83-2671897 proposal for the Confidence Hall and Emigrant Jane Visitor Center and encourage the City of Placerville to approve the Wopumnes Tribe's proposal.

Sincerely,

Tim Taylor, President

Placerville Downtown Association

Strategic Alliances from around the County

EL DORADO COUNTY
HISTORICAL
SOCIETY



April 20, 2019

Lisa Perdichizzi, Tribal Liaison
PO Box 1712
Shingle Springs, CA 95682

Dear Ms. Perdichizzi,

The El Dorado County Historical Society supports the restoration and preservation of the buildings at 487/489 Main Street in Placerville, known as the Confidence Hall and the Emigrant Jane Buildings.

These two buildings make a significant contribution to the historical integrity and fabric of Placerville's Main Street. The Society supports your plan to preserve the original structures, and to properly bring their history to the public.

The Society Board of Directors, at their regular meeting on April 10, 2019, voted to support your proposal, as written by the El Dorado County Wopumnes Nisenan-MeWuk Nation of Shingle Springs and Sue Taylor, Historical Society member and Chair of the Society's Preservation Building Standing Committee.

We believe your diverse group of culturally minded individuals should have a place in the decision-making process for the preservation and use of the aforementioned properties. We appreciate your efforts to make restoration and preservation a key element of any product produced on Placerville's Historic Main Street. Visual integrity (exterior and interior) is a must in this and any other preservation project.

Thank you so much for understanding what makes a proposal complete and relevant.

Sincerely,


Kris Payne, President
El Dorado County Historical Society

Cc: Sue Taylor

Our mission is to honor the people who came before us by receiving, preserving, researching and displaying the county's rich history to ensure that its significance will be appreciated for generations to come.

Fountain & Tallman Museum
524 Main Street
Placerville, CA 95667
(530) 636-0779
www.elboradocountyhistoricalsociety.org
elboradocountyhistoricalsociety@gmail.com

Georgetown Preservation Society

Georgetown, CA 95634
Phone: 916-698-1480
R.Sheckler@comcast.net



TO: Placerville City Council on behalf of the
Wopumnes Nisenan-Mewuk of El Dorado County California Heritage Preservation Society

FM: Ronald Sheckler, President
Georgetown Preservation Society

RE: Confidence Hall and Emigrant Jane Visitor Center

The **Georgetown Preservation Society** represents the Georgetown Divide. The Georgetown Preservation Society was recently briefed on the proposed re-use of proposal of Confidence and Emigrant Jane Buildings. We voted to unanimously support this effort and have an interest in Confidence Hall housing a fire history museum, a Nisenan Native Heritage Center as well as becoming a real Welcome Center open to the public on the weekends where the Hangtown Marshals can docent for visitors coming to Placerville. We think it will turn into a wonderful asset for El Dorado County and downtown Placerville.

The **Georgetown Preservation Society** appreciates the opportunity to be a part of these discussions and welcomes any continuing dialogue regarding this proposal.

Regarding the Wopumnes Nisenan-Mewuk Tribe: The Wopumnes has had a long history in El Dorado County dating before the Gold Rush. The Tribe regularly docents at Coloma State Park and has a reverence for the County, Community and Environment. Their proposal will provide a much needed feature to downtown Placerville and El Dorado County.

Regarding Sue Taylor Designs: I personally have had the pleasure and opportunity to work with Sue Taylor over the last 4 years. I have been under the tutelage of Sue Taylor for those years and I am in awe of the work I have personally seen as finished more than two dozen structures and works under historic restoration Sue has supervised. What I have learned most from her is not the technical aspects of her projects but of the amazing perception of the true value to future generations of historical preservation. In Georgetown we have taken as our motto of "preserving our past to protect our future".

Again we re-emphasize that **Georgetown Preservation Society** is fully supportive of the Wopumnes Nisenan-Mewuk of **El Dorado County California Heritage Preservation Society** 501(c)3 #83-2671897 proposal for the Confidence Hall and Emigrant Jane Visitor Center. **Georgetown Preservation Society** can potentially provide historical support and mining and other period memorabilia for future display on a rotating basis.

Sincerely,
Ronald Sheckler, President
Georgetown Preservation Society

Strategic Alliances from around the County



Hangtown Marshals

February 24 · 🌐

Yesterday the Hangtown Marshals had their annual membership meeting at Solid Ground brewery.

We had a lot to discuss with the membership.

The city of Placerville wants the marshals to be more involved on the weekends with the tourist. We will be doing some historical education of our local area and having more shoot outs in town.

We have a very busy schedule this year.



The Hangtown Marshals
857 Tombstone Court
Diamond Springs, CA 95619

April 27, 2019

The City of Placerville
3101 Center Street
Placerville, CA 95667

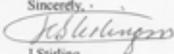
To Whom It May Concern:

The Hangtown Marshals is a historical reenactment group dedicated to the preservation of the Old West and to gun safety. In 1989 the Marshals began making regular appearances on Main Street, Placerville in order to interact with the community and visitors to the area. Marshal activities consist of living history appearances at some of El Dorado County's largest events, providing exciting entertainment to the community with Wild West reenactments (gun fights and theatrical portrayals) and live music. We enjoy entertaining and educating our audiences. Today, the Hangtown Marshals have a total of 11 Marshals, 7 Deputies, and 4 Lovely Ladies.

I have received the Wopumnes Tribe's proposal for re-use of the Mustard and Ketchup buildings, and I respectfully submit my endorsement of the Tribe's project. The Marshals are eager to see the Confidence Firehouse restored to its heyday, with a place for Doc Wiser's Stagecoach, the volunteer fire fighter's pump wagon, a place for the Tribe to display their history and artifacts, and an office for the Hangtown Marshals.

Having a manned welcome center open seven days a week would be a real asset to downtown businesses, drawing in new and return visitors as well as busloads of children on school field trips, similar to what is happening now in Coloma. This visitor's center will draw in many people who are fans of Firefighters, the Old West and Native American culture.

We are very excited and extremely grateful that the Wopumnes Tribe is inviting the Hangtown Marshals to have a home base to operate from in our hometown.

Sincerely,

J Stirling
Founder and Patriarch,
The Hangtown Marshals

cc: Nisenan Mewuk



Strategic Alliance

Gold Rush Fire Brigade and Horse Drawn Fire Museum and Sacramento Fire Museum



Attention Placerville Town Council

May, 2, 2019

Please consider this offer of support for the creation of a Hand Drawn Fire Museum at Placerville's Confidence Fire House. The Old Fire House is the finest example left in existence from that "Hand Drawn Era" of the Volunteer Fire Companies created by the Pioneers that settled the West during the Gold Rush.

It must be preserved for the education and enlightenment of future generations that will come to live or visit the heartland of the Gold County.

Creating "Confidence" Fire Museum as a part of the Sacramento Regional Fire Museum network, combined with an adjacent Tribal Indian Museum, will tremendously enhance Placerville as a primary destination to explore the Historic Cultures of El Dorado County both before, and during the Gold Rush.

Respectfully, Capt. John Schwartzler - Georgetown Fire Dept. - Retired

Gold Rush Fire Brigade Headquarters & Horse Drawn Fire Museum

4320 Highway 49, Pilot Hill, Calif. 95664 (530) 334-0201

johngfd@csfa.net

www.goldrushfirebrigade.com |

Strategic Alliance

Pioneer Mutual Hook & Ladder Society and the Sacramento Regional Fire Museum

offering help from outside
the county

Placerville City Council
City Clerk Department
3101 Center Street
Placerville, CA 95667

Dear Mayor and Council Members,

The purpose of this letter is to urge you to maintain the Confidence Engine Fire House for future use as a fire museum. California has a rich history in the early establishment of fire companies during the gold rush. That fire house is a historic building in your city and should be maintained for future generations.

The Volunteer Firefighters that protected Hangtown deserve to be remembered and recognized for their dedication to your community.

I am the Chairman of the Pioneer Mutual Hook & Ladder Society and the Sacramento Regional Fire Museum. We are dedicated to the historical preservation of all fire service agencies in Northern California. Once established we would consider the Confidence hand drawn fire house as an associate museum and will assist them in researching their history and locating artifacts. Also, we have established an associate museum relationship with the Gold Rush Fire Brigade in Pilot Hill that have horse drawn fire apparatus.

I thank you in advance for your consideration of this suggestion.

Respectfully submitted,

Fire Chief Forrest D. Adams, Sacramento Fire Department (Ret.)
916-698-9931

|



Supporters of the new Confidence and Jane Visitor's Center hosted by existing historical and cultural businesses of El Dorado County. We are continuously looking for more participation from local civic and social organizations:

1. Placerville Downtown Association
2. The El Dorado County Fire District
3. Diamond Springs Fire District
4. Auburn Mountain Men
5. El Dorado County Museum
6. El Dorado County Historical Society
7. Georgetown Historical Society
8. Newtown Preservation Society
9. Hangtown Marshals
10. Doc Wiser and Friends Stage Coach
11. 23 downtown businesses independently signed in support
12. "Save the Canal"
13. Druids
14. Georgetown Fire Brigade
15. Lincoln Highway Association
16. More to come!



Current condition of buildings...



Current Condition of Buildings

2015 Burne Engineering Structural Report Recommendations:

Option I: Rehabilitate and Strengthen Existing URM Shear Walls

1. Least Costly
2. Brings Confidence building immediately into safety compliance before other structural work is done.
3. Once the walls are strengthened and the floors secured to the walls then the interior structural and electrical refurbishment along with the replacement of the roof can be addressed.
4. Period sensitive interior design to replicate as much as possible the interior style of the Confidence Fire Hall and Jane.

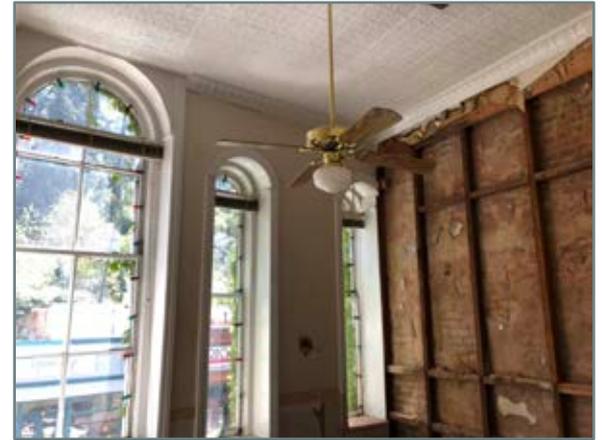


Condition of buildings...

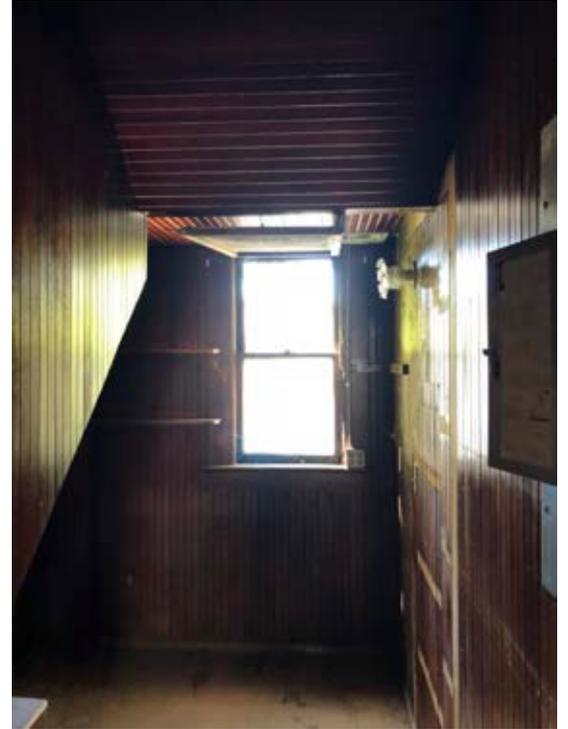


Plywood floor

Cracking masonry
Fire damage



Condition of buildings...



Condition of buildings...

From the 2015 Burne Engineering Structural Report:

1. West brick wall is severely bowed and cracked.
2. Substantial fire damage to the inset wood and bricks and mortar.
3. Using this wall for structural support would not be possible...
4. The cracking and bowing is serious concern since the public parking area is directly below...
5. ...the building is a major public safety hazard.
6. ...workable solutions may be found to “save” this wall....

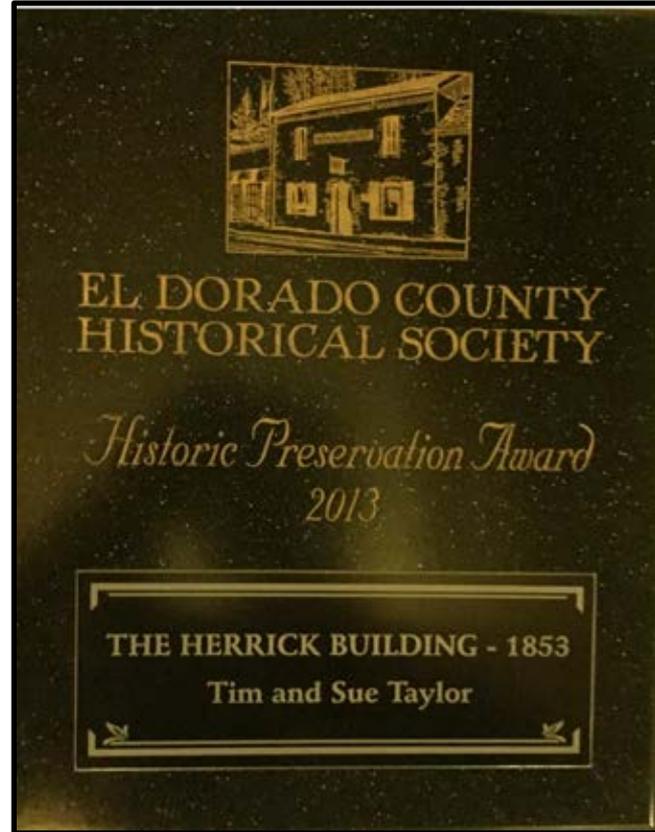


“Making it happen” with local expertise

1. Acknowledge the buildings' current condition right now requires remediation from the base up.
2. Current prognosis of remediation of the building and retain historical culture is good.
3. Architectural design and engineering in the 1800's style
4. External beautification input from participating alliances/businesses and community.
5. Responsible economic decisions while supporting the existing culture and lifestyle for this community.



Local Expertise with successful track record
“making it happen”



Making it happen: Restoration Expertise here in Placerville



Herrick Building before restoration.



After Sue Taylor's Restoration



Making it happen: Restoration Expertise here in Placerville



2013 Under Construction



2018



Interior Hangman's Saloon: Before



Interior Hangman's Saloon: After



What's inside?



Doc Wiser and Marshals support Visitor's Center



Curated Exhibits: Emigrant Jane Building

Keeping the visitor's center greeting people... 9-5 seven days a week

1. Front old west, middle Native Works
2. UC Davis, Berkeley curated exhibits

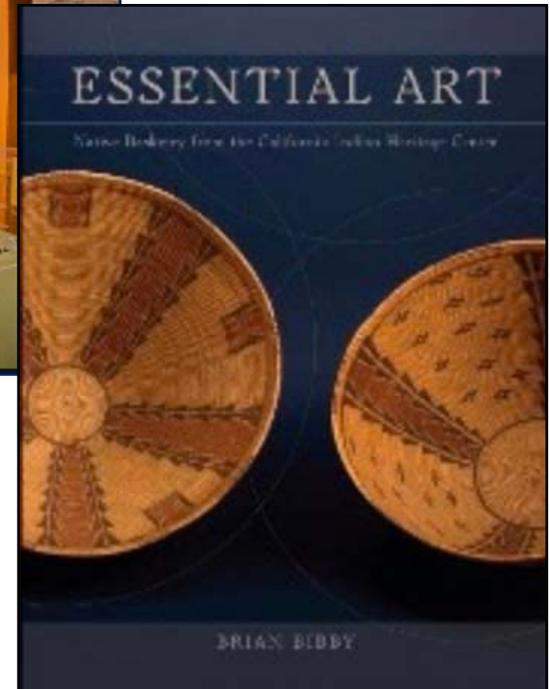


Visitor's Center: The Wopumnes Cultural Center



PLACERVILLE -- A group of Native Americans placed yellow tape around trees bordering the aging Clay Street Bridge in Placerville Tuesday.

Members of the Wopumnes Nisenan-MeWuk tribe say they wanted to take jurisdiction over the trees and environment on traditional lands that are threatened by a replacement of the bridge, which city officials have deemed unsafe.



Confidence Hall curated exhibits



The only appropriate place for a Fire Museum is a restored Confidence Engine Company No. 1 (the Ketchup building).



EL DORADO COUNTY FIRE PROTECTION DISTRICT

4040 Carson Road/PO Box 807
Camino, CA 95709

Phone: 530-644-9630 | Fax: 530-644-9636

www.eldoradofire.com

TO: Sue Taylor Designs

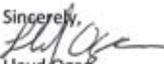
FM: Lloyd Ogan, Fire Chief
El Dorado County Fire Protection District

RE: Confidence Hall and Emigrant Jane Visitor Center

The El Dorado County Fire Protection was recently briefed on the proposed re-use of Historic City Hall. Due to County Fire being the successor agency of the Placerville Fire Department, County Fire has long had an interest in Confidence Hall housing a fire museum or fire history display.

In the event that the building is being considered for re-use, El Dorado County Fire Protection District is full support of the proposed Confidence Hall and Emigrant Jane Visitor Center. County Fire can potentially provide historical support and fire memorabilia for future display on a rotating basis.

County Fire appreciates the opportunity to be a part of these discussions and welcomes any continuing dialogue regarding this proposal.

Sincerely,

Lloyd Ogan
Fire Chief

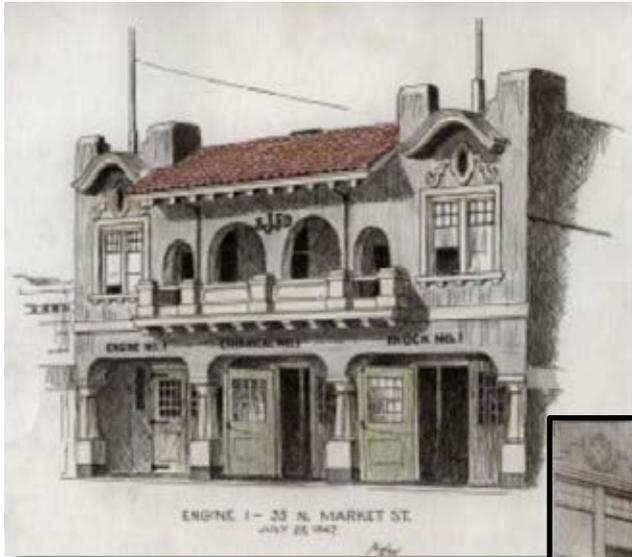
El Dorado County Fire Protection District

ogani@eldofire.com

530-919-7700

Example: San Jose Fire Dept. raises \$12M to buy back and restore their Firehouse #1

<https://www.sjfiremuseum.org/>



“Our goal is to restore this beautiful historic Old Fire Station One, and make it a destination in Downtown San Jose.”



Example: Nevada City Historical Society

The screenshot shows the TripAdvisor listing for the Firehouse Museum. At the top, there's a green navigation bar with the TripAdvisor logo, location (Nevada City), and user options (Cart, Trips, Inbox, Profile, Join, Search). Below this is a breadcrumb trail: United States > California (CA) > Nevada City > Things to Do in Nevada City > Firehouse Museum. The main heading is "Firehouse Museum" with a subtext "Is this your business?". It features a 4.5-star rating from 13 reviews and is ranked #10 of 24 things to do in Nevada City. The address is 214 Main St, Nevada City, CA 95959-2509. There are "Save" and "Share" buttons. A "Review Highlights" section contains two reviews: "A Look at Nevada City History" (5 stars, Feb 27, 2018) and "Charming" (5 stars, Sep 17, 2017). A "Traveler Overview" section shows a 4.5 star average with a bar chart: Excellent (62%), Very good (23%), Average (15%), Poor (0%), and Terrible (0%). An "About" section states it's a museum documenting town history. A "Contact" section includes a map, address, and phone number (+1 530-265-5468). A "All photos (6)" link is visible above a gallery of six photos showing the building's exterior and interior.

tripadvisor Nevada City

Cart Trips Inbox Profile Join Search

Travel feed: Nevada City Hotels Things to do Restaurants Flights Vacation Rentals Vacation Packages

United States > California (CA) > Nevada City > Things to Do in Nevada City > Firehouse Museum

Firehouse Museum, Nevada City: Address, Phone Number, Firehouse Museum Reviews: 4.5/5

Firehouse Museum *Is this your business?*

4.5/5 13 Reviews #10 of 24 things to do in Nevada City Museums, History Museums

214 Main St, Nevada City, CA 95959-2509

Save Share

Review Highlights

"A Look at Nevada City History"
This "retired" firehouse makes a charming venue for a real look at some of the history of Nevada... [read more](#)

5/5 Reviewed February 27, 2018
gaax · San Rafael, California

"Charming"
Like many of the places in the area this was a charming and informative little place to visit. L... [read more](#)

5/5 Reviewed September 17, 2017
Frederick S., Upland

All photos (6)

Traveler Overview

4.5 13 reviews

| | |
|-----------|-----|
| Excellent | 62% |
| Very good | 23% |
| Average | 15% |
| Poor | 0% |
| Terrible | 0% |

5/5 Feb 27, 2018
"A Look at Nevada City History"

5/5 Sep 17, 2017
"Charming"

About

This old firehouse is now a museum that documents the town's history.

Contact

214 Main St, Nevada City, CA 95959-2509

+1 530-265-5468

Improve This Listing

“ **Firehouse No. 1** is perhaps the most-photographed building in **Nevada City**. It was built in 1861 to house Nevada Hose Company No. 1 and ...



Typical day at the Visitor's Center...



Example Student Visit:

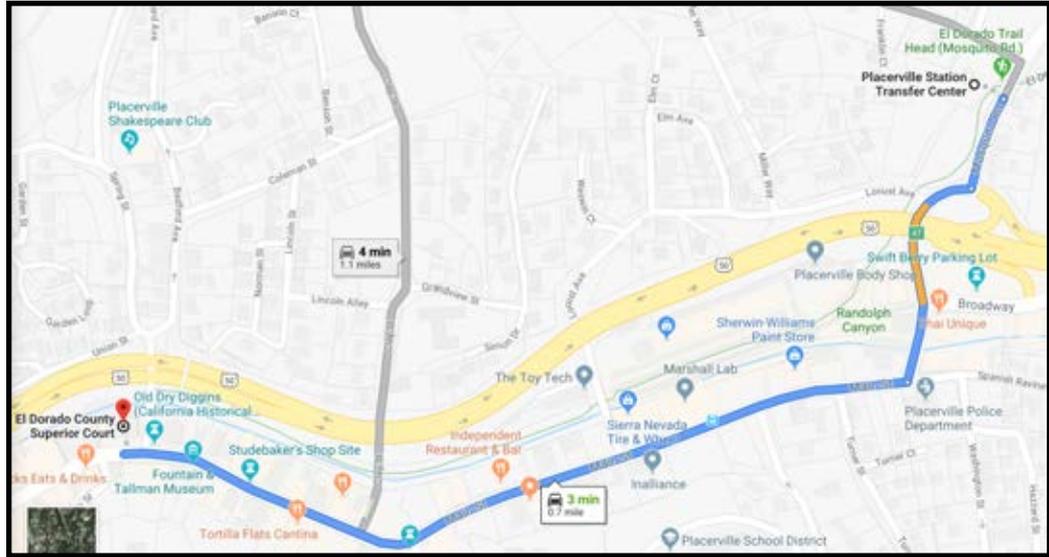
Visit ~1-1.5 hrs:

Kids get dropped off in front and greeted by Marshals, Volunteer Firefighters or other dressed docents, tour of Emigrant Jane Wopumnes Cultural Center, Confidence Firehouse and then a history walk /scavenger hunt down Main Street guided by Docents.



Parking for School and Tour Buses:

School buses can drop kids off in front of court house and then park at the Mosquito Train Station 4 minutes away..



Parking for Daily/Seasonal, Visitors/Tour Buses:

- Overflow parking can be at Mosquito Station or another location, maybe Broadway.
- El Dorado County Transit can run shuttle buses from Overflow Parking to Visitor's Center.



The Visitor's Center ... Docents

Keeping the visitor's center greeting people...

9-5 seven days a week

1. Yes it could be run on just "volunteers" but it would be better to have the ability to pay them as employees to keep opening hours and tours consistent.

2. Source of Employment in downtown:

Paid Docents

Onsite Maintenance/craftsman

Administrators (bringing more people to tour downtown will bring more people to the businesses).



4. FINANCIAL CAPABILITY STATEMENT:

Financial Capability: A demonstrated financial ability of the organization as evidenced by submittal of:

- a. A two (2) year historical financial profit and loss statement;
- b. A two (2) year historical balance sheet;
- c. A cash flow statement; and
- d. The most recent three (3) years of federal tax returns.(if applicable)

"The Wopumnes' 501(3) is too new to be able to provide records of cash flow. El Dorado County Historical Society, through their Preservation Building Standing Committee, is satisfying this requirement on behalf of the Tribe."



4. FINANCIAL CAPABILITY STATEMENT:

El Dorado County Historical Society

Est. 1938, has provided on behalf of the Wopumnes, evidence of it's financial capability and stability, satisfying this Requirement for this proposal.

An addendum with further documentation will be filed prior to the award.

| Form 990-N (e-Postcard) ⓘ | | |
|---|---|--|
| Organizations who have filed a 990-N (e-Postcard) annual electronic notice. Most small organizations that receive less than \$50,000 fall into this category. | | |
| > Tax Year 2018 Form 990-N (e-Postcard) | | |
| Tax Period: 2018 (01/01/2018 - 12/31/2018) | Mailing Address: 524 Main Street Placerville, CA 95667 United States | Gross receipts not greater than: \$50,000 |
| EIN: 94-1692159 | Principal Officer's Name and Address: Kris Payne 524 Main Street Placerville, CA 95667 United States | Organization has terminated: No |
| Legal Name (Doing Business as): El Dorado County Historical Society | | Website URL: eldoradocountyhistoricalsociety.org |
| > Tax Year 2017 Form 990-N (e-Postcard) | | |
| Tax Period: 2017 (01/01/2017 - 12/31/2017) | Mailing Address: 524 Main Street Placerville, CA 95667 United States | Gross receipts not greater than: \$50,000 |
| EIN: 94-1692159 | Principal Officer's Name and Address: Kris Payne 524 Main Street Placerville, CA 95667 United States | Organization has terminated: No |
| Legal Name (Doing Business as): El Dorado County Historical Society | | Website URL: |
| > Tax Year 2016 Form 990-N (e-Postcard) | | |
| Tax Period: 2016 (01/01/2016 - 12/31/2016) | Mailing Address: 524 Main Street Placerville, CA 95667 United States | Gross receipts not greater than: \$50,000 |
| EIN: 94-1692159 | Principal Officer's Name and Address: Kris Payne 524 Main Street Placerville, CA 95667 United States | Organization has terminated: No |
| Legal Name (Doing Business as): El Dorado County Historical Society | | Website URL: eldoradocountyhistoricalsociety.org |

4. Funding Improvements and Maintenance:

- a) Provide a detailed description of how the required structural improvements and proposed tenant improvements would be financed. These could include grants, private donations, loans or public private partnerships.
- b. Provide a timeline for your project regarding necessary fundraising activities and building improvements.
- c) Provide a description of how on-going maintenance and operations of the facilities will be funded.



Financial planning and Financial sourcing

(proposal part 5 number 4 a and c).

Providing a detailed description of how the required structure improvements and proposed tenant improvements will be financed.

(Including grants, private donations, loans or public, private partnerships, etc).

Operations and Management, specifically facilities management

Identified Funding Sources

- Use of the city funding provided from this scenario, will be used for labor and business costs and expenses, written out and expected per month, quarter and year, itemized.
- Grants, federal and private awards
- Contracts (Externally sourced).
- Events and Activities: 1). Memberships, 2). Sponsorships, 3). Donors, 4) PRI (program related investments).
- Program or Project specific, contributions to each and investors, shortterm direct impact investments. % for business hard-costs for facilities ops and management.



Fundraising Campaign: Go Fund me

501(c)3 Wopumnes Nisenan-Mewuk Heritage Society

Special Designed pledge gifts made by the Tribe and local Main Street artisans:

\$100

\$500

\$1000

\$5000

\$10000



Build out Project Plan (based 2015 Burne Engineering Report)

Let's say money is in the bank and everything ready to go:

Estimates based on the 2015 Engineering Report - Option 1 (Least costly)

1. Immediately secure and support building, re-enforce it (make is safe for workers)
2. Replace bricks, footings etc. as described in Engineering Report to make building safe for roof removal.
3. Work on structure, electrical, plumbing etc. while roof is off then...replace Roof
4. Address ADA compliance. Restore interior of Firehouse from pictures replicating period craftsmanship, equipment, décor, gingerbread, etc.
5. Restore Jane to accommodate Wopumnes Native Heritage Center, Marshals first floor greeting center, spill over from El Dorado museum and Presentation/Media lab
6. Stage and rotate exhibits, contributions from around the County and state colleges

Build out Project Plan (based 2015 Burne Engineering Report)

Let's say money is in the bank and everything ready to go:

Estimates based on the 2015 Engineering Report - Option 1 (Least costly)

4-6 months for completion



Interim Visitor's Center: available building on Main

While waiting for the Confidence and Jane buildings to be restored we can set up an interim visitor's center in an available building ready to lease on Main Street:

1. Use as a base of operations for construction of Confidence and Jane BCH Hub
2. Use as Visitor's Center proof of concept and invite local schools to visit and participate
3. Set up a base of operations for the Hangtown Marshals, Wopumnes Heritage Center and Fire museum
4. Would help promote community fund, grant and award raising
5. Stage and rotate exhibits, contributions from around the County and state colleges



Potential revenue...



Conservative Extrapolation based Goldbug Park

1 bus of 65 kids x ~90 days = 5,850 kids a season

The tour is approximately 1 hour

\$400 per bus of kids = \$36k (season)

(Does not include gift shop sales, Tour buses or return visitors)

Can handle up to 2 buses a day.

- Not weather dependent like Coloma.
- available 261 week days a year



Translated into dollars...

1 bus x 180 days x \$400 = \$72,000 (per season)

does not include:

other visitors and tourist donations

Gift shop sales

Venue rental for special events

Office Space Rental (upstairs)



Yearly Federal, State, Local and private Grants and Awards for:

Community and Economic Revitalization, Tourism, Re-enactment Interpretation, Museum, Library and Heritage Preservation and Improvement, Native American Heritage Education, Sacred sites and Cemeteries protection, Entertainment Industry and Arts, Fire Safety Education, Business Entrepreneurship, Special Traveling Exhibits and many more...



Community Quarterly Report

- **Business and Culture Alliance Hub**
- **Quarterly activities and events that further “feet on the street and heads in beds”**
- **Developing and drawing in lifelong business partners**
- **Provide a strategic plan to support current and new events, staggering out local community events allowing for coordinating the organizations and docent resources**
- **master event coordination for immediate support of annual events, minimize event overlap.**



5. Building Ownership:

- The Tribe is looking to leave the liability with the City due to the need for rescuing the buildings from the City's lack of maintenance.
- The Tribe would like a 99 year lease for a nominal value with the option to purchase.



Lessons learned from Frontier Village

A farm family in San Jose built Frontier Village in 1961.

The Old West park and surrounding farms lasted for 20 years

Was torn down to build condominiums. Their farms went away too. Today San Jose is concrete freeways, Condominiums, tract homes shopping centers and tilt-ups with over million people...

They miss their Frontier Village ...and their farms.



**Questions
and
Public Comment
welcome**



**Vote for the Visitor's Center
Thank you 😊**

