



# Developing Tourism Opportunities

*Celebrating Arts, Agriculture, and Nature in the Central Sierra Nevada*

**June 7-8, 2006**

**Placerville, California**

## Wednesday, June 7

- **Field Trip**
- 1:00 p.m. to 5:30 p.m.
- Cost \$20
- Visit ranches in Apple Hill to view examples of techniques designed to increase visitation!
- Seating is limited, reserve early
- Registration due May 23rd

## Thursday, June 8

- **Full Day Workshop**
- 9:00 a.m. to 5:00 p.m.
- Gold Hill Winery
- Cost \$45, (includes continental breakfast, lunch and handbook)
- Registration due May 30th

## Registration

- Form and agenda online at: [ucce-plumas-sierra.ucdavis.edu](http://ucce-plumas-sierra.ucdavis.edu)
- 530-621-5552 (Nancy Starr)
- Field Trip reg. due by May 23
- Workshop reg. due by May 30

## Lodging

- Online at [www.eldoradocounty.org](http://www.eldoradocounty.org)

## Program Information

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El Dorado County will be the setting for the **Developing Tourism Opportunities Field Trip and Workshop** to be held June 7 & 8. The program is designed to help participants identify and develop tourism opportunities in their communities. Building upon Sierra Business Council's successful 2005 conference featuring Arts, Heritage and Agriculture and University of California Cooperative Extension's past workshops, "Harvesting Assets from your Farm", the goals of the Field Trip and Workshop are to 1) understand and learn how to create partnerships necessary for successful rural tourism, 2) learn about alternative marketing efforts and county planning processes, 3) establish a network of people willing to share information and collaborate and 4) appreciate how agricultural, heritage and nature tourism enhances communities.

Workshop topics include **Partnerships & Marketing; Linking with Existing Tourism Organizations; Effects of County General Plans, Zoning on Agriculture & Cultural Tourism; Value Added Products Including Commercial Kitchens; Regional Marketing; Farm Trails Maps, Websites and Portals; and Creating a Special Event to Highlight Your Natural or Cultural Heritage.**

The field trip and workshop are designed for tourism providers, farmers, ranchers, gardeners, County Visitors Bureaus, Chambers of Commerce, historical societies and heritage organizations, Native American tribal associations, Arts Councils, festival organizers, county governments, county agricultural officers and staff, and University Extension officers.

Sponsors include UC Ag & Nature Tourism Workgroup; Sierra Business Council, University of California Cooperative Extension in Plumas, Sierra, El Dorado, Amador, Calaveras, Placer & Nevada Counties; High Sierra & Yosemite-Sequoia RC&D Councils; Placer Grown; Apple Hill Growers Association.

