

NEVADA COUNTY REGIONAL CHAMBERS OF COMMERCE

June 1, 2018

Nevada County Board of Supervisors
Eric Rood Administrative Center
950 Maidu Avenue
Board of Supervisors Chambers
Nevada City, CA 95959

Nevada County Board of Supervisors:

RE: Nevada County Economic Resource Council's (NCERC) Expanded Tourism Marketing Plan

The Nevada County Regional Chambers of Commerce supports the NCERC's request for the funding required to implement an expanded Tourism Marketing Plan. The tourism sector is a key part of Nevada County's economic well-being and warrants attention to remain competitive and strong.

The proposed enhancements to GoNevadaCounty.com are intended to position the website as a more significant hub. The messaging that reaches out through social media channels, enhanced by SEO, press and public relations contacts, video content and other inbound marketing activities will function to influence travelers to choose Nevada County as their destination.

We encourage the NCERC to continue on a path that involves stakeholder participation to curate fresh content for GoNevadaCounty.com and the overall implementation of the proposed marketing plan. This level of collaboration will serve to leverage each tourism dollar. Simply put, by working together, we can do more.

With cooperation, a unified and integrated marketing strategy can be successfully implemented.

Sincerely,

A handwritten signature in black ink that reads "Eric Sams". The signature is written in a cursive, flowing style.

Eric Sams
President, Nevada County Regional Chambers of Commerce