



**Penn Valley Area
Chamber of Commerce**

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Historic Past...Dynamic Future!

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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 Penn Valley Area Chamber of Commerce is submitting this letter supporting the Nevada County Economic Resource Council's Proposal for Tourism Integrated Marketing being presented to the Nevada County Board of Supervisors for funding consideration. The tourism sector is a key part of Nevada County's economic well-being and warrants attention to remain competitive and strong.

As a representative of many business community stakeholders in our area and as a participatory member of the Nevada County Regional Chambers of Commerce, the Penn Valley Area Chamber of Commerce was pleased to be among the organizations that participated in the planning session that was held on March 15 to help identify and select the elements for inclusion in the Enhanced Integrated Marketing for tourism plan.

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 and input from all stakeholders, a unified and integrated marketing strategy can be successfully implemented.

Sincerely,

Mike Mastrodonato
President, Penn Valley Area Chamber of Commerce

cc
Nevada County Economic Resource Council