



Chamber PAC endorses Pimlott for Dist. 2

The El Dorado County Chamber of Commerce PAC is excited to endorse Ken Pimlott for District 2 Supervisor in the November 2020 General Election. Ken's perspective on issues important to our business community and lifestyle in El Dorado County are exactly what our members are looking for in a Supervisor.

Ken recognizes the role that the Chamber plays

in promoting a strong, healthy and diverse business community. He places a high value on building local business opportunities that support local jobs and enhance our quality of life into future generations.

Ken's 30 year career in public safety, including eight years as the Chief of CAL FIRE, gives him the experience and background to understand El Dorado County's budget, as well as, the ability to bring diverse stake-

holders together in order to resolve issues.

Ken's expertise would be invaluable for our County residents and businesses, especially with the ongoing wildfire threat, fire insurance cancellations and public safety power shut offs that are becoming all too common.

Please join us in supporting Ken Pimlott for District 2 Supervisor.

2019 El Dorado County Tourism by the Numbers

During these unprecedented times, it is more important than ever to understand the invaluable role tourism plays in El Dorado County's economy and the quality of life for its residents.

Travel and tourism is one of California's most vital engines for economic growth and sustainability. Every day, travelers inject hundreds of millions of dollars into communities across the Golden State, infusing \$1.1 billion in to the El Dorado County economy in 2019. This spending generated 100.1 million in state and local tax revenue

and supported 13,500 jobs in our county. This means tourism is responsible for \$1,340 state and local travel-generated tax revenue per household.

Where are travelers spending that \$1.1 billion dollars in El Dorado County? Accommodations is responsible for \$298.7 million, food service accounts for \$325.1 million, arts, entertainment and recreation weighs in at \$179.1 million and retail sales generated another \$130.8 million dollars.

Not surprisingly, the 13,500 jobs created breaks down much the same way.

Accommodations and food service is responsible for 8,100 jobs while arts, entertainment and recreation accounts for another 4,000.

In the face of adversity, El Dorado County's tourism industry continues to take action. Business owners, destination stewards and residents are providing relief to our community in a variety of ways. As troubling headlines dominate newsfeeds, feel-good stories resonate.

Many businesses are mobilizing facilities, workforces and one-of-a-kind

resources to support small businesses, first responders, and local communities. Distilleries are converting their alcohol into hand sanitizer to protect medical staff and the community at large. Restaurants are donating to non-profit organizations and food banks. El Dorado County's thriving economy depends on tourism. It helps communities grow and improves quality of life for every resident. Recovery from this global pandemic will be jagged but this is why travel matters.

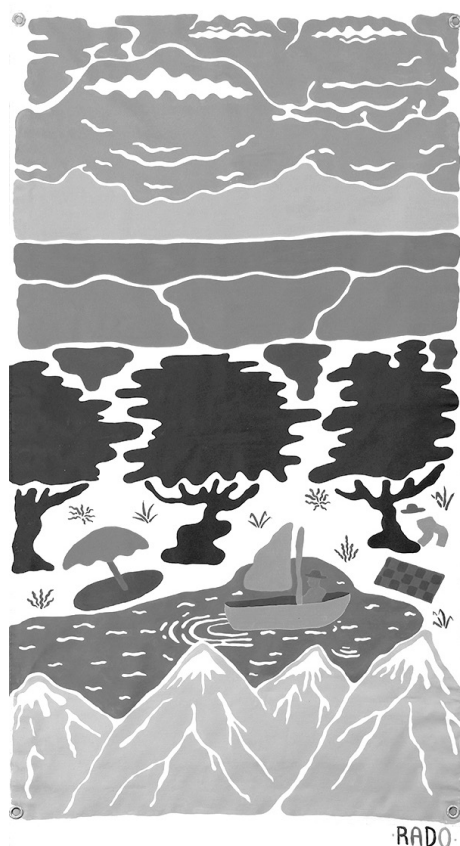
Sixteen Years of Placerville Art on Parade

Placerville Art on Parade has their annual Banners on Parade community art show going in Placerville during this "COVID-19" summer. This is our 16th year for Placerville Art on Parade and the 14th year of Banners on Parade—bringing the total number of artist-painted banners displayed on Main Street over the last 14 years to 414 banners!

This year, we have 28 beautiful banners that were painted by some very talented local artists and are on display on our light poles on Main Street this summer (through mid-October). The theme this year is "California Dreamin'".

There is a Banners on Parade 2020 walking tour brochure available in businesses on Main Street and on the website. Using the brochure, you can take the "tour":

- Start at the corner of Main Street and Sacramento Street in Placerville (facing east), and right on that corner is the #1-judged banner, "Under the Warm California Sun" by Josh Alvarado. The photo of that banner in the brochure starts the tour in the



brochure and is included here with this article.

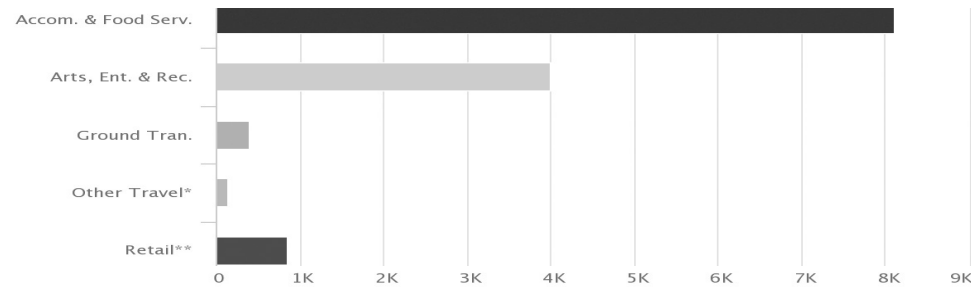
- Walk east on Main Street (or drive, if you want to quarantine yourself in your car!) and follow along in the brochure to see the title of the banner, name the banner's artist and awards from judging of the banners.
- When you get to Cedar Ravine Street, cross Main Street and walk west to Sacramento Street to see banners that are on the north side of Main Street.
- Walk south on Sacramento Street to see the remaining 3 banners on the light poles on the west side of Sacramento Street.
- If you find a banner you like, you can use the order form in the brochure to order "Keepsakes"!

We also sell "Keepsakes" to raise funds to help us keep going. An order form for the Keepsakes (bookmarks, magnets, postcards, coffee cups, and posters) is on the website and in the brochure. At the end of the show, we auction the banners (which is our main way of raising funds to do it again next year) in the fall. This year, with so much uncertainty, we will probably resort to an online auction of some kind. Information about that is TBA so stay tuned!

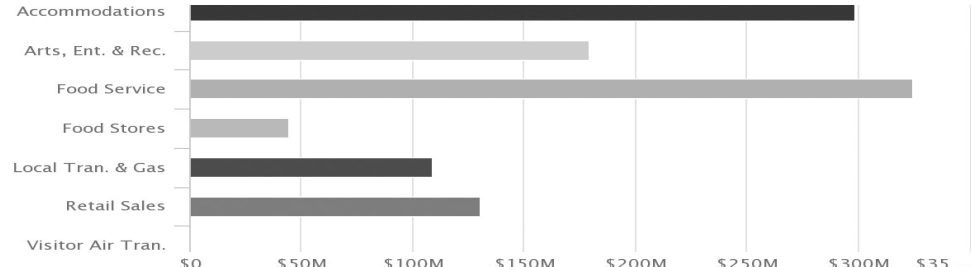
Find out more information at the Placerville Art on Parade website (<https://www.placervillearton-parade.org/>) and the Placerville Banners on Parade Facebook page (<https://www.facebook.com/PlacervilleBannersonParade>).

Submitted by Bill Robinson, President, Placerville Art on Parade 530-306-3615

EL DORADO TRAVEL-RELATED EMPLOYMENT



EL DORADO TRAVEL SPENDING BY INDUSTRY



Conditions Right for Delay in Minimum Wage Increase

By CalChamber

2016 legislation setting up the schedule to increase the minimum wage, SB 3 (Leno; D-San Francisco), enabled the Governor to postpone by a year any of the annual step increases in the event of a major economic recession or state budget crisis.

Sponsors of the bill touted this temporary offramp as an improvement upon the then-proposed minimum wage increase ballot measure. Including the offramp likely made the difference in the bill's passage.

Criteria for Postponing Increase

The purpose of assessing the economy, in the words of the statute, is "to ensure that economic conditions can support a minimum wage increase." This is how the assessment works:

- Is total seasonally adjusted non-farm employment in June 2020 less than in March 2020,
- or
- Is total seasonally adjusted non-farm employment in June 2020 less than in December 2019,
- and

- Are retail sales and use tax revenues for 2019–20 less than those revenues for 2018–19?

Current state conditions translate to checkmarks for all three criteria. The most conspicuous characteristics of this recession are massive unemployment and crashing retail sales.

The minimum wage law is designed with economic sensitivity; if postponement is not indicated under this dire economic circumstance, then just when would this offramp apply?

The Governor has an opportunity by August 1 to help some of the most distressed businesses get back on their feet and rehire their workers by using his existing authority to postpone for one year the automatic increase in the minimum wage.

A fiscal analysis from the Department of Finance is expected at the end of this month. If the analysis concludes that economic conditions allow for suspension, then the Governor would be justified in using his authority to postpone the 2021 increase in the minimum wage until 2022. The jobs of thousands of low wage workers may hang in the balance.

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Want more information on Gold membership? Contact us for more information or an invitation to create your user login. (530) 621-5885 or members@eldoradocounty.org

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7 Steps to Create a Strategy for Reopening Your Restaurant

If you're ready to begin planning for your restaurant's reopening, follow the below steps to ensure that you are well-prepared to not only protect everyone's health, but also to succeed.

1. Read national and local reopening guidelines for the restaurant industry.

In addition to national resources, seek out local guidelines as well. As you read through materials from both national and local sources, begin recording a list of all recommended changes or new procedures that restaurants should implement to maintain a healthy environment.

2. Decide which safety measures and new protocols you should implement to best protect your customers and employees.

Review the above list and decide if enough safety measures are feasible to foster a safe environment. If you feel confident that you can make updates to address most of the guidelines, then it's likely that your restaurant is a good candidate for reopening. Begin creating a new checklist of exactly which steps you need to take to implement new safety measures.

3. Train your staff on how to create and maintain a healthy and safe environment.

Once you have a clearly defined plan, take care of everything you can before training your staff on the changes. You might choose to create various inspection checklists for opening and closing the restau-

rant. This may help ensure your restaurant stays as clean as possible, because your staff can use this at every table before seating each new dining party. As you train your team, remind them to be friendly and inviting, while showing customers that your restaurant is taking their health seriously. Be ready to address concerns if customers question your policies.

4. Proactively communicate new safety protocols to customers.

If you plan to invite guests back via email or social media, be sure to share a clear and comprehensive list of the safety measures that you have implemented. This will help them feel comfortable in knowing their health is a priority to you. Let them know what to expect by including any new dining rules you may have temporarily implemented, like a group size limit or a request to wear masks until food arrives. Train your hosts to share safety information with guests as they arrive. This could include pointing out marked traffic patterns on the way to the restroom, or waiting outside for their table. You may also consider printing signs with important health and safety information to post at your doors.

5. Offer specials to get people back in the door.

Consider novel culinary experiences or unique ways you can partner with local artists and musicians that go beyond just serving your customers their meal. These are great opportunities to build excitement and buzz around your reopening.

Now may also be a good time to work with a marketing consultant who can offer some fresh ideas to inspire customers to return to your restaurant. For instance, some places have started to offer take-home specials that customers who dine in can add to their order.

6. Find ways to personally thank customers for returning.

Without customers, your reopening can't be successful. Be sure to thank the ones who do come in and who continue to order take out. For in-person diners, make a personal visit to their table to sincerely show them your appreciation face-to-face for their support. Consider including a personal note of thanks to all takeout orders. In both cases, you can encourage patrons to return for more by offering them discounts on their next orders within a certain time frame.

7. Continue exploring new menu items and other ways to make food available to customers who aren't yet comfortable dining in.

Not all your customers will be ready to venture out yet, but that doesn't mean they don't want to support your restaurant. Consider how you can best take care of this group of patrons. For instance, is there a safer way to take their orders? Whether it's old-fashioned phone ordering or modern mobile ordering, communicate how they can safely get their food. Additionally, explore whether you can offer new types of menu items for those who want to stay home, including make-

at-home meal kits, grocery kits and other types of family-style take out. Some restaurants have even offered cocktails by the gallon! When it comes to safely getting orders to these customers, consider setting up convenient pickup locations, allowing curbside pickups or even offering a delivery service.

As you reopen, keep in mind that it's best to have a flexible mindset and a fluid plan in place. Depending on local case numbers, guidelines and restrictions will likely change as communities gradually reopen. By creating a strategy that includes options for customers who aren't yet ready to dine in, you're training your staff and your customers on how to handle future ordering in the case of potential closures. These new habits will serve you well, delivering preparation you didn't have the last time.

Food & Drug Administration Reopening Checklist:

www.fda.gov/food/food-safety-during-emergencies/best-practices-re-opening-retail-food-establishments-during-covid-19-pandemic

Center for Disease Control Guide for Restaurants and Bars:

www.cdc.gov/coronavirus/2019-ncov/community/organizations/business-employers/bars-restaurants.html

National Restaurant Association's COVID-19 Reopening Guide:

<https://go.restaurant.org/covid19-reopening-guide>

3 Big Post COVID-19 Opportunities for Small Businesses

By Gene Marks

The COVID-19 pandemic has created a significant economic downturn. That's a fact. But what's also a fact is that economic downturns create significant opportunities for business owners who have the wherewithal to take advantage. And this downturn is no different.

If you've got cash—or the availability of cash—here are three investments to consider.

Real Estate

When people say it's all about location, location, location, they're absolutely right. The strength of the property market really does depend on where the market is, what industries are located nearby and the social and financial demographics of the local population. But, regardless of location, the downturn has and will continue to affect many commercial properties nationwide. Why?

More businesses have discovered that working from home actually

works and, over the next few years, will also realize that they have too much office space. Retailers across the country have suffered. Many movie theaters and event venues, struggling to fill seats even before the outbreak, will consider this the last straw. Other companies are struggling to fill their facilities. The residential housing market will continue to grow, but commercial property markets are challenged.

Property values will decline in many areas, and that presents an opportunity if you're looking for warehouse or production space. Consult a commercial real estate broker and plot your strategy.

Inventory and Equipment

Some surveys are predicting that hundreds of thousands of small businesses will go out of business as a result of the pandemic. Other predictions are even more dire. There's no way to tell if this is true, but one thing's for sure: bankruptcy attorneys are going to be busy. This isn't good news for

those small business owners or for the economy, but it does present opportunities for businesses looking to snap up equipment and inventory.

If you're in the market for that special machine—a used printing press, a forklift with low miles—then you should start looking now. Just Google “used equipment for sale near me” or visit online sites like MachineryTrader.com to see what deals are available. Do this daily as more deals become available. Also, look for auctions in your area. They will be growing in number.

Mergers and Acquisitions

According to BizBuySell, a marketplace for businesses looking to buy and sell, there is now a “lifetime opportunity” for business acquisitions. Many baby boomers have already been looking to get out of the game and retire prior to the pandemic and now, after struggling through the ordeal, want out more than ever. Other businesses—struggling for any number of reasons—may have also

been pushed over the edge by the economic downturn.

This presents a great opportunity for any other business owner looking to expand or for an aspiring entrepreneur with a little capital who is looking to start his or her own company. Talk to a business broker, go to BizBuySell or ask around in your local trade association.

One final piece of advice: There is a great financing deal available for small businesses. Included in the CARES Act is a provision that will forgive the first six months of principal and interest payments on any new Small Business Administration Section 7(a) loan closed before September 27, 2020. The loan proceeds can be used for real estate, business acquisitions, assets and even working capital.

These are hard times for many, but for those who have capital and gumption, these are also times to do deals.

CALENDAR OF EVENTS

Community Observatory

Folsom Lake College-El Dorado Center, Campus Dr. Free. (530) 642-5621 or communityobservatory.com

Farmers Markets

Saturday 8AM–12PM: **Placerville** – Ivy House Parking Lot
Sunday 8AM–1PM: **El Dorado Hills** – Town Center Boulevard
Tuesday 8AM–1PM: **South Lake Tahoe** – American Legion Hall Parking Lot
Wednesday, 4PM–8 PM: Bell Tower, Downtown **Placerville**

Wednesday 8AM–12PM: **Cameron Park** – Burke's Junction

For more info call (530) 622-1900 or visit www.eldoradofarmersmarket.com

SOL Community Farmers' Market

Sundays, 9AM–1PM Featuring Local, Organic Farms, quality Artisans, excellent Food, Iced Drinks and Wine.
681 Main Street, **Placerville**.

August 1–2 Mira Flores Summer Pairing with Chef Tara Martinez

11AM–3:30PM, 10 guests per hour and a half at 11:00, 12:30, 2:00, and 3:30.
www.mirafloreswinery.com/event/summer-pairing-with-chef-tara-martinez/

August 8 Geologic History Hike of the Sierra Nevada

8AM–3PM. Enjoy a day at Wright's Lake where you will explore different geologic environments, including meadows, forests, glacial and water features with spectacular views of Crystal Basin.
www.arconseravancy.org/event/geologic-history-hike-of-the-sierra-nevada/

August 8–9 Summer Pairing with Chef Carl Williams

11AM–3:30PM. 10 guests per every hour and a half at 11:00, 12:30, 2:00, and 3:30.
www.mirafloreswinery.com/event/chef-carl-williams/

August 8 Folk on the Farm—Island of Black and White

6PM–10PM. www.cellarpass.com/events/folk-on-the-farm-island-of-black-and-white-6419

August 12 SUP on Lower Lake Clementine (Stand up Paddle Boarding)

9AM–11AM. This adventure is for SUP enthusiasts, beginner to intermediate. Instruction on paddle strokes will be provided. Ages 14+ welcome. Contact ARC to sign up, and for meeting location. julie@ARConseravancy.org or 530-621-1224. www.arconseravancy.org/event/s-u-p-on-lower-lake-clementine-stand-up-paddle-boarding-2/

August 15 Wildlife Shooting – No Guns Please

8AM–12PM. Your local safari host, photographer Ken Mahar, will point out wildlife while traversing a mild hike (location TBD). ken-mahar-photos.com for samples of his work and for upcoming safaris. Ages 12+ welcome. Contact ARC to sign up and for meeting location (TBD). julie@ARConseravancy.org or 530-621-1224. <https://www.arconseravancy.org/event/wildlife-shooting-no-guns-please/>

August 15–16 Granite Chief Whiskey Creek/Five Lakes Trail/Shanks Cove Trail/Overnight

8AM–5PM. ARC volunteer Tom Dodson will lead this exploration of the Granite Chief Wilderness Area from the Grayhorse Valley Trailhead, Grayhorse Valley Trail (15E11). Contact ARC to sign up, and for meeting location (Georgetown area). This is not a beginner's backpacking trip. Cost: \$40/members, \$55/non-members (High clearance vehicles & drivers needed. Indicate desire when signing up.) julie@ARConseravancy.org or 530-621-1224. www.arconseravancy.org/event/granite-chief-whiskey-creek-five-lakes-trail-shanks-cove-trail-overnight-backpack-trip/

August 15–16 Summer Pairing with Chef Robb Venditti

11AM–3:30PM. 10 guests per every hour and a half at 11:00, 12:30, 2:00, and 3:30. www.mirafloreswinery.com/event/chef-robb-venditti-3/

August 15 Folk on the Farm—Izaak Opatz

6PM–10PM
www.cellarpass.com/events/folk-on-the-farm-izaak-opatz-6417

August 22–23 Summer Pairing with Chef Adam Schulze

11AM–3:30PM. 10 guests per every hour and a half at 11:00, 12:30, 2:00, and 3:30.
www.mirafloreswinery.com/event/chef-adam-schulze/

August 22 Folk on the Farm—Davey and the Midnights

6PM–10PM. www.cellarpass.com/events/folk-on-the-farm-davey-and-the-midnights-6420

August 28–31

Sierra Inspirations 7th Annual Invitational Art Show

10AM–6PM. Art on the Divide Gallery in historic Georgetown invites artists of all mediums to submit artwork for this upcoming juried show to be displayed August 28–September 27, 2020. Located at 6295 Main Street, Georgetown, phone number (530) 333-2787. Gallery hours are Friday through Sunday, 10 a.m. to 6PM. More info at www.artonthedivide.com/events

August 29–30 Summer Pairing with Chef Tara Martinez

11AM–3:30PM. 10 guests per every hour and a half at 11:00, 12:30, 2:00, and 3:30. www.mirafloreswinery.com/event/summer-pairing-with-chef-tara-martinez-2/

August 30 Capturing Wakamatsu: A poetry walk/workshop

10AM–12PM. Taylor Graham, El Dorado County's first Poet Laureate, and award-winning Sacramento-area poet Katy Brown, will lead an exploration of farmhouse, barn, and surrounding areas, then ask participants to write a poem inspired by what they've experienced. Contact ARC to sign up, and for meeting location (Gold Hill area). julie@ARConseravancy.org or 530-621-1224. www.arconseravancy.org/event/capturing-wakamatsu-a-poetry-walk-workshop-2

For more information on these and other events, visit www.visiteldorado.com Event date, time, cost or locations are subject to change. Prior to attending an event please confirm the information.

You Can Submit Your Event Online!

Did you know that the Chamber keeps a community calendar of events? El Dorado County events can be submitted to <http://visiteldorado.mhsoftware.com/EditItem.html>. Once approved, your event will appear on the online calendar at www.visiteldorado.com and also printed in the Voice of Business newsletter as space allows.

Visit
El Dorado