

## RUSSIAN RIVER REGION



VISITORS BUREAU

*from the vineyards to the sea*

CITY OF SANTA ROSA

P.O. Box 1678  
Santa Rosa, CA 95402

SEP 24 1996

DEPARTMENT OF  
COMMUNITY DEVELOPMENT

Sept. 24, 1996

To: U.S. Army Corps of Engineers  
Santa Rosa City Council  
Santa Rosa Board of Public Utilities

From: James Sorrells, Director, Russian River Region Visitors Bureau

The Russian River Region, Inc. was established in 1953 to promote tourism along the lower Russian River from Cloverdale to the Sonoma Coast. 001

The Board of Directors of the R.R.R.V.B. feels strongly that the Environmental Impact Report does not adequately address the potential impact on tourism of increasing discharge into the Russian River. Only three-and-a-half pages address that issue. Tourism is a major Sonoma County industry, and the lower Russian River is an important element in that industry. The E.I.R. acknowledges that additional discharge and runoff from development may increase the possibility of flooding. The E.I.R. also acknowledges that publicity and education may not convince the public that additional discharge will not make the River unhealthy and unsafe. If either flooding or negative public perception occurs, the impact on tourism could be profound, yet nowhere in the E.I.R. is there an economic analysis of that impact. It is unquestionably true that property values would drop, taxes from sales, transient occupancy, and property would be diminished, jobs would be lost, businesses would fail, and the overall effect on Sonoma County's economic base would be extremely detrimental. 002 003 004 005

The meagre E.I.R. section on tourism refers to resort owners along the River who were interviewed. We have been unable to find any resort owners who have been interviewed. Could the authors of the E.I.R. please provide the names of those interviewed and the questions asked? In the meantime, we have conducted our own survey of owners of accommodations. We have also surveyed real estate professionals regarding the impact increased discharge may have on that industry. The results of both surveys will be made available to the public and the press in the very near future. 006 007

We are not arguing for or against any of the options examined by the E.I.R., but we insist that none of those options be chosen without a careful examination of the impact on tourism, one of Sonoma County's most valuable industries.]

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