

# EL DORADO HILLS

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## EL DORADO HILLS - A CASE FOR CITYHOOD

Since 1993, only four areas in the Capital Region have become cities, and the battles over the pursuit of cityhood have always been highly contentious. There has been serious discussion about cityhood in El Dorado Hills for more than 20 years. But would it truly be the best thing for El Dorado Hills, which, with more than 42,000 residents, would become El Dorado County's largest city, ahead of Placerville and South Lake Tahoe? We explore what becoming a city involves, including establishing law enforcement and fire protection. Will becoming a city lead to explosive growth as happened in Elk Grove, the last city in the region to incorporate?

Plus: Pro and con questions and answers with community leaders

## A GROWING BUSINESS COMMUNITY

El Dorado Hills is home to some of the largest employers in El Dorado County, including Blue Shield of California and the El Dorado Hills Town Center. We take a closer look at how El Dorado Hills can build a better, stronger climate for companies to relocate there and thrive, and what role development plays in the business climate.

## RICH FOOTHILLS HISTORY

We take a stroll down memory lane with Betty January, 88, the unofficial historian of El Dorado Hills. Few know as much about the community as January, who moved to El Dorado Hills more than 45 years ago because of her love of horses and the wide, open space the community offered. January, who was honored as State Assemblyman Kevin Kiley's Woman of the Year in 2017, has seen El Dorado Hills grow from about 2,000 in 1973 to more than 42,000 today. Plus January shares her favorite photos from her vast personal collection of historic images.

## FIVE MUST-VISIT PLACES

El Dorado Hills offers a vast array of interesting places to visit for both residents and tourists. Our photographer takes you to five of our favorites: Promontory Park, El Dorado Hills Town Center, the California Welcome Center, Dry Diggings Distillery and the Purple Place Bar & Grill.

## BY THE NUMBERS

Interesting facts and figures about El Dorado Hills



**SPECIAL RATE INCENTIVE:** We're offering a 15% discount to El Dorado Hills Chamber Members and Tenants of El Dorado Hills Town Center

### Display Advertising Rates

FULL	\$ 5,960
2/3	\$ 5,080
1/2	\$ 4,140
1/3 SQ	\$ 2,980

### Corporate Profile

SPREAD	\$ 11,530
FULL	\$ 6,530
2/3	\$ 5,250

### Premium Advertising Rates

BACK	\$ 6,675
INSIDE FRONT	\$ 6,400
PAGE 3	\$ 6,400
PAGES 5 and 6	\$ 6,150
INSIDE BACK	\$ 6,000



Sample: full-page profile

## "COMMUNITY PARTNER PROFILES" and "CORPORATE ANNIVERSARY PROFILES"

In addition to display advertising, Comstock's can also produce your own customized "Community Partner Profile" or "Corporate Anniversary" profile (if you have a special milestone year). These customized profiles provide your company or organization the opportunity to highlight your unique contributions to the community's success (economic impact, jobs, philanthropy, community engagement, investments, etc.) or to highlight your long history of success and growth in the region on a special milestone year.

For this profile option, Comstock's will assign a professional writer, coordinate an on-site photography session and design and create the profile. Simply supply us your company logo. A high-res digital file (PDF), along with a link to the digital copy of the publication on the web, will be provided for marketing and social media use (reprints can also be ordered at a reduced rate).

**With a working life of one year, this is the one reference guide you don't want to miss. For additional information or to reserve your advertising space, call today.**

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Sample: two-page spread