


Visit Placer – Play at its Peak Tourism and Quality of Life Summit



Welcome!



Life At Its Peak – What Does it Mean?

A photograph of two women in silhouette, clinking wine glasses on a balcony at sunset. A vase of flowers is on the left. The background is a warm, golden sky over a landscape.

Peak Experiences:
“Intense joy or ecstasy that stands out perceptually among other experiences.”

FIVE ICONIC DIVE BARS IN PLACER COUNTY



PETE & PETERS, TAHOE CITY, CA.

- Local watering hole for decades; sponsors local recreation teams
- Sponsor of iconic Men's Fastpitch Softball Team in the 1970s



THE VALENCIA CLUB, PENRYN, CA.

- Shuttered briefly in 2010 and opened for 4 days by an imposter
- Established in the 1930s, and a popular spot for bikers and line dancers



THE OWL CLUB, ROSEVILLE, CA.

- Staple of Old Roseville; popular day drinking establishment and live music
- Recent rebirth as a DJ dance hall for a younger audience on weekends



Why Does Play Matter in Our Daily Lives?

adulting (noun): the practice of behaving in a way characteristic of a responsible adult, especially the accomplishment of mundane but necessary tasks.

“Life must be lived as play.”
– Plato

“Play is not the activity but the attitude. It’s the mindset.”— Darryl Edwards, Founder of the Primal Play Method

“Surely all God’s people... like to play.” – John Muir





**WHAT DOES PLAY AT ITS PEAK
LOOK LIKE IN PLACER COUNTY?**

**“A single glimpse of heaven is
enough to confirm it’s
existence, even if it’s never
experienced again.”
--Abraham Maslow**



Rough and Tumble & Adventure



Storytelling



Spectator Play



Explorer and Curiosity Play



TRIUMPH



COMMUNING WITH NATURE



COMMUNING WITH FRIENDS



DISCOVERING BEAUTY



LIVING YOUR BEST LIFE

CONNECTING WITH YOUR PAST



EXPLORING PARTS UNKNOWN



A sailboat with a white hull and a tall, white sail is on the water. The sun is low on the horizon, creating a bright orange and yellow glow across the sky and reflecting on the water's surface. In the background, a dark, forested hillside is visible. The text "Play at Its Absolute Peak!" is overlaid in white, bold, sans-serif font in the center-right of the image. The sailboat's name "True Lull" is visible on the hull.

**Play at Its
Absolute Peak!**



PLAY AT ITS PEAK

Placer County Quality of Life – by the numbers

- **Ranked #2 in California for Quality of Life***
- **Ranked 4th healthiest county in California***
- **Ranked 3rd Happiest County in California, 2024****

“We find that happiness is aligned with specific quality of life ratings. In particular, jobs, leisure, and housing,” said Mark Baldassare, Statewide Survey Director and Miller Chair in Public Policy at Public Policy Institute of California (PPIC).
- **Rocklin and Lincoln ranked top 20 safest cities in California*****
- **Roseville ranked highly on dozens of lists (safety, retirees, best place to live, healthiest, etc.) ******

* <https://www.countyhealthrankings.org/health-data/california/placer?year=2023>

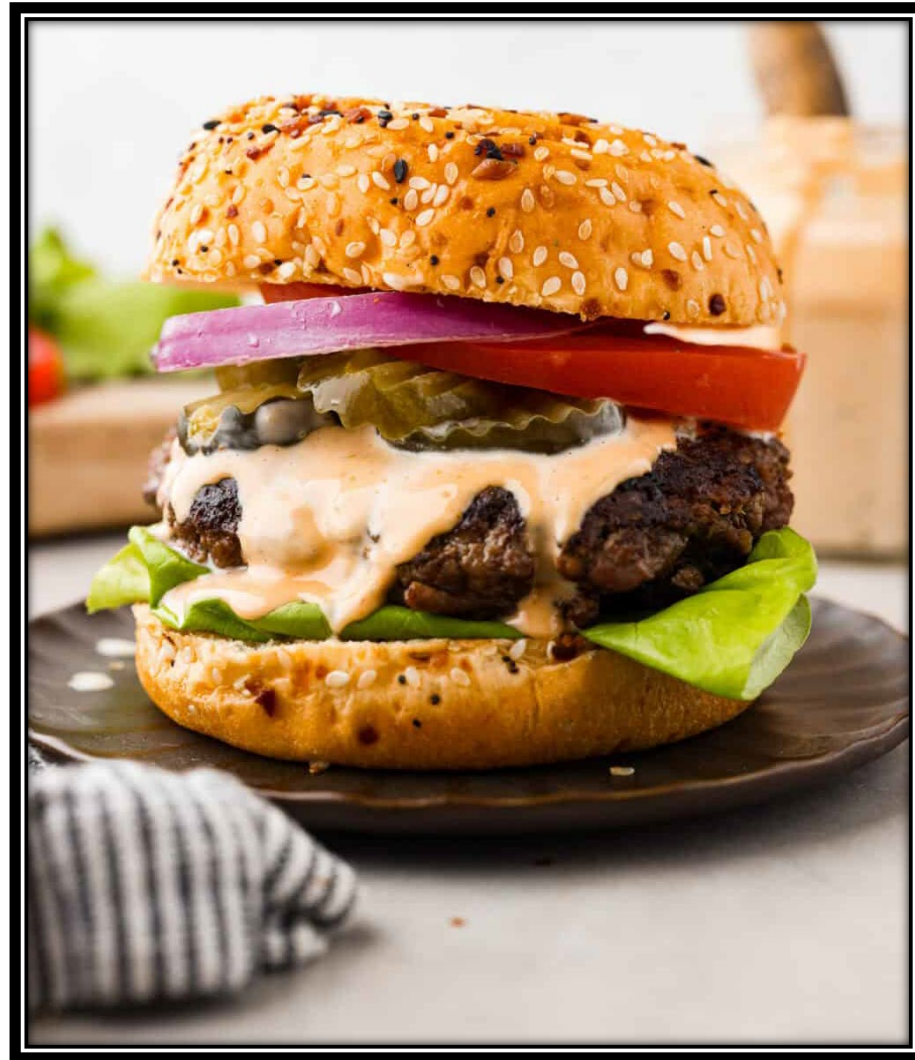
** <https://www.assembly.ca.gov/system/files/2024-09/select-committee-on-happiness-2023-24-legislative-report.pdf>

*** <https://www.safewise.com/blog/safest-cities-california/>

**** <https://www.roseville.ca.us/cms/One.aspx?portalId=7964922&pageId=18085228>

Play is the Secret Sauce of Quality of Life

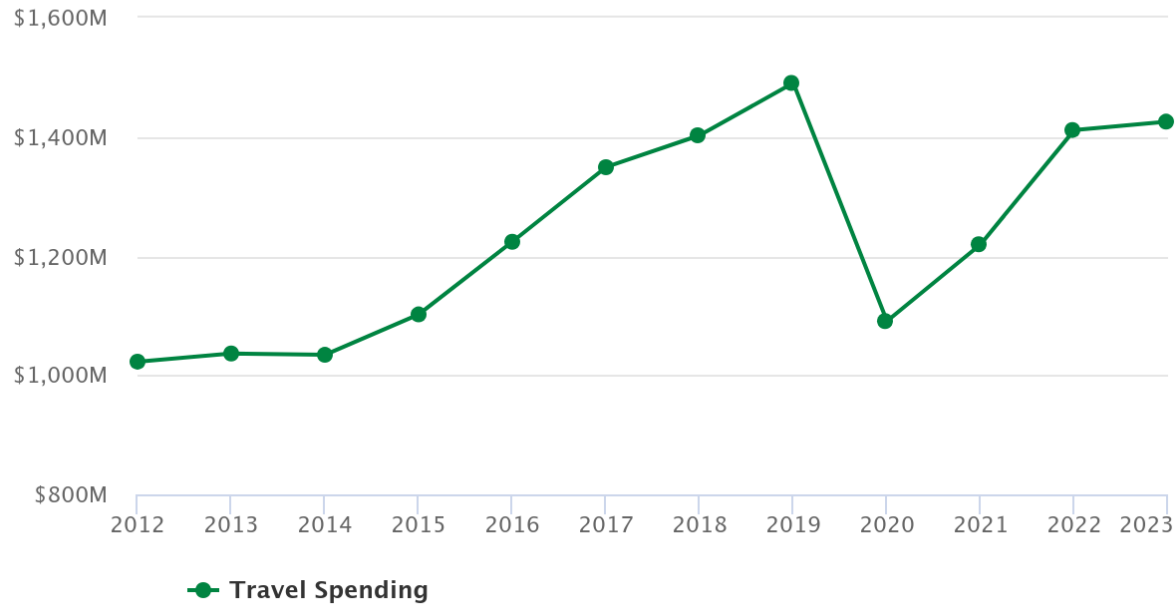
**It's what makes a
good burger
GREAT!**



Why Does Play Matter?

TRAVEL IMPACTS: PLACER COUNTY*

PLACER HISTORY OF TRAVEL SPENDING IN CALIFORNIA



PLACER 2023 TRAVEL-RELATED SPENDING: **\$1.4B**

PLACER STATE AND LOCAL TAX REVENUE: **\$127.9M**

PLACER TOURISM SECTOR EMPLOYMENT: **17K Jobs**

*Data compiled by Visit California and prepared by Dean Runyon and Associates.

How Can We Help You and Your Business?

- Follow Us @VisitPlacer on Social
- VisitPlacer.com
- Join our eNewsletter
- Visit CWC, Auburn
- Invite Us to Present





THANK YOU!

ROB HASWELL, CEO
VISIT PLACER



BEST DIVE BAR IN PLACER COUNTY

The Red Frog, Colfax, CA

Cold Beer with a View and a Nautical Theme!





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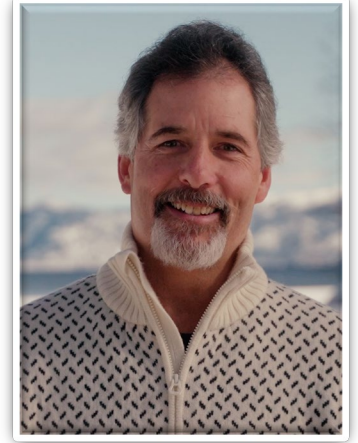
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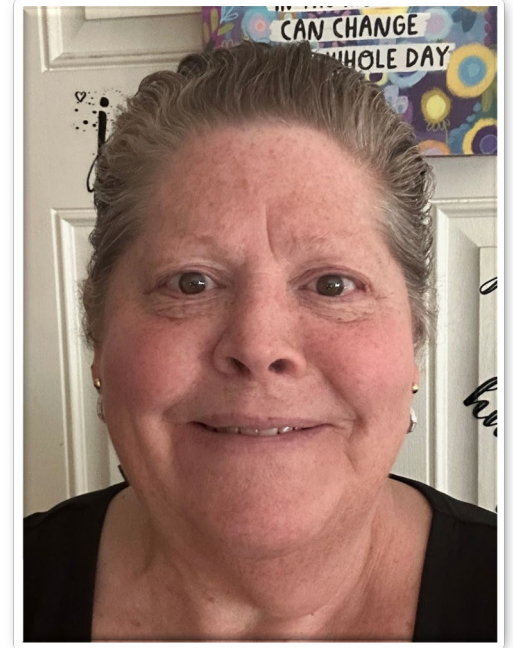
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