

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor, District 1

DATE: August 5, 2008

SUBJECT: REVENUE SHARING – Approve appropriation of \$500 in Revenue Sharing monies to the City of Roseville "*Pennies for the Parade*" as requested by Supervisor Rockholm (\$500).

ACTION REQUESTED

Approve appropriation of \$500 in Revenue Sharing monies to the City of Roseville "*Pennies for the Parade*" as requested by Supervisor Rockholm (\$500).

BACKGROUND/COMMUNITY BENEFITS: In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Board of Supervisors is being asked to approve appropriations to help fund the City of Roseville "*Pennies for the Parade*" fundraising event. The City of Roseville has been invited to participate in the 2009 Tournament of Roses Parade. The city will be collecting pennies in jars placed at local banks, city facilities, businesses, and schools. The funds designated towards this event will help defray the cost of the design and building expenditure of the float.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



June 16, 2008

Dear Community Supporter,

The City of Roseville will celebrate 100 years of incorporation on April 10, 2009! Roseville's first century has been an amazing evolution from a railroad town with limited services to a full-service city with excellent public safety resources, wonderful parks and libraries, reliable utilities, and opportunities for all of our residents. Our business community has evolved from the railroad and its ancillary jobs to a hub of high tech, professional services, health care, and clean energy companies. We're still a small town in many ways, however, with community events that bring neighbors together and an unparalleled respect for our history and all who contributed to make our city what it is today.

I'd like to personally invite you to help us continue our tradition of dreaming big as we look ahead to our Centennial Celebration! The City has been invited to participate in the Tournament of Roses for a 2009 Rose Parade float. The City's Centennial Celebration Committee is asking for community involvement through a grass roots fundraising campaign fittingly named "Pennies for the Parade." We'll be collecting pennies in jars placed at local banks, city facilities, businesses, and schools to fund the design and building costs of the float. (Please see the attached fact sheet for more information regarding the Tournament of Roses Parade.) All funds will be deposited in an interest-bearing account administered by the City's Finance Department, and we will regularly report the fundraising progress to all of our participating community members.

The Rose Parade Float Entries Committee was notified on April 21, 2008 of the formal invitation. Next steps are to contract with a professional float builder in Pasadena, continue to raise funds, and begin our Centennial Celebration on January 1, 2009 at the Rose Parade.

If you or your organization is interested in assisting with the "Pennies for the Parade" campaign, please call Beth Willford at 774-5132 or email her at bwillford@roseville.ca.us. She will arrange for the jars and display information to be delivered and coordinate a pick-up schedule for the funds raised. You can also be added to an email distribution list to keep you up-to-date on our Centennial activities.

Thank you for your support!

Sincerely,

Julia M. Burrows
Rose Parade Committee Chair