

**MEMORANDUM**  
OFFICE OF THE  
**BOARD OF SUPERVISORS**  
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Jim Holmes, Supervisor, District 3

DATE: April 7, 2009

SUBJECT: REVENUE SHARING – Approve appropriation of \$500 in Revenue Sharing monies to the *Auburn Wild West Stampede* to benefit the Auburn Cancer Hotline, Ride-to-Walk and the Justice Crisis Fund program for families in need, as requested by Supervisor Holmes (\$500).

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**ACTION REQUESTED**

Approve appropriation of \$500 in Revenue Sharing monies to the *Auburn Wild West Stampede* to benefit the Auburn Cancer Hotline, Ride-to-Walk and the Justice Crisis Fund program for families in need, as requested by Supervisor Holmes (\$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 support the *Auburn Wild West Stampede* being held April 25 and 26. The Auburn Wild West Stampede has been a tradition in Auburn for more than seventy-five years with the support of over one hundred community volunteers. The Auburn Wild West Stampede is one of the more popular events in Placer County bringing visitors, along with their vendors and participants to our community, which contributes significantly to our local economy by purchasing goods and services. In past years, the Stampede has provided funds for Auburn Cancer Hotline, Ride-to-Walk, the Placer County Sheriff's Ride with Pride program and the Justice Crisis Fund program for families in need. The funds designated towards this popular event will help to defray the cost of the event.

**FISCAL IMPACT**

Funds are available in the Revenue Sharing budget.



February 26, 2009

Supervisor Jim Holmes  
Placer County Board of Supervisors  
175 Fulweiler Avenue  
Auburn, California 95603

RE: Revenue Sharing and TOT Requests

Dear Supervisor Holmes:

It's time once again to celebrate the Western Heritage of Placer County – The Auburn Wild West Stampede. We would greatly appreciate your support through Placer County's revenue sharing and TOT funds. As you may recall, the Stampede suffered a tremendous loss in 2007 with torrential rains, and the Board of Directors has worked hard to absorb the losses and continue with an event that has been a tradition in Auburn for more than 75 years. This year, as the economy threatens to shut down many family-attended events, the Stampede has lost some major sponsors, and the Gold Country Fair Board has decided to take parking revenue away from the rodeo and other events that are held at the Fairgrounds. Rodeo has always been a self-supporting, grass roots celebration, however we are in need of assistance this year to help in our operational and marketing efforts to promote one of the favorite events in Placer County.

The Stampede is supported by over 100 community volunteers. With their help we are then able to support other community efforts from assisting service clubs, to hosting families, to providing fund-raising opportunities. In past years, the Stampede has provided funds for Auburn Cancer Hotline, Ride-to-Walk, the Placer County Sheriff's Ride with Pride program and the Justin Crisis Fund program for families in need.

The Auburn Wild West Stampede is one of the more popular events in Placer County bringing visitors, along with our vendors and participants to our community. Over 60% of the 400 contestants and their families are from out of state and come from as far as North Carolina, Montana, and Texas, as well as throughout California and Nevada. All of them contribute significantly to our local economy purchasing goods and services. They eat in our restaurants, get their clothes cleaned, shop in our stores, buy feed for their animals, put fuel in their cars & trucks, and stay in our hotels. With time in between other rodeos in California our contestants have the time to visit our parks and museums and even play golf in their down time. From our announcer, to visiting PRCA officials, to the loyal fans—all feed the economy here in Placer County.

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We encourage you to attend our annual Wild West Week and the PRCA Rodeo performances April 25th and 26th at the Gold Country Fairgrounds. Please join us for many free community events starting with our Kick-Off Party April 22nd at Magnussen's Dodge. This is a free mixer for all to attend and the opportunity for the community to come meet cowboys, cowgirls, rodeo clowns and our Queen contestants. Thursday gets into high gear with a day of Women's Barrel Racing that attracts more than 300 ladies and Friday is our Team Roping competition with over 400 teams of both men and women participating, drawing from California, Oregon and Nevada. All this wraps up with 2 days of rodeo when more than 8000 spectators and 400 cowboys and their families come out to celebrate our Western Heritage. This traditional family celebration includes local children competing in Mutton Busting, Dummy Roping and our Special Kids Rodeo that we put on specifically for the special needs children of our area. In our effort to make this event accessible and affordable, we are continuing to offer family ticket prices and a free children's ticket with each adult ticket purchased to local school children.

Your support of this wonderful community event that celebrates our past and ensures our future is greatly appreciated.

Respectfully,

A handwritten signature in black ink, appearing to read "Jim", with a large, stylized flourish that loops back under the name.

Jim Roeder  
Member, Board of Directors

