

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

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

DATE: November 17, 2009

SUBJECT: REVENUE SHARING – Approve appropriation of \$100 in Revenue Sharing monies to the City of Roseville *Christmas Tree Lighting Ceremony* to help defray the cost of the event, as requested by Supervisor Rockholm (\$100).

ACTION REQUESTED

Approve appropriation of \$100 in Revenue Sharing monies to the City of Roseville *Christmas Tree Lighting Ceremony* to help defray the cost of the event, as requested by Supervisor Rockholm (\$100).

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.

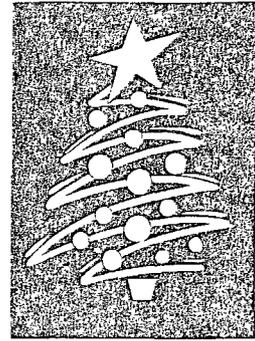
The Board of Supervisors is being asked once again to approve appropriations to help support the City of Roseville *Christmas Tree Lighting Ceremony* being held Friday, December 4. The Tree Lighting Ceremony presented by the City of Roseville with generous contributions from the community businesses has an expected attendance of over 2,000 people. The City of Roseville's goal is to be able to continue to offer community events to residents during these tough economic times. The funds designated towards this popular event will help support the events costs.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



Community Events Division
316 Vernon Street
Roseville, California 95678



CHRISTMAS
Tree Lighting

RE: Roseville's Christmas Tree Lighting Ceremony
Friday, December 4, 2009, 5:00 – 8:00 p.m.

Dear Friends:

Plans for Roseville's Christmas Tree Lighting Ceremony are underway. We are asking for your support by contributing to this special community event. The Tree Lighting Ceremony is presented by the City of Roseville with generous contributions from the community businesses.

The evening begins at 5:00 p.m. on Vernon Street in front of the Civic Center. The Mayor and friends will light the City's official Christmas Tree at 6:30 p.m. Food and craft vendors will be along the streets so you can purchase a snack or holiday treasure. Again this year, Santa will make an early visit to Roseville to hear the Christmas wishes from children.

We have an exciting schedule of events and are asking Roseville's civic-minded businesses and community leaders for their support. Your generosity helps make this celebration possible. It is during these tough economic times we want to continue to offer community events to our residents of all ages to enjoy. Your support is invaluable. We have planned a promotional program to thank our sponsors. Our goal is to provide you with excellent publicity and recognition for your vital role in making this celebration successful.

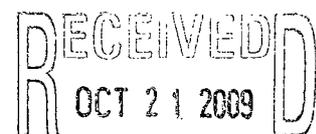
Please take a moment of your time to review the attached Tree Lighting Ceremony Promotional Sponsorship Program. We're certain you will find a level of sponsorship that meets your expectations.

We want to thank you in advance for being involved in this exciting community celebration. Please make your check payable to the City of Roseville and mail it to Community Events Division, 316 Vernon Street, Roseville, CA 95678. If you have any questions regarding the Christmas Tree Lighting Ceremony, please call Jamie Carlson with the City of Roseville at 916-774-5274.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mike Shellito".

Mike Shellito, City of Roseville
Acting City Manager



BOARD OF SUPERVISORS