

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Jim Holmes Supervisor, District 3

DATE: April 27, 2010

SUBJECT: REVENUE SHARING – Approve appropriation of \$500 in Revenue Sharing monies to the Auburn Chamber of Commerce *Amgen Tour International Bike Race* to benefit the event and promote eleven other bike events in our region throughout 2010, as requested by Supervisor Holmes (\$500).

ACTION REQUESTED

Approve appropriation of \$500 in Revenue Sharing monies to the Auburn Chamber of Commerce *Amgen Tour International Bike Race* to benefit the event and promote eleven other bike events in our region throughout 2010, 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 Chamber of Commerce *Amgen Tour International Bike Race* being held May 16. The Auburn Chamber of Commerce has organized a community based team of leaders to plan and coordinate a major marketing effort to accommodate thousands of anticipated County residents and visitors to enjoy this international event here in our community. The international bike race will be coming through Placer County; routed through Auburn, over the Foresthill Bridge and through the American River Canyon as the competitors make their way to Sacramento. The funds designated towards this popular event will benefit the event and help promote eleven other bike events in our region throughout the balance of 2010.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



Auburn Chamber of Commerce

Serving Auburn Since 1906

2010 OFFICERS
AND DIRECTORS

March 26, 2010

EXECUTIVE COMMITTEE

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President
Nancie's Records ~ Retired

Tony Hazarian
President-Elect
Auburn Journal, Publisher

Richard Hall
Vice-President
Bottomline Lawyers

Wayne Manning
Treasurer
Manning Consulting

Ann Rivero
Past-President
Art Accents Gallery

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Roper's Jewelers

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Cathy's Catering

Carolyn Metzker
Lyon Real Estate

CHAMBER STAFF

Bruce Cosgrove
Chief Executive Officer

Rosie Joe Benton
Admin. Asst./Bookkeeper

Placer County Board of Supervisors
Attn: Jim Holmes
175 Fulweiler Ave.
Auburn, CA 95603

Dear Jim,

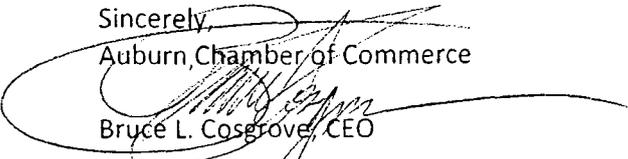
The Amgen Tour (International Bike Race) this year on Sunday, May 16, 2010, will be coming through Placer County; routed through Auburn, over the Foresthill Bridge and through the American River Canyon as the competitors make their way to Sacramento, bringing thousands of visitors to our County and to the community of Auburn.

The Auburn Chamber has organized a community based team of leaders with representatives from the County Office of Economic Development, Placer County Visitors Center, City of Auburn, Auburn Recreation District, PCTPA, local bike stores, cycling organizations, and representatives of the Amgen Tour to plan and coordinate a major marketing effort to accommodate thousands of anticipated County residents and visitors to enjoy this international event here in our community.

We are reaching out successfully to Sacramento television media and have commitments to provide promotional news stories; and local Placer County media is working with us to build excitement for residents to join as spectators and welcome the Amgen competitors to our foothill community. A large portion of the costs associated with accommodating the Amgen through Placer County, and the community of Auburn, has been absorbed by Amgen organizers, State and local law enforcement. It is the promotional and local logistical costs estimated at \$12,000 to \$14,000 that we are working to secure from local business and community. We believe this major sports event provides economic impacts, to our county and community that significantly outweigh the costs associated locally.

We are requesting \$2,000 in support from the Placer County Supervisors to help us get the word out that Placer County and the community of Auburn is the "place to be for the Amgen Tour" on May 16th; this promotional effort will be leveraged to promote (11) eleven other bike events in our region throughout the balance of 2010. We plan to acknowledge your support in our promotional advertising, signage on the race route, electronically on a large "jumbotron" screen strategically placed on route, and VIP access to a designated viewing area for the Amgen Race.

We greatly appreciate your support consideration. If you have any questions or would like additional information regarding our marketing and promotional efforts for Placer County and Auburn, we would be pleased to respond to your call or correspondence.

Sincerely,
Auburn Chamber of Commerce

Bruce L. Cosgrove, CEO

601 LINCOLN WAY AUBURN, CALIFORNIA 95603 530/885-5616 FAX 530/885-5854
Email: info@auburnchamber.net www.auburnchamber.net



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