

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Jim Holmes, Supervisor District 3

DATE: November 2, 2010

SUBJECT: REVENUE SHARING – Approve appropriation of \$750 in Revenue Sharing monies to the Auburn Chamber of Commerce *2010 Festival of Lights Parade* to help defray the cost of the event, as requested by Supervisor Holmes (\$750).

ACTION REQUESTED

Approve appropriation of \$750 in Revenue Sharing monies to the Auburn Chamber of Commerce *2010 Festival of Lights Parade* to help defray the cost of the event, as requested by Supervisor Holmes (\$750).

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 *2010 Festival of Lights Parade* taking place on Saturday, December 4. The Festival of Lights Parade, one of the most memorable events each year kicks off the holiday season with fifteen thousand attendees visiting downtown Auburn. This is a classic family event free to the public with the children of Auburn as the focus of the parade. The Festival of Lights Parade depends solely on community financial support as well as the many volunteer hours the community contributes to making it a success. The funds designated towards this popular event will be used to offset parade costs.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



2010 Festival of Lights

October 13, 2010

AUBURN CHAMBER OF COMMERCE

2010 FESTIVAL OF LIGHTS
COMMITTEE

Steve Galyardt, Chair
Vice-President
Community 1st Bank

Teri Gibson
Downtown Business Association

John Ruffcorn
City of Auburn

Leslie Maita
Maita Ford

Bill Radakovitz
Retired

Nancie Radakovitz
Retired

Brenda Roper
Roper's Jewelry

Harvey Roper
Roper's Jewelry

Carolyn Metzker
Lyon Real Estate

Jim Holmes
Placer Co. Executive Office
175 Fulweiler Ave
Auburn, CA 95603

Dear Jim,

We are excited to announce that we are returning the Parade to its original direction starting at the Chamber of Commerce in Downtown and ending at the Fairgrounds. Imagine up to 15,000 attendees visiting the downtown portion of the parade route... Shop lights glittering, carolers singing, and all the ambience of the season. Children will delight in visiting Santa and his elves in downtown prior to the parade. All of this happens at a classic family event that is free to the public.

But this beloved event can not happen without your help! The Festival of Lights Parade depends solely on community financial support as well as the many volunteer hours the community contributes to making it a success. At this time, we are asking for your help. We would like to suggest the level of sponsorship you provided last year of \$750.00; or more if possible. However, we know this is a tough economy and any contribution to the Festival of Lights Parade is dearly appreciated. Sponsorships of \$250 or more will receive recognition through a lighted sign to be carried in the parade as well as advertising in the Auburn Journal.

Please accept our thanks in advance for your continued support of this community event. The Festival of Lights is one of the most memorable events each year and you have generously helped make it a reality.

This year's brochure/parade application (enclosed) provides additional details about the parade. If you have questions or suggestions, please feel free to call the Chamber 885-5616 ext. 223.

Again, our sincere thanks!!

Sincerely,

Steve Galyardt
Festival of Lights Parade Chair
(530) 889-4909

CHAMBER STAFF

Bruce Cosgrove
C.E.O.

Rosie Joe Herrnberger
Administrative Assistant / Bookkeeper