

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 2, 2010

SUBJECT: REVENUE SHARING – Approve appropriation of \$500 in Revenue Sharing monies to the Roseville Chamber of Commerce *49th Annual Sylvia Besana Holiday Parade* to help defray the cost of the event, as requested by Supervisor Rockholm (\$500).

ACTION REQUESTED

Approve appropriation of \$500 in Revenue Sharing monies to the Roseville Chamber of Commerce *49th Annual Sylvia Besana Holiday Parade* to help defray the cost of the event, 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 support the Roseville Chamber of Commerce *49th Annual Sylvia Besana Holiday Parade* being held on Saturday, November 20. Thousands of spectators enjoy this holiday celebration event held in conjunction with the City of Roseville and The Press-Tribune. This parade has been a community tradition for more than forty years. The parade begins at the Riverside/Douglas/Vernon Street Intersection and ends at the back of Roseville Square. The funds designated towards this popular event will help defray the cost of the event.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



ROSEVILLE

CHAMBER of
COMMERCE

SERVING ROSEVILLE
AND GRANITE BAY

650 DOUGLAS BLVD.
ROSEVILLE, CA 95678

PH. 916/783-8136

FAX 916/783-5261

www.rosevillechamber.com

Dear Annual Sylvia Besana Holiday Parade Participant,

Holiday Greetings!

*The City of Roseville and the Roseville Chamber of Commerce have been working together to create Roseville's Downtown Holiday Celebration on Saturday, November 20, 2010. **The celebration will kick off with the 49th Annual Sylvia Besana Holiday Parade at 3:00 p.m.** Activities and entertainment to follow on Vernon Street with the Christmas Tree Lighting Ceremony at 6:30 p.m. We are excited to bring the two events together and hope you are able to participate and stay for the evening activities.*

No rain date. The parade is sponsored by the Roseville Chamber of Commerce, in collaboration with the City of Roseville, and The Press-Tribune.

The deadline for parade entry is Wednesday, November 10, 2010.

*An Official Parade Santa Claus Has Been Designated.
No Other Santa Claus Will Be Permitted In The Parade.*

The parade will end at Roseville Square's north lot behind Roseville Commons.

- **Parade Awards:** Winners will be announced and given their trophies at the stage in the Civic Center before the Tree Lighting Ceremony. Anyone unable to attend the ceremony will be notified via email or phone and may claim their trophy or ribbon at the Roseville Chamber of Commerce located at 650 Douglas Blvd. on Tuesday, November 23, 2010.

Please contact the Roseville Chamber of Commerce at 783-8136 with any questions.

Sincerely,

Angela Mellor,
Events Coordinator
Roseville Chamber of Commerce