


MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM:  Thomas M. Miller, County Executive Officer

DATE: January 12, 2010

SUBJECT: Approve a Resolution appointing the Placer County Office of Economic Development (OED) to be the official representative for Placer County in matters pertaining to the 2010 State Fair Exhibit and executing the California State Fair Official Entry Form

ACTION REQUESTED

Approve a Resolution appointing the Placer County Office of Economic Development (OED) to be the official representative for Placer County in matters pertaining to the 2010 State Fair Exhibit and executing the California State Fair Official Entry form.

BACKGROUND

For more than twenty years, Placer County has participated in the preparation of an exhibit at the California State Fair. In 2009, the Facility Services Department transitioned the responsibility for the Exhibit to the Office of Economic Development. This transition was considered very successful and the County received two gold ribbons and a Best Use of Technology award. The Office of Economic Development has agreed to be the lead Department again this year and will be working with the Director of the Placer County Visitor's Bureau/California Welcome Center to prepare and promote the exhibit for Placer County for 2010.

The exhibit has always highlighted Placer County's exceptional recreation and historical opportunities available to visitors and residents. In addition, tourism, education, the arts, and Placer County heritage have been showcased. Placer County's proximity to Cal Expo is of extreme benefit. Thousands of Placer County residents visit the fair and dozens also volunteer to represent the County in the Exhibit during the fair.

Participation in this event is encouraged by the California State Fair as a means to promote all of the counties in California and specifically provides an opportunity to demonstrate the variety of activities available in Placer County. The OED will again be the County's official representative for the 2010 State Fair which will open this year on Wednesday, July 14th running through Sunday, August 1st, 2010.

FISCAL IMPACT – None.

Attachments: Resolution

cc: Placer County Visitors Bureau

Before the Board of Supervisors County of Placer, State of California

In the matter of: A RESOLUTION APPOINTING
THE OFFICE OF ECONOMIC DEVELOPMENT (OED)
TO BE THE OFFICIAL REPRESENTATIVE FOR
PLACER COUNTY IN MATTERS PERTAINING
TO THE 2010 CALIFORNIA STATE FAIR EXHIBIT
AND EXECUTING THE CALIFORNIA STATE FAIR
OFFICAL ENTRY FORM.

Resol. No. _____

The following RESOLUTION was duly passed by the Board of Supervisors of the
County of Placer at a regular meeting held Tuesday, January 12, 2010, by the
following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Chairman, Board of Supervisors

Attest:
Clerk of said Board

BE IT RESOLVED, by the Board of Supervisors of the County of Placer, State of California,
that this Board approves the appointment of the Office of Economic Development of Placer
County to be the official representative for the County of Placer, responsible for the
County's exhibit and to make decisions, requests and any protests on behalf of the County
for the 2010 California State Fair Exhibit.

BE IT FURTHER RESOLVED, by the Board of Supervisors of the County of Placer, State
of California, hereby gives approval to the Chairman to execute the Official Entry Form on
behalf of Placer County and agreeing to the terms and conditions as outlined in the
Counties Exhibits Competition Handbook.