

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Jim Holmes, Supervisor District 3

DATE: September 27, 2006

SUBJECT: REVENUE SHARING – Approve appropriation in the amount of \$250 in Revenue Sharing monies to the Hispanic Empowerment Association of Roseville (H.E.A.R.) for the 7th Annual Viva Roseville - Hispanic Heritage Festival as requested by Supervisor Holmes.

ACTION REQUESTED

Approve appropriation in the amount of \$250 in Revenue Sharing monies to the Hispanic Empowerment Association of Roseville (H.E.A.R.) for the 7th Annual Viva Roseville - Hispanic Heritage Festival as requested by Supervisor Holmes.

BACKGROUND

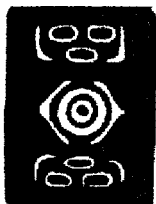
In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Hispanic Empowerment Association of Roseville or H.E.A.R. hosted their 7th Annual Hispanic Heritage Festival – Health, Education, Job and Art Fair on Saturday, September 17th at Royer Park. H.E.A.R. is a volunteer organization made up of residents in the Placer and Sacramento County areas that raise funds to provide scholarships for youths and provide bilingual services for Hispanic Families to preserve the Hispanic heritage. The Revenue Sharing funds designated towards this program help to off set the costs to provide this event to the community.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.

Hispanic Empowerment Association of Roseville (H.E.A.R.)
Tax ID # 94-336-9938



August 14, 2006

The Hispanic Empowerment Association of Roseville or HEAR is pleased to announce its 7th Annual "VIVA ROSEVILLE! – Hispanic Heritage Festival" set for Saturday September 16, 2006 at Royer Park from 11 am to 7:00 pm and on Sunday, September 17, 2006 from 11 am to 8:30 pm as part of Roseville's and the nation's Hispanic Heritage Month.

This year we are collaborating with the One Root Festival Committee, who are celebrating their 8th Annual One Root Festival and the Performing Arts of Roseville (P.A.R.) Concerts in the Park Series, who are bringing in "Mumbo Gumbo" as their headliner on Sunday at 6:30 pm under the Gazebo Stage. Please plan to come out to two fun filled family days of fun!

HEAR is a Hispanic Association made up of local residents that are raising funds to provide Roseville High School students with scholarships for their first year of college. HEAR also provides bilingual services and activities for Hispanic Families so as to preserve our future and past heritage. HEAR's mission is to provide a bridge between newly arrived immigrants to Roseville and families arriving here from the 1920's on that continue to enjoy the quality of life from generation to generation.

In 1960, there were 13,000 residents of Roseville and many were Hispanic families who worked for the Pacific Fruit Express, Southern Pacific Railroad and Roseville Telephone. Today, Hispanic families work at Hewlett-Packard, NEC, Denio's Auction, The Auto Mall, The Roseville Galleria, Agilent Technologies, SureWest Communications, PRIDE Industries, the City and School Districts of Roseville and Union Pacific. From 1990 to 2006 the Roseville population has jumped from 46,000 to over 105,000 making the Hispanic population virtually invisible. But we are HEAR to make a difference for our community.

As part of the nation's Hispanic Heritage Month (from September 15-October 15, 2006) we are asking your business, non-profit organization or company to co-sponsor this exciting event and invite your Hispanic employees as our honored guests.

If your business can make an investment in our community, HEAR would appreciate your participation at our event as a Platinum, Gold, Silver or Bronze Sponsor. We also have Food, Informational and Vendor booths available for \$100 and/ or we would also appreciate any in-kind services or donation prizes as we are raising funds toward youth scholarships HEAR anticipates to give out close to \$5,000 to area "Class of 2006" High School graduates who have committed to attend college and graduate with your help.

Please fill out our Sponsorship Opportunities form/Business Vendor booth form and return it back to us by September 1, 2006. If you'd like to volunteer that day please fill out a membership/volunteer form.

Sincerely,

Rene Aguilera
H.E.A.R President, 2006

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