



M E M O R A N D U M
BOARD OF SUPERVISORS
County of Placer

TO: Honorable Board of Supervisors DATE: June 9, 2020

FROM: Leah Rosasco, Senior Administrative Aide

SUBJECT: Revenue Sharing – North Tahoe Business Association, Music on the Beach | Funding to help offset the cost of a live or virtual event

ACTION REQUESTED

Approve appropriation of \$1500 in Revenue Sharing monies to the North Tahoe Business Association as requested by Supervisor Gore (\$500) and Supervisor Gustafson (\$1000).

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 North Tahoe Business Association enhances the Tahoe Community through promoting local businesses and hosting community events. The Association hosts events including Music on the Beach, a nine-concert series held at Kings Beach in the North Shore area of Lake Tahoe. In the event the concert series is cancelled due to the COVID-19 crisis, the Association has planned for a virtual series that will allow the community to come together safely and continue to promote local business through radio and a virtually-produced concert series. Revenue Share contributions will be used to help offset the cost of these outreach efforts.

FISCAL IMPACT

Funding is available in the FY 2019-20 Budget (Revenue Sharing)

ATTACHMENTS

Revenue Sharing application received on 05/17/2020

REVENUE SHARING FUNDS
APPLICATION FOR FUNDING

The Placer County Board of Supervisors has actively promoted revenue sharing funding as a means to provide financial support for local events, fundraising, programs, supplies, improvements, and equipment needed to help non-profit and community based organizations. In approving the revenue sharing 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.

Please complete, print and sign the application and include it with your letter of request.

Organization

Telephone:

Address Line 1

Fax Number:

Address Line 2

Email:

Website

Briefly describe the community benefit the organization, event, program or project provides:

Community
Benefit

Music on the Beach series for the 2020 season. We plan to host our 9 concert series - if concerts cannot be done on the beach this summer - we have already scheduled and planned for a virtual series which will still allow for the community to come together safely and be able to promote our businesses and our community through radio and virtually producing the series

Briefly describe how funding will be utilized by listing what items will be purchased:

Funding utilized

The funding will help NTBA to be able to pay for bands for the series and/or pay for the virtual production of the shows. The virtual production for 9 shows is \$1850 and the bands cost \$7000 for this summer series. Without being able to host shows in person and offset the costs through sponsorship/bar sales etc we are looking for help and support to cover these costs so we can still produce a wonderful Music series and bring the community together on Friday nights.

Has this organization received Revenue Sharing Funds in the past?

Yes

No

If yes, specify year(s), event and amount:

Years/Amounts

I swear under penalty of perjury that the information supplied herein is true and correct.

APPLICANT NAME Alyssa E. Reilly

DATE 4/28/2018

APPLICANT'S SIGNATURE