



**MEMORANDUM
BOARD OF SUPERVISORS**
County of Placer

TO: Honorable Board of Supervisors DATE: January 26, 2021

FROM: Leah Rosasco, Senior Administrative Aide

SUBJECT: Revenue Sharing – Tahoe City Downtown Association – Funding to help offset the cost of online fundraising events

ACTION REQUESTED

Approve appropriation of \$700 Revenue Sharing monies to the Tahoe City Downtown Association as requested by Supervisor Gustafson.

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 Tahoe City Downtown Association promotes and enhances the Tahoe Community through innovation, leadership and local events. The Association hosts community events including the Concerts at Commons, an annual concert series held at Commons Beach in Tahoe City, as well as provides promotional support for local businesses through outreach and marketing. Due to COVID-19, many of the annual fundraising events have been held virtually. Revenue Share funds will be used to help offset the cost of online fundraising events.

FISCAL IMPACT

Funding is available in the FY 2020-21 Budget (Revenue Sharing)

ATTACHMENTS

Revenue Sharing application received on 12/29/20

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	<input type="text" value="Tahoe Ciy Downtown Association (TCDA)"/>	Telephone:	<input type="text" value="530-583-3348"/>
Address Line 1	<input type="text" value="425 North Lake Blvd, Suite #1"/>	Fax Number:	<input type="text" value="N/A"/>
Address Line 2	<input type="text" value="Tahoe City, CA 96145"/>	Email:	<input type="text" value="kylee@visittahoecity.com"/>
Website	<input type="text" value="https://visittahoecity.org/"/>		

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

Community Benefit	<input type="text" value="Since 2004, the TCDA has worked to make Tahoe City a great place to live, work, play, and visit. We work hard to ensure beloved traditions continue, all while supporting our local business community. This year, due to COVID-19, we have lost 60% of our annual revenue, for a small non-profit this is a significant blow. These funds would be used to support the TCDA so we can still be here for our community as we all recover from the effects of the pandemic."/>
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Briefly describe how funding will be utilized by listing what items will be purchased:

Funding utilized	<input type="text" value="The funding would be used to cover costs associated with online fundraising efforts, including advertising and materials. TCDA has launched a fundraiser to ask our supporters to donate to the TCDA. Since we didn't host any of our annual fundraisers, due to the COVID-19 pandemic, we missed the opportunity to engage with our community and garner their support. We have created a short video to explain the ask and will share with our community."/>
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Has this organization received Revenue Sharing Funds in the past? Yes No

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

Years/Amounts	<input type="text" value="2020/ \$1500"/>
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I swear under penalty of perjury that the information supplied herein is true and correct.

APPLICANT NAME	<input type="text" value="Kylee Bigelow"/> Digitally signed by Kylee Bigelow Date: 2020.12.28 14:44:33 -08'00'	DATE 12/28/2020
APPLICANT'S SIGNATURE		

Office Use Only

Date Received	<input type="text"/>	BOS Agenda Meeting Date	<input type="text"/>
Date Posted to Web	<input type="text"/>	Amount Received	<input type="text"/>
Date Removed From	<input type="text"/>	Date funding check mailed	<input type="text"/>
Prior Contributions	<input type="text"/>		