



**MEMORANDUM  
BOARD OF SUPERVISORS**  
County of Placer

**TO:** Honorable Board of Supervisors **DATE:** October 12, 2021  
**FROM:** Leah Rosasco, Senior Administrative Aide  
**BY:** Leah Rosasco, Senior Administrative Aide  
**SUBJECT:** Revenue Sharing – Downtown Roseville Partnership

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**ACTION REQUESTED**

Approve appropriation of \$750 in Revenue Sharing monies to Downtown Roseville Partnership as requested by Supervisor Gore (\$250) and Supervisor Jones (\$500).

**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 Downtown Roseville Partnership is requesting Revenue Sharing funds to help support the 60<sup>th</sup> Annual Sylvia Besana Holiday Parade. Downtown Roseville Partnership is an action-oriented, collaborative group that works toward the creation of a vibrant and authentic downtown. The Holiday Parade presents an opportunity to attract business and interest to the downtown area and create additional revenue for the City through sales and increased business. The parade will feature vendor booths with fun events for all ages before and after the parade, including Santa and food and craft booths. Revenue Sharing funds will be used to offset the costs associated with the event including street closure fees, additional restrooms and event insurance.

**FISCAL IMPACT**

Funding is available in the FY 2021-22 budget (Revenue Sharing)

**ATTACHMENTS**

Revenue Sharing application received on 08/31/2021

## Placer County Revenue Sharing

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**From:** noreply@civicplus.com  
**Sent:** Tuesday, August 31, 2021 12:18 PM  
**To:** Placer County Revenue Sharing  
**Subject:** [EXTERNAL] Online Form Submittal: Revenue Sharing Fund Application

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

### Revenue Sharing Fund Application

Organization Name	Downtown Roseville Partnership
Address Line 1	PO Box 238
Address Line 2	<i>Field not completed.</i>
City	Roseville
State	CA
Zip Code	95678
Applicant Name	Stephanie Hill
Phone Number	9169105769
Email Address	info@sylviabesanaparade.org
Website Address	<a href="http://www.sylviabesanaparade.org">www.sylviabesanaparade.org</a>
Describe the organization's purpose and/or mission and the people served.	Downtown Roseville Partnership is an action-oriented, collaborative group that champions the creation of a vibrant and authentic downtown. The DRP is proactive in promoting, marketing and providing services that attract businesses and visitors to the District.
Briefly describe the program or the event for which you are requesting funds.	<p>The Downtown Roseville Partnership is proud to host the 60th Annual Sylvia Besana Holiday Parade. This family-friendly holiday event will be held on Saturday, November 20th with the vendor booths opening at 9:00 AM and the parade beginning at 10:30 AM. There will be fun events for all ages both before and after the parade, including Santa, food and craft booths and some new surprises this year!</p> <p>The event in 2019 drew over 4,000 parade watchers, 60 parade units, and dozens of volunteers! This year we expect even more than that to come to spend time with their family</p>

and friends, watch the parade, and then spend time in the Downtown Roseville area.  
 The parade presents an opportunity to drive business and interest in our Downtown area as well as create additional revenue for our City through sales and increased business.

Briefly describe how Revenue Sharing funding would be utilized. (Please list items and activities to be funded with any Revenue Sharing funds allotted. Funding cannot be used for core budget needs or program or event staffing such as security, instructors, cleanup crews, etc.)

These funds will go to the general operations of the Holiday Parade. This includes, but is not limited to, the expense to close the streets, additional restrooms for our attendees, insurance policies to cover the event and the attendees, and other parade expenses. The total cost for the Parade, dependent on number of participants, may reach \$12,000. These funds will be used to off-set those costs.

Has this organization received Revenue Sharing Funds in the past? No

Are you a non-profit organization? Yes

Please enter your Tax Identification Number 47-2548730

Please attach your most recent W9 form [DRP W9.pdf](#)

Please attach your most recent 590 form [DRP 590 Form.pdf](#)

Please attach additional documents *Field not completed.*

Please attach additional documents *Field not completed.*

*Additional documents may be emailed to [revenuesharing@placer.ca.gov](mailto:revenuesharing@placer.ca.gov).*

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

Electronic Signature Agreement I agree.

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