



**MEMORANDUM
BOARD OF SUPERVISORS**
County of Placer

TO: Honorable Board of Supervisors **DATE:** June 28, 2022
FROM: Teri Ivaldi, Principal Management Analyst
BY: Jennifer Grappasonno, Board Support Services Coordinator
SUBJECT: Revenue Sharing – Blue Line Arts

ACTION REQUESTED

Approve appropriation of \$1,000 in Revenue Sharing monies to Blue Line Arts as requested by Supervisor Gore (\$500), Supervisor Jones (\$250), and Supervisor Gustafson (\$250).

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 Board of Supervisors is being asked to approve Revenue Sharing funds for Blue Line Arts for the organizations 3rd Saturday Art Walk Series. The 3rd Saturday Art Walk Series is an art and entertainment focused community gathering event designed to provide opportunities for visitors to connect with and support local artists, farmers, nonprofits and artisan vendor booths selling one-of-a-kind handcrafted items. To encourage community engagement, each event will feature a public art project such as mini murals, chalk art competitions, art demonstrations and open art activities for all ages. Revenue Share contributions will be utilized to help offset the cost of materials needed for event activities.

FISCAL IMPACT

Funding is provided for in the FY 2021-22 Community and Agency Support budget (CC10018). There is no additional impact to the general fund.

ATTACHMENTS

Revenue Sharing Application received on 06/07/2022

Placer County Revenue Sharing

From: noreply@civicplus.com
Sent: Tuesday, June 7, 2022 3:37 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	Blue Line Arts
Address Line 1	405 Vernon Street
Address Line 2	Suite #100
City	Roseville
State	California
Zip Code	96578
Applicant Name	Kristin Marshall
Phone Number	9167834117
Email Address	kristin@bluelinearts.org
Website Address	bluelinearts.org

Describe the organization's purpose and/or mission and the people served.

Blue Line Arts is a 501c3 nonprofit arts center and gallery in the heart of downtown Roseville. The gallery showcases the works of regional and national artists, while engaging our community through arts programming and events, such as artist lectures, workshops and classes for all ages, public art projects, and more.

Briefly describe the program or the event for which you are requesting funds.

Blue Line Arts is requesting funds for its 3rd Saturday Art Walk Series. rd Saturday Art Walk is an arts & entertainment-focused community gathering event on Vernon Street designed to complement the City of Roseville's Concerts on the Square series and to attract visitors to businesses in Downtown Roseville. This monthly event will provide opportunities for visitors to connect with and support local artists, farmers, nonprofits and artisan vendor booths selling one-of-a-kind handcrafted items.

During each event, we close Vernon Street, creating a walkable outdoor corridor that encourages guests to walk from venue to venue, with interactive opportunities spanning four city blocks. We also invite other arts & culture nonprofits to participate in the event, connecting visitors with resources that increase educational opportunities, and access to stress-reducing activities that support mental health and give opportunities for residents to form social connections.

To encourage community engagement, each event will feature a public art project such as mini murals, chalk art competitions, art demonstrations and/or open art activities for all ages. Sponsorships make possible additional live music performances in front of Tower Theatre and the Strum Shop.

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.)

Revenue Sharing funding would be utilized to purchase material for free art activities for the community and mural painters. Items such as chalk, paint, crayons, paper, and various other crafting items are a necessity.

Has this organization received Revenue Sharing Funds in the past?

Yes

Specify year(s), event and amount received:

2019

Are you a non-profit organization?

Yes

Please enter your Tax Identification Number

94-1690631

Please attach your most recent W9 form

[w9-Blue Line Arts-2021.pdf](#)

Please attach your most recent 590 form

[590 2021.pdf](#)

Please attach additional documents

[w9-Blue Line Arts-2021 1.pdf](#)

Please attach additional documents

[590 2021 2.pdf](#)

Additional documents may be emailed to 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.

Electronic Signature

Kristin Marshall

Email not displaying correctly? [View it in your browser.](#)