



**MEMORANDUM
BOARD OF SUPERVISORS**
County of Placer

TO: Honorable Board of Supervisors **DATE:** August 9, 2022
FROM: Teri Ivaldi, Principal Management Analyst
BY: Jennifer Grappasonno, Board Support Services Coordinator
SUBJECT: Revenue Sharing – Hillmen Foundation

ACTION REQUESTED

Approve appropriation of \$2,000.00 in Revenue Sharing monies to the Hillmen Foundation, Street Gala Fundraiser as requested by Supervisor Gore (\$250.00), Supervisor Holmes (\$1,000.00), Supervisor Jones (\$250.00), and Supervisor Gustafson (\$500.00).

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 appropriations to the Hillmen Foundation, Street Gala Fundraiser. The Hillmen Foundation was founded in 1989 to fill gaps in public education funding and to ensure Placer High School, and the community it serves, continue to thrive. The organization has provided more than \$825,000 to Placer High School through student scholarships and grants that directly benefit academics, activities, athletics, and special projects. The Street Gala Fundraiser helps enhance the organization's grant and scholarship programs as well as assisting the Hillmen Foundation support programs that enhance both the school and community needs. Revenue Share contributions will be used to help offset the cost of the event.

FISCAL IMPACT

The total cost of this contribution is \$2,000.00. Funding for this contribution is available in the FY 2022-23 budget for CC10018 - Community and Agency Support. There is no additional impact to the general fund.

ATTACHMENTS

Attachment A - Revenue Sharing application received on 07/13/2022

Placer County Revenue Sharing

From: noreply@civicplus.com
Sent: Wednesday, July 13, 2022 5:06 PM
To: Placer County Revenue Sharing
Subject: [EXTERNAL] Online Form Submittal: Revenue Sharing Fund Application

Revenue Sharing Fund Application

Organization Name Hillmen Foundation

Address Line 1 P.O. Box 6115

Address Line 2 *Field not completed.*

City Auburn

State CA

Zip Code 95604

Applicant Name Shana Fain McDonald

Phone Number 5303058021

Email Address info@hillmenfoundation.org

Website Address hillmenfoundation.org

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

Nestled in the heart of downtown Auburn, our iconic Placer High School is exceptionally woven into the very fabric of our region – educationally, culturally, socially, and economically. Since its founding in 1897, it has transformed generations of students throughout the area into young adults. It has helped launch future business owners, community leaders, innovators, artists, war heroes, collegiate and professional athletes (including Olympic medalists!), healthcare leaders, CEOs, US Senators, and even Placer County Supervisors. In short, Placer High has impacted our county, state, and nation for more than a century.

The Hillmen Foundation is a California 501c3 nonprofit organization founded in 1989 to fill gaps in public education funding and ensure Placer High School and the community it serves continue to thrive. The Foundation is managed by an all-volunteer board of directors and is independent of the school and Placer Union High School District. This means that 100% of funds raised goes to the Hillmen Foundation's

mission.

To date, the Foundation has provided more than \$825,000 to Placer High through student scholarships and grants that directly benefit academics, activities, athletics and special projects.

The Hillmen Foundation's focus, however, goes well beyond the classroom to supporting projects that benefit the community as a whole. For example, the stadium all-weather track, lighting, press box, sound system, water fountains, stadium and gym snack bars, tennis courts, alumni center, auditorium equipment, and other capital improvements received Hillmen Foundation funding. These projects have directly benefited a host of community groups ranging from youth sports to the Western States 100 Race, the Auburn Symphony to other local, regional and world performing arts groups.

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

To mark the school's 125th anniversary and impact, the Hillmen Foundation is presenting a weekend-long celebration of the unique bond between Placer High and its community, September 30-October 2, 2022. The schedule of events includes:

- Friday, September 30, 2022 @ 7 pm: Kickoff Football Game at Placer High
- Saturday, October 1, 2022 @ 5-11 pm: Street Gala Fundraiser in Old Town Auburn
- Sunday, October 2, 2022 @ All Day: Free Alumni Picnic at Auburn Recreation Park

The "Street Gala Fundraiser" on Saturday, October 1st in Old Town Auburn is at the heart of the celebration. In addition to enhancing our grant and scholarship programs, proceeds from the fundraising event will help the Hillmen Foundation support programs that not only enhance the school but also community needs.

An example of a current unfunded need that will benefit both school and community is the replacement of the aging and outdated theater lighting superstructure in the Placer High School Auditorium. It is estimated that the current lighting superstructure/catwalk was initially installed during a mid-1970s renovation. As such, it has woefully outlived its useful lifespan and no longer has the capacity for the high-tech lighting systems now required for modern performances.

The overall cost to upgrade and install a new two-bank

superstructure over the orchestra seating area is estimated at more than \$20,000. The new lighting system will not only be used by the Placer drama and music departments, but also the Auburn Symphony, local dance and performing arts groups (youth and adult), speaker events, and other school and community events. Additionally, it will allow for safe and effective student engagement in a new Career Technical Education (CTE) program to train students in stage technology – skills that can inspire and provide a life-long career.

This is just one example of how the Placer High School 125th Anniversary Street Gala will benefit both school and community through the Hillmen Foundation.

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.)

Based on past celebrations of this nature, the PHS 125th Celebration weekend is estimated to draw 1,500-2,000 people – boosting TOT funds and other county resources. To help offset one of our larger expenses, the Hillmen Foundation respectfully requests a Placer County Revenue Sharing Grant of \$2,000 to help fund essential staging for the 125th Street Gala fundraiser on Saturday, Oct. 1st. The funds will be used for two stages:

- Hillmen Plaza: Located in the parking lot next to the Auburn Ale House, the center of the party will highlight a variety of special performances, presentations, programming, and activities to celebrate the unique 125-year legacy of Placer High in Auburn.
- Hillmen Hop: It wouldn't be a party without dancing to great live music. The street adjacent to the historic Fire House will feature multiple dance bands, many including talented musicians with Auburn and Placer High roots.

Each location will require separate staging, backdrops, audio systems, lighting, power generators, and other supplies. Led by Eric Chun, owner of Creative Music Services, the team organizing these spaces is working to secure donated and reduced-cost items. Still, they estimate it will cost the Hillmen Foundation at least \$4,000. A grant of \$2,000 from Placer County will help cover a significant portion of this expense, allowing the Foundation to maintain event proceeds of this amount for its mission.

In recognition of Placer County's support and partnership with Placer High, the Hillmen Foundation will acknowledge the county at both the Street Gala event on Oct. 1st and the Alumni Picnic on Sunday, Oct. 2nd – as well as in pre-celebration promotions, our website and other communications. We are

also open to discussing other opportunities to help highlight Placer County's support of Placer High School and the Hillmen Foundation.

Has this organization received Revenue Sharing Funds in the past?

No

Are you a non-profit organization?

Yes

Please enter your Tax Identification Number

68-0168995

Please attach your most recent W9 form

[W-9 Hillmen Foundation.pdf](#)

Please attach your most recent 590 form

[590 Form - Hillmen Foundation.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.

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

I agree.

Electronic Signature Agreement

I agree.

Electronic Signature

Shana F. McDonald

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

