



**MEMORANDUM
BOARD OF SUPERVISORS**
County of Placer

TO: Honorable Board of Supervisors **DATE:** October 25, 2022
FROM: Jane Christenson, Acting County Executive Officer
BY: Jennifer Grappasonno, Board Support Services Coordinator
SUBJECT: Revenue Sharing – Auburn Downtown Business Association, Wine, Ale and Food Festival

ACTION REQUESTED

Approve appropriation of \$700.00 in Revenue Sharing monies to the Auburn Downtown Business Association Wine, Ale and Food Festival as requested by Supervisor Gore (\$200.00), Supervisor Jones (\$250.00) and Supervisor Gustafson (\$250.00).

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 Auburn Downtown Business Association. The Auburn Downtown Business Association facilitates Economic Development in Auburn and surrounding areas. The goal is to promote businesses with visitors and vacationers and provide online social media and email platforms for business and event promotions. The Wine, Ale and Food Festival is a wine and food pairing event that utilizes 20 venues in Old Town and Downtown Auburn to host 20 Placer County Wine, Ale and Food vendors from Roseville to Colfax. The event will offer wine and food pairing education and introduce folks from Placer County and surrounding areas to the Placer Wine and Ale Trail, local food vendors and local retail shops in Placer County. Revenue Share contributions will be used to help offset costs associated with the event.

FISCAL IMPACT

The total cost of this action is \$700.00. Funding for this contribution is available in the FY2022-23 budget for CC10018 – Community and Agency Support. There is no additional impact to the general fund.

ATTACHMENTS

Attachment A - Revenue Sharing application received on 09/28/2022

Placer County Revenue Sharing

From: noreply@civicplus.com
Sent: Wednesday, September 28, 2022 6:25 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 Auburn Downtown Business Association

Address Line 1 13240 Bel Air Drive

Address Line 2 *Field not completed.*

City Auburn

State CA

Zip Code 95603

Applicant Name Lori Tompkins

Phone Number 5306138018

Email Address lori.tompkins@unionbank.com

Website Address downtownauburnca.com

Describe the organization's purpose and/or mission and the people served. The Auburn Downtown Business Association facilitates Economic Development in Auburn and Surrounding areas. Our goal is to promote businesses with visitors and vacationers. Provide social media, online and email platform for business and event promotions

Briefly describe the program or the event for which you are requesting funds. Auburn Eine Ale and Food Festival is a wine and food pairing event that utilizes 20 venues in Old Town Auburn and Downtown Auburn as well as the State Theatre to host 20 Placer County wine, Ale and Food vendors from Roseville to Colfax. We will offer Wine and Food pairing education at the State Theatre and tasting at the 20 venues. This event will introduce folks from Placer County and surrounding areas to the Placer Wine and Ale Trail, Food vendors and retail shops in Placer County.

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.)

Funding will be used for Marketing our event professionally through social media, email, text blasts, flyers and mailers. Our other expenses will consist of glasses and plates for participants, musical entertainment from Placer County musicians.

Has this organization received Revenue Sharing Funds in the past?

No

Are you a non-profit organization?

Yes

Please enter your Tax Identification Number

680479706

Please attach your most recent W9 form

[dA W9.pdf](#)

Please attach your most recent 590 form

[dA W9 1.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

Lori Tompkins

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

