

**MEMORANDUM**  
OFFICE OF THE  
**BOARD OF SUPERVISORS**  
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Bill Santucci, Supervisor District 1 and Ted Gaines, Supervisor District  
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DATE: November 7, 2006

SUBJECT: REVENUE SHARING - Approve appropriation of \$400 in Revenue Sharing monies to the City of Roseville for the Annual Roseville Christmas Tree Lighting Celebration as requested by Supervisor Santucci (\$200) and Supervisor Gaines (\$200).

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**ACTION REQUESTED**

Approve appropriation of \$400 in Revenue Sharing monies to the City of Roseville for the Annual Roseville Christmas Tree Lighting Celebration as requested by Supervisor Santucci (\$200) and Supervisor Gaines (\$200).

**BACKGROUND/COMMUNITY BENEFITS:** 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.

As in years past, The Board of Supervisors is being asked to support the Annual Roseville Christmas Tree Lighting Celebration. The event is scheduled for Friday, December 1, 2006 on Vernon Street in Downtown Roseville. Last year over 2,000 people attended the event. This year will feature food, craft vendors and activities for the kids such as bounce houses, climbing walls and of course, a special visit from Santa. The funds designated towards this event help to pay for advertising and activities associated with this popular community event.

**FISCAL IMPACT**

Funds are available in the Revenue Sharing budget.



Community Services Department  
311 Vernon Street  
Roseville, California 95678



**CHRISTMAS**  
**Tree Lighting**

October 10, 2006

**RE: Roseville's Christmas Tree Lighting Celebration**

Dear Friends:

Roseville's annual Christmas Tree Lighting Celebration is just around the corner and we are asking for your help in sponsoring this community event. The celebration will be held on Vernon Street in Downtown Roseville on the evening of Friday, December 1. Last year, over 2,000 people packed downtown Roseville to witness the lighting of the tree, a visit from Santa Claus and even snow in Downtown Roseville!

The annual celebration begins at 5:30 p.m., with the lighting of the Christmas Tree by Roseville's Mayor at 6:30 p.m. Food and craft vendors will line the streets with many winter goodies and holiday treasures. The Kids Fun Zone will include bounce houses, climbing walls and other activities. And, for the second year in a row, weather forecasters are predicting snow in Downtown Roseville!

Your generosity helps to continue this Roseville tradition, while adding new fun-filled activities each year. The city invests over \$15,000 from the general fund for this event, but the success of this event depends on additional financial support from our community. Our goal is to provide sponsors with excellent publicity and recognition for your vital role in making this celebration successful. Please review the attached sponsorship outline to find the level of sponsorship that works for your business.

Thank you in advance for your support of this holiday celebration. Please make checks payable to the City of Roseville and mail it to Community Events Division, 316 Vernon Street, Roseville, CA 95678. If you have any questions, please contact event coordinator Jamie Carlson at (916) 774-5274.

Sincerely,

Michael T. Shellito  
Assistant City Manager & Community Services Director

