

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Bill Santucci, Supervisor, District 1, Robert Weygandt, Supervisor, District 2, Jim Holmes, Supervisor District 3 and Ted Gaines, Supervisor District 4

DATE: November 7, 2006

SUBJECT: REVENUE SHARING - Approve appropriation of \$1,750 in Revenue Sharing monies to the Newcastle Area Business Association for the 13th annual Mountain Mandarin Festival as requested by Supervisor Santucci (\$250), Supervisor Weygandt (\$250), Supervisor Holmes (\$1,000) and Supervisor Gaines (\$250).

ACTION REQUESTED

Approve appropriation of \$1,750 in Revenue Sharing monies to the Newcastle Area Business Association for the 13th annual Mountain Mandarin Festival as requested by Supervisor Santucci (\$250), Supervisor Weygandt (\$250), Supervisor Holmes (\$1,000) and Supervisor Gaines (\$250).

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.

The Board of Supervisors is being asked to once again support the annual Mountain Mandarin Festival. The celebration is expect to attract thousands of people that will come to enjoy a cooking contest and cooking stage featuring demonstrations by professional chefs; quality crafts; delicious food; educational and entertaining activities for children; live music and entertainment on three stages; and service and community groups offering information about things available in Placer County. Festival visitors, along with vendors and participants, contribute significantly to our local economy. A great number of attendees, vendors and participants, are from outside the county and use overnight accommodations. Festival attendees eat at local restaurants, shop in local stores, put gas in their cars, and sleep in local hotels. The Newcastle Area Business Association is a volunteer-based, non-profit organization that dedicates the net proceeds of the Festival to a scholarship fund for local high school seniors.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.

Presented by Newcastle Area Business Association



October 4, 2006

Supervisor Jim Holmes
Placer County Board of Supervisors
175 Fulweiler Avenue
Auburn, California 95603

RE: Revenue Sharing and TOT Requests

Dear Supervisor Holmes:

It's time once again to celebrate the most beloved bounty of Placer County – mandarin oranges! You and your associates are cordially invited to attend the Mountain Mandarin Festival, November 18 & 19, at the Gold Country Fairgrounds. Come join us in celebrating our 13th anniversary with a sweet and juicy mandarin crop and fun for all! The event is supported by the Newcastle Area Business Association, NABA, a volunteer-based, non-profit organization.

The annual Mountain Mandarin Festival celebrates the beginning of the season of the local Mandarin orange harvest. At the Festival there are Placer County growers selling the first of their harvest; a Mandarin Recipe cooking contest; Thanksgiving Centerpiece contest; a cooking stage featuring demonstrations by professional chefs; quality crafts; delicious food; free area for children featuring educational and entertaining activities; live music and entertainment on three stages; and service and community groups offering information about things available in Placer County. Each year, from Festival proceeds, NABA awards three scholarships to local high school seniors.

The admission to the Festival is free again this year. There is a moderate charge of \$5.00 to park on the grounds. We appreciate your support in the past and once again are asking for your assistance to help us meet our growing expenses in the production of this popular event. Festival visitors, along with our vendors and participants, contribute significantly to our local economy. A great number of attendees, vendors and participants, are from outside the county and use overnight accommodations. Festival attendees eat at local restaurants, shop in local stores, put gas in their cars, and sleep in local hotels.

Promotion and publicity is a major function of the Festival Manager and committee. These efforts have resulted in growing attendance, from 1500 the first year, to 30,000 last year. The Festival has been covered annually by area TV and radio stations; spotlighted on America's Heartland and California Country; promoted in print in local and state-wide publications; and featured in major magazines such as Sunset and VIA.

We appreciate your support over the years and sincerely appreciate your consideration for assistance this year.

The Mountain Mandarin Festival presents the best of what Placer Country has to offer.

Sincerely,

A handwritten signature in black ink that reads "Gary Gilligan". The signature is written in a cursive style.

Gary Gilligan, Manager
Mountain Mandarin Festival

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