

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor, District 1

DATE: June 12, 2007

SUBJECT: REVENUE SHARING – Approve appropriation of \$250 in Revenue Sharing monies to the City of Roseville 4th of July Celebration as requested by Supervisor Rockholm (\$250).

ACTION REQUESTED

Approve appropriation of \$250 in Revenue Sharing monies to the City of Roseville 4th of July Celebration as requested by Supervisor Rockholm (\$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 once again to approve appropriations to help support the City of Roseville's *Annual 4th of July Celebration*. The city of Roseville and the Roseville Chamber of commerce in conjunction with The Press-Tribune present this event. The day begins with a 5K Fun Run/Walk sponsored by the Roseville Community Crime Stoppers followed by a festive parade. Music, games, and other activities follow in Royer Park. The Placer County Fairgrounds open with a DJ for family entertainment and the dazzling fireworks display completes this patriotic, community celebration. The funds designated towards this event will help defray the costs of hosting this annual celebration.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



Community Events Division
316 Vernon Street
Roseville, CA 95678



May 22, 2007

RE: Roseville's 4th of July Celebration

Dear Friends:

Roseville's All-American 4th of July Celebration is quickly approaching. We are asking for your support by contributing to this special community event. The 4th of July Celebration is presented by the City of Roseville and the Roseville Chamber of Commerce in conjunction with The Press-Tribune, with generous contributions from the Roseville community.

The day begins at 8:00 a.m. with a 5K Fun Run/Walk sponsored by the Roseville Community Crime Stoppers. Entry forms for that event are available at www.jandjsportsproductions.com. The 4th of July parade starts at 10:00 a.m. Music, games, and other activities follow in Royer Park until 2 p.m. The Placer County Fairgrounds will open at 7:00 pm with a DJ for family entertainment. Come early to get the best seat on the lawn to watch the dazzling fireworks display at approximately 9:30 p.m.

We have an exciting schedule of events and are asking Roseville's civic-minded businesses and community leaders for their support. Your generosity helps make this celebration possible. We have planned a promotional program to thank our sponsors. Our goal is to provide you with excellent publicity and recognition for your vital role in making this celebration successful.

Please take a moment of your time to review the attached 4th of July Celebration Promotional Sponsorship Program. We're certain you will find a level of sponsorship that meets your expectations.

We want to thank you in advance for being involved in this patriotic, community celebration. Please make your check payable to the City of Roseville and mail it to Community Events Division, 316 Vernon Street, Roseville, CA 95678. If you have any questions regarding the 4th of July Celebration, call Jamie Carlson with the City of Roseville at 774-5274.

Sincerely,

Jamie Carlson
Event Coordinator
City of Roseville

Aldo Pineschi, Jr
Event Committee

Sylvia Besana
Parade Coordinator