

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Jim Holmes, Supervisor, District 3

DATE: October 2, 2007

SUBJECT: REVENUE SHARING – Approve appropriation of \$500 in Revenue Sharing monies to the Auburn Chamber of Commerce *Auburn Community Festival Event* as requested by Supervisor Holmes (\$500).

ACTION REQUESTED

Approve appropriation of \$500 in Revenue Sharing monies to the Auburn Chamber of Commerce *Auburn Community Festival Event* as requested by Supervisor Holmes (\$500).

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 fund the Auburn Chamber of Commerce *11th Annual Auburn Community Festival Event*. The Community Festival event will feature quality live music, giant pumpkin and scarecrow contests, arts and crafts booths displaying local artisans and a costume contest and parade for young and old alike. This popular event is expected to once again draw thousands of people to enjoy a day of wholesome activities that cater to the entire family. The funds designated towards this popular event will help defray the cost of the event.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.

MEDIA

Publishers of:

Auburn Journal

Colfax Record

The Folsom Telegraph

Lincoln News Messenger

The Placer Herald

The Press Tribune

Jim Holmes
Placer County supervisor

Dear Jim,

The Auburn Community Festival committee invites to become a major sponsor of our Oct. 20, 2007 all-day family festivities in Recreation Park. Featured will be a children's costume parade and contest, scarecrow contest and giant pumpkin contest offering close to \$10,000 in prize money.

In addition, two live bands will perform music suitable for the entire family. One of the most popular bands in the greater Sacramento area - Innersoul -- will perform as the headliner, and the second band - The Krates - is a local up and comer. The 11th annual event is expected to once again draw thousands of people to enjoy a day together in the park. There are children's games, a petting zoo, pony rides and much more ... Dozens of nonprofit organizations including Auburn's Rotary clubs, Soroptimists, Boy Scouts and 4-H participate annually.

For your \$500 sponsorship, Jim Holmes, Placer County supervisor will receive the following:

- Inclusion (Logo) in more than \$5,000 in advertising in the Auburn Journal.
- Inclusion in a full-page ad in the Auburn Area Chamber of Commerce Small Street Journal, along with a front-page story.
- Be mentioned repeatedly on AM 950 KAHN in a \$2,000 advertising package. You or one of your employees can be interviewed on the air.
- Get a free booth at the Festival to promote Jim Holmes, Placer County supervisor.
- Bev introduced and give away one of the grand prizes at the Festival.
- Have your logo on more than 200 professionally designed and printed posters that will be up on business windows all over town.
- Receive a plaque and photo recognition in the Auburn Journal after the Festival.

These are some but not all of the benefits of having Jim Holmes, Placer County supervisor associated with the most successful annual community event put on by the Auburn Area Chamber of Commerce, Auburn Journal, KAHN radio and the Auburn Recreation District. Please give me a call at 852-0205 or call Kahl Muscott at Auburn Recreation District, 885-8461 if you have any questions about the benefits of sponsorship. Thanks for your support.

Deric Rothe, Community Festival Chairman
Editor/General Manager, Auburn Journal
530-852-0205

Jim - Please
join us at the
community festival!
with questions. Call
Deric

Auburn Journal

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