

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

TO: Honorable Board of Supervisors

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

DATE: December 11, 2007

SUBJECT: REVENUE SHARING – Approve appropriation of \$250 in Revenue Sharing monies to the Roseville Christmas Tree Lighting Ceremony as requested by Supervisor Rockholm (\$250).

---

**ACTION REQUESTED**

Approve appropriation of \$250 in Revenue Sharing monies to the Roseville Christmas Tree Lighting Ceremony 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 2007 Roseville Christmas Tree Lighting Ceremony being held Saturday, December 1, 2007. The City of Roseville in conjunction with Comcast coordinates this special community celebration. This year will feature food and craft vendors, a Kid's Fun Zone and live entertainment including the Roseville High School Band and the Sierra Gardens Choir. Last year over 2,000, people attended this event. The funds designated towards this popular event will help support the events costs.

**FISCAL IMPACT**

Funds are available in the Revenue Sharing budget.



Community Services Department  
311 Vernon Street  
Roseville, California 95678



**CHRISTMAS**  
**Tree Lighting**

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

Dear Friends:

Plans for Roseville's Christmas Tree Lighting Ceremony are underway. We are asking for your support by contributing to this special community event. The Tree Lighting Ceremony is presented by the City of Roseville and Comcast, with generous contributions from the Roseville community.

The evening begins at 5:30 p.m. on Vernon Street in front of the Civic Center. The Mayor and friends will light the City's official Christmas Tree at 5:30 p.m. Food and craft vendors will be along the streets so you can purchase a snack or holiday treasure. Again this year, come watch it snow in Roseville, visit Santa, play in the Kid's Fun Zone and listen to wonderful holiday music until 8:30 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 Tree Lighting Ceremony 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 exciting 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 Holiday Tree Lighting Ceremony, please call Jamie Carlson with the City of Roseville at 916-774-5274.

Sincerely,

Mike Shellito, City of Roseville  
Assistant City Manager/Community Services Director