

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

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor, District 1 and Jim Holmes, Supervisor, District 3

DATE: October 21, 2008

SUBJECT: REVENUE SHARING – Approve appropriation of \$650 in Revenue Sharing monies to the Newcastle Area Business Association *15<sup>th</sup> Annual Mountain Mandarin Festival* as requested by Supervisor Rockholm (\$150) and Supervisor Holmes (\$500).

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**ACTION REQUESTED**

Approve appropriation of \$650 in Revenue Sharing monies to the Newcastle Area Business Association *15<sup>th</sup> Annual Mountain Mandarin Festival* as requested by Supervisor Rockholm (\$150) and 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 support the Newcastle Area Business Association *15<sup>th</sup> Annual Mountain Mandarin Festival* being held November 21 - 23 at the Gold Country Fairgrounds. This annual event celebrates the beginning of the season of the local Mandarin orange harvest and is the largest agricultural event of Placer County. Last year 40,000 guests attended the festival, who along with vendors, attendees and participants contributes significantly to the local economy by eating at local restaurants, shopping at local stores and staying overnight at local hotels. The funds designated towards this event will benefit the Newcastle Fire Department with the purchase of badly needed equipment.

**FISCAL IMPACT**

Funds are available in the Revenue Sharing budget.



mountain  
mandarin  
festival

September 29, 2008

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 largest Agriculture event of Placer County. You and your associates are cordially invited to attend the Mountain Mandarin Festival, November 21<sup>st</sup> – 23<sup>rd</sup>, at the Gold Country Fairgrounds. Come join us in celebrating our 15<sup>th</sup> 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; 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.

P.O. Box 1001\* Newcastle, CA 95658 \* 916-663-1918  
[www.mandarinfestival.com](http://www.mandarinfestival.com) \* [mandarininfo@surewest.net](mailto:mandarininfo@surewest.net)

Each year, from Festival proceeds, NABA awards three scholarships to local high school seniors. We have also teamed up with the Newcastle Fire Dept. to help raise funds for badly need equipment. The Festival also grants free booths to Placer County Not-for Profit groups so they may raise funds and create awareness of their organizations. This year over 20 groups will join us.

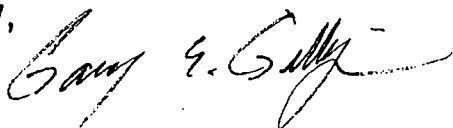
We missed your support last year, but appreciate your support in the past and once again are asking for your assistance to help us meet our growing expenses in the production of Placer Counties Largest Agricultural Event. Last year 40,000 guests attended the Festival, along with our vendors and participants; contribute significantly to our local economy. 27% of attendees, vendors and participants, are from outside the 100 mile zone and use overnight accommodations. Festival attendees eat at local restaurants, shop in local stores, put gas in their cars, and sleep in local hotels (375 room nights).

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,



Gary Gilligan, Manager  
Mountain Mandarin Festival

OCT 01 2008

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