

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor District 2 and Jim Holmes, Supervisor District 3

DATE: September 28, 2010

SUBJECT: REVENUE SHARING – Approve appropriation of \$500 in Revenue Sharing monies to the Rocklin Area Chamber of Commerce *17th Annual Hot Chili & Cool Cars Event* to benefit the Matt Redding Memorial Scholarship Foundation, as requested by Supervisor Weygandt (\$250) and Supervisor Holmes (\$250).

ACTION REQUESTED

Approve appropriation of \$500 in Revenue Sharing monies to the Rocklin Area Chamber of Commerce *17th Annual Hot Chili & Cool Cars Event* to benefit the Matt Redding Memorial Scholarship Foundation, as requested by Supervisor Weygandt (\$250) and Supervisor Holmes (\$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 approve appropriations to help fund the Rocklin Area Chamber of Commerce *Annual Hot Chili & Cool Cars Event* being held Saturday, September 18. This year marks the 17th anniversary of the annual celebration where automotive enthusiasts and chili lovers come together to enjoy a day of entertainment, activities and fun for the entire family. Hundreds of classic car owners and dozens of chili cooks attend this event, along with thousands of people from the South Placer region. The funds designated towards this event will help support the Matt Redding Memorial Scholarship foundation which provides scholarships and grants to students at local schools.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.

Area's Hottest Street Faire Rolls Into Town

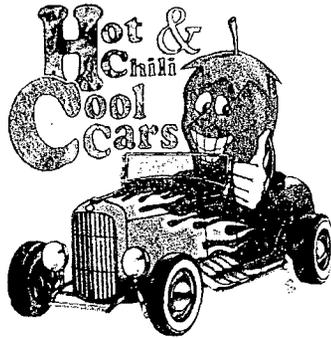
Get geared up for Hot Chili & Cool Cars – the area's hottest street faire – on Saturday, Sept. 18 from 10 a.m. - 4 p.m.

- Over 12,000 area residents attend this event each year.
- Rocklin's average household income exceeds \$81,000 a year
- 33% of the population is 35-54 years of age
- 46% of households have children
- 22% of the population is 55 years of age or over
- Rocklin was recently voted one of the "Ten Best Towns for Families" by *Family Circle Magazine*, based on such criteria as: affordable homes, great schools, and great neighbors.

If these folks sound like your target audience, then you should consider a sponsorship. And the benefits of sponsoring this event are better than ever, giving you an even greater return on investment, including:

- Live cable television coverage by WAVE Communications
- Radio, cable and print media advertising
- And much more...

For more information about this exciting marketing opportunity, contact the Rocklin Area Chamber of Commerce at 916-624-2548 or visit online at www.RocklinChamber.com.



AREA CHAMBER OF COMMERCE
3700 Rocklin Road, Rocklin, CA 95677

17th Annual Rocklin Area Chamber

Saturday, Sept. 18
10 a.m. - 4 p.m.
Pacific Street in Rocklin

PRESENTED BY



Chili Cook-Off ♦ Cool Cars ♦ Food ♦ Crafts ♦ Chili & Car Awards ♦ Local Business Booths ♦ Local Performances



Bounce Houses ♦ Climbing Wall Games ♦ Face Painting ♦ Much More!
Live Music with Dave Russell

Free Admission

A portion of the proceeds from the sale of chili kits benefit the Matthew Redding Scholarship Foundation

If you are interested in being a sponsor, volunteer, vendor, chili cook or showing your classic car, contact the Rocklin Area Chamber of Commerce

Rocklin
AREA CHAMBER OF COMMERCE
916.624.2548
www.RocklinChamber.com

SPONSORS



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