

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

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

DATE: November 17, 2009

SUBJECT: REVENUE SHARING – Approve appropriation of \$100 in Revenue Sharing monies to the Roseville Chamber of Commerce *Sylvia Besana Annual Holiday Parade* to help defray the cost of the event, as requested by Supervisor Rockholm (\$100).

ACTION REQUESTED

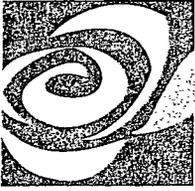
Approve appropriation of \$100 in Revenue Sharing monies to the Roseville Chamber of Commerce *Sylvia Besana Annual Holiday Parade* to help defray the cost of the event, as requested by Supervisor Rockholm (\$100).

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 Roseville Chamber of Commerce *Sylvia Besana Annual Holiday Parade* being held on Saturday, November 21. Thousands of spectators enjoy this holiday celebration event held in conjunction with the City of Roseville and The Press-Tribune. This parade has been a community tradition for more than forty years. The parade begins at the Riverside/Douglas/Vernon Street Intersection and ends at the back of Roseville Square. The funds designated towards this popular event will be used to offset parade costs.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



ROSEVILLE
CHAMBER of
COMMERCE

SERVING ROSEVILLE
AND GRANITE BAY

650 DOUGLAS BLVD.
ROSEVILLE, CA 95678
PH. 916/783-8136
FAX 916/783-5261
www.rosevillechamber.com

Holiday Greetings!

It is again time to prepare for the Annual Sylvia Besana Holiday Parade. The 48th year of this hometown tradition will once again be hosted by the Roseville Chamber of Commerce, in collaboration with the City of Roseville and The Press-Tribune.

The Holiday Parade is scheduled to begin at 10:00 a.m. on Saturday, November 21, 2009. Last year thousands of spectators enjoyed Roseville's holiday celebration. This year we want to make the parade bigger and better than ever!

Your generosity helps make this event possible. Please take a moment of your time to review the attached Holiday Parade sponsorship form. Our goal is to provide you with excellent publicity and recognition for your vital role in making this community event successful.

Deadline for sponsorship is November 11th. Sponsorship registration is also available at www.rosevillechamber.com. Please call the Roseville Chamber of Commerce at 783-8136 if you have any questions!

Sincerely,

David Piches
V.P. Community
Development

Naaz Alikhan
Chamber President

Aldo Pineschi
Sponsorship Chair

RECEIVED
OCT 19 2009

BOARD OF SUPERVISORS

ACCREDITED

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