



Legislation Details (With Text)

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Title: Supervisor Thomas recommending the Board:
 1) Find that a public benefit is derived from supporting funding towards "The Hometown Holiday/Christmas Celebration" in the City of Placerville that includes the annual tree lighting on Main Street; and
 2) Approve and authorize the Chief Administrative Officer to sign a funding agreement, consistent with the County's standard form and upon the approval of County Counsel, authorize payment of the \$5,000 community funding contribution to the El Dorado Community Foundation, in support of the tradition.

FUNDING: General Fund.

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Community Foundation Application.pdf, 2. B - California Levine Act Stmtnt.pdf

Date	Ver.	Action By	Action	Result
12/12/2023	1	Board of Supervisors	Approved	Pass

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DISCUSSION / BACKGROUND

Downtown Placerville has a long-standing and beloved community tradition on Historic Main Street. Traditionally held the Friday night after Thanksgiving, this celebration officially launches the holiday season in Placerville including a tree lighting ceremony, the reveal of the lit Christmas trees on Highway 50 and the reminder to the public of the importance of supporting local merchants in their retail shopping. While this holiday tradition has undergone many different iterations and multiple entities have generously stepped up to collaborate with the City of Placerville to host it, the fundamental celebration is an important part of the fabric of our community.

In the winter storms of 2022-23, Placerville's long-standing Christmas tree at the corner of Bedford and Main was irrevocably damaged. The El Dorado Community Foundation stepped in this year to work with the City of Placerville to support the tree lighting ceremony and holiday beautification of

Historic Main Street. Recognizing that a cut tree by the Bell Tower was a marked departure from tradition, the El Dorado Community Foundation worked with the City and local merchants on a Hometown Holiday/Christmas celebration that would evoke a celebratory atmosphere to support goodwill and holiday cheer with a clear message that Placerville “is alive with business and beautiful”. In addition to traditional holiday elements of the celebration, the El Dorado Community Foundation worked to procure all the approvals, contracts and funding necessary to light all the facades on Main Street. This included the installation of warm LED lights on the tops of all the buildings as well as colorful up-lighting in the core of the Downtown district. This effort was a beautiful addition to the street lighting the City of Placerville installed over Main Street from Sacramento Street to Cedar Ravine several years ago.

District III wishes to support this endeavor with a one-time contribution of \$5,000.00 from District III’s community funding allocation, with gratitude to the El Dorado Community Foundation and the City of Placerville for collaborating on this important holiday tradition.

ALTERNATIVES

The Board could choose not to approve the funding request, and no funding would be provided in support of these efforts.

PRIOR BOARD ACTION

N/A

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

FINANCIAL IMPACT

The Board of Supervisors allocated \$75,000 in Fiscal Year 2023-24 budget in General Fund - Other Operations (Department 15) to be available for community funding requests supported by the Board. Approval of this item would allocate \$5,000 from this amount. There is no additional impact to the General Fund due to the approval of this agreement.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Good Governance

CONTACT

Supervisor Wendy Thomas