



County of El Dorado

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Legislation Details (With Text)

File #: 22-1877 **Version:** 1

Type: Agenda Item **Status:** Approved

File created: 10/6/2022 **In control:** Board of Supervisors

On agenda: 10/18/2022 **Final action:** 10/18/2022

Title: Supervisor Thomas recommending the Board:
1) Find that a public benefit is derived from sponsoring "Let the Magic Begin", Festival of Lights 2022 holiday event in downtown Placerville; 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, with Bayside Church authorizing payment of a \$5,000.00 community funding contribution to become a "Bell Tower Sponsor" in support of these efforts.

FUNDING: General Fund.

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Application - Festival of Lights 2022, 2. B - FOL Flyer, 3. C - Sponsor Package, 4. D - Sponsor Information

| Date | Ver. | Action By | Action | Result |
|------------|------|----------------------|----------|--------|
| 10/18/2022 | 1 | Board of Supervisors | Approved | Pass |

Supervisor Thomas recommending the Board:

1) Find that a public benefit is derived from sponsoring "Let the Magic Begin", Festival of Lights 2022 holiday event in downtown Placerville; and
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DISCUSSION / BACKGROUND

In 2021, Bayside Church coordinated with the City of Placerville to partner with local businesses, downtown merchants and local faith community volunteers to host the Festival of Lights event on Main Street to kick off and celebrate the holiday season. The event annually draws thousands of visitors and county residents to downtown Placerville, bringing the community together while being an economic driver for local businesses.

This year, Bayside Church is the prime coordinator for this event and has plans to expand both the outreach and magnitude of the event which includes participation from KNCI Radio Hosts Pat 'n Tom, and music from "The Voice" contestants Shane Q and Jaclyn Lovey, The Ranell Coleman Holiday Band, Headline Band "Moonshine Crazy" and street music from "Ukraine Good Samaritan Youth Orchestra".

A funding agreement is required in order for the County to process the payment to Bayside Church.

Approval by the Board provides the finding that a public benefit is derived from supporting this endeavor by becoming an event sponsor at the \$5,000 level.

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 2022-23 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 \$5,000.00 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, District 3