

TO: TOWN COUNCIL

FROM: TOWN MANAGER

RE: CHAMBER OF COMMERCE DOWNTOWN SUB-COMMITTEE UPDATE

**ISSUE**

The Chamber of Commerce Downtown Sub-committee has been working on various projects and may have a project update or other information to discuss with the Council.

**RECOMMENDATION**

Hear update and give direction if needed.

**MONEY**

See detail of funding and expenditures in this report.

**CEQA**

There are no CEQA issues in doing business advertising. There could be some issues with landscape and parking improvements and festivals depending on size.

**DISCUSSION**

The Chamber Downtown Business Subcommittee has been developing an advertising program based on a theme called "I Love Loomis" as described to the Council at the March meeting. The Subcommittee also worked to introduce a new event (chicken races) in the October 3 Egg Plant Festival. The Town has been doing landscape and parking improvements on the dirt lot back of Taylor Road businesses (former railroad property).

The Chamber committee may have additional information on these and/or other activities.

**FUNDING**

Feb 2009 Town reserves for advertising and festival promotion	5,000
Feb 2009 Town reserves for landscaping & parking improvement	8,000
Sep 2009 Town budget Council donations and awards	1,400

<b>TOTAL</b>	<b>14,400</b>
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**EXPENSES**

Chamber Sub-Committee expenses (I Love Loomis)	
Charlotte Reynolds	340
Pacific Crest Media (consulting, film & video supplies)	3,552
Business Card Printing	130
Website fees	192
Placer Heritage Foundation	500
4Logo Gear	349
<b>sub total "I Love Loomis"-----&gt;</b>	<b>5,063</b>

Town landscaping and parking improvements	10,000
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Chicken race event at Egg Plant Festival	1,400
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<b>TOTAL EXPENSES</b>	<b>16,463</b>
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<b>BALANCE</b>	<b>-2,063</b>
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NOTE: Balance will be adjusted at the mid-year budget review.