

March 2018

Placer Valley Tourism



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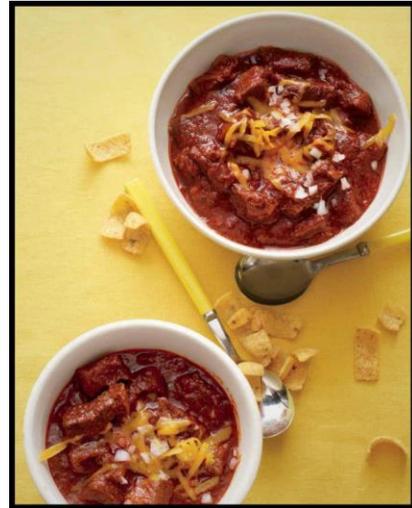
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T.J. Kay

Woodcreek Aquatics Club President



Hard working husband, father and President of the Woodcreek Aquatics Club are just a few of the titles one could easily use to describe

T.J. Kay. As a longtime resident of Roseville, Kay has been an instrumental part of the aquatics scene in the area for more than a decade.

He first became involved in various Roseville aquatic programs back in 2006 when Kay's son and daughter began swimming. From the Woodcreek Seawolves to California Capital Aquatics (CCA) to Woodcreek High School Aquatics, Kay has been an active and exemplary volunteer who truly goes above and beyond. In fact, he was helping out at the high school level before his own children were even old enough to attend there!

Kay has held several different positions for the Woodcreek Aquatics Club including equipment manager, meet and tournament director as well as president, his current position. He's committed to giving the high school water polo and swim coaches excellent support for their programs and it shines through in the events they host.

"I work with other board members and parents as well as school and city officials and CCA to ensure success of all the aquatics programs here in Roseville," explained Kay. "For me it is very rewarding watching the meets and events come together and everyone enjoying themselves."

Currently Kay and the Woodcreek Aquatics Club are gearing up for the Woodcreek High School Swim Invitational that will take place on March 9 and 10. This is the club's biggest aquatics event with more than 1,200 student athletes participating.

They also host the Northern California High School Swim Championships in April and top rated water polo tournaments for boys and girls teams in September. Kay and his team of other parent volunteers are integral to the success of these wonderful aquatics events that bring so many visitors to Placer Valley.

"Placer Valley Tourism has been very helpful with giving us the option to get an event page for incoming teams, giving them choices for hotel rooms and additional money from the PVT grant program has made it so in some cases the event is in the black," stated Kay.

Kay is a shining example of how volunteers truly make a difference! PVT would like to give a great big thank you to T.J. for his dedication, time and commitment!



TJ Kay pictured with his family, photo courteous of Kimberly Dunn.

[Click here for more information on Woodcreek Aquatics.](#)

[Click here for more information on the Woodcreek High School Swim Invitational.](#)

Nor Cal TOC

Northern California's Biggest and Best Middle School Wrestling Tournament Celebrates 50th Anniversary

On March 10 the Northern California Tournament of Champions Wrestling Tournament, commonly referred to as the Nor Cal TOC, will celebrate 50 years - wow! This exciting event showcases the best middle school wrestlers in the state from 6th through 8th grade, all who had to prequalify to compete. The tournament takes place at Del Oro High School where they utilize both gymnasiums for the nearly 550 young athletes competing.

Reaching this incredible milestone would not have been possible without the outstanding leadership from long-time Tournament Director Rod Hedlund. "It's exciting to celebrate the 50th Annual TOC, when I became the tournament director in 1973 I never envisioned that this would take place on my watch," commented Hedlund. "It has been an amazing journey to say the least; the tournament has gone through many changes and the evolution has been so much fun to be a part of over the years."

Hedlund explained that he has always strived to make each year better by focusing on both the parents and the wrestlers. "I think we've been able to do just that because I've had such great help and support from a group of colleagues and friends who have been with me for, in most cases, more than 30 years," added Hedlund. "We take a lot of pride in being considered by most in the California wrestling community as the most prestigious youth tournament in Northern California."

All you wrestling fans come celebrate and see these top youth wrestlers leave it all on the mats in hopes of being crowned champion of the 50th Annual Nor Cal TOC! Del Oro High School is located at 3301 Taylor Rd. in Loomis and the doors

open at 7:30 a.m. on Saturday, March 10. Admission prices are \$7 for adults, ages 12 to 19 and seniors over 60 are \$3, children under 12 are FREE!



[Click here for more information on the Nor Cal TOC.](#)

Roseville Celebrity Chili Cook-Off

Local Community Leaders Lend their Culinary Skills to Help Programs for South Placer Schools

Calling all chili lovers - the 2018 Roseville Celebrity Chili Cook-off on Friday, March 16 is the event for you! Not only will you get to enjoy delicious chili,

you will also have the opportunity to win some fabulous raffle prizes and silent auction items plus the proceeds from this community event help fund anti-bullying programs for South Placer County schools. That's a win-win all the way around!

This wonderful event will take place at the Maidu Community Center in Roseville from 6:30 to 8:30 p.m. Tickets are available online and at the door for only \$25 which includes all the chili samples. Beverages will be available to purchase.

Who's cooking you might ask? Several community leaders that are rumored to have wicked culinary skills have graciously offered to throw their chef hats into the ring. Paul Robins, from the FOX 40 morning show, Carol Garcia, former Mayor of Roseville, Bonnie Gore, Roseville Vice Mayor and Dr. John Jackson, President of William Jessup University are just a few of the celebrity chefs that will be vying for the title of Roseville Celebrity Chili Cook-off Champion.

"We are really looking forward to another fun celebrity chili cook-off and love that the local schools benefit from this event with the Point Break Anti-Bullying Workshops," stated Annette Seeber, Event Coordinator. "These are full day workshops that are operated by the staff at Campus Life Connection, the non-profit that hosts this great event."

Several silent auction prizes will be up for grabs to the highest bidder including a private gourmet dinner for eight catered by Randy Peters Catering in their new event center, a cooking class for six courtesy of Hillenbrand Farmhouse Brewery in Newcastle and family passes to the soon-to-be open Quarry Park Adventures in Rocklin.

In the name of charity and chili, mark your calendars and come on down to join in on the fun! Maidu Community Center is located at 1550 Maidu Drive in Roseville. We hope to see you there!



[Click here for more information on the Roseville Celebrity Chili Cook-Off.](#)

PVT NEWS

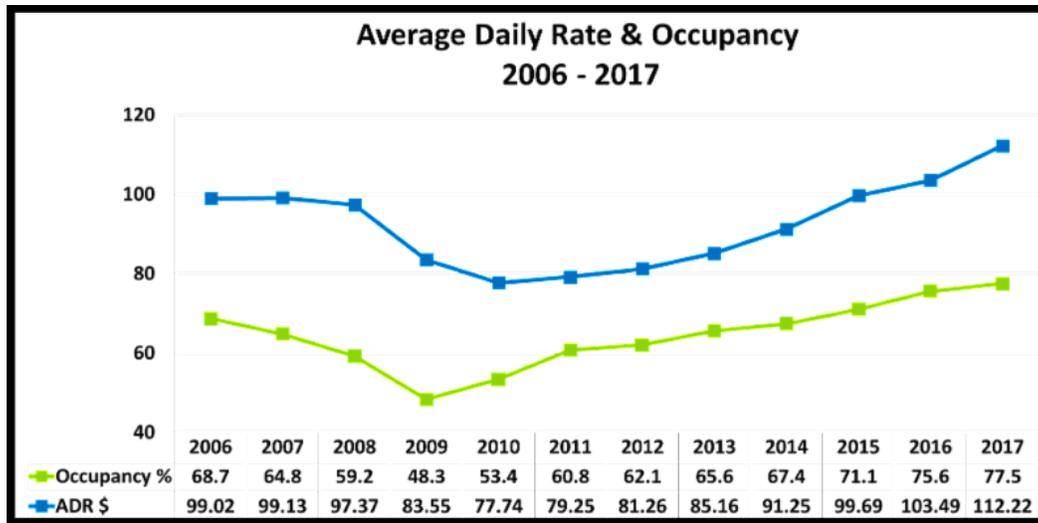
Placer Valley Hotel Health Year in Review for 2017

2017 proved to be another outstanding year for Placer Valley Tourism (PVT) with new records set for hotel rooms sold, occupancy, Average Daily Rate (ADR) and PVT grant assisted events.

The total room nights sold in 2017 for our 23 hotels recorded at 682,370, a 6 percent increase from 2016. The occupancy rate rose to a remarkable 77.5 percent.

Placer Valley's ADR, which is an important factor in measuring the health of the hotel industry, came in stronger than ever at \$112.22. We have continued on an upward climb from pre-recession numbers in 2017 and we were up nearly \$9 from 2016, an impressive 8 percent increase.

PVT grant assisted events generated 29,812 room nights in 2017 with a solid 4 percent increase from 2016. With 2018 well underway we are continually focused on bringing quality, diverse events to our footprint that help generate incremental hotel room nights for our hoteliers. Here's to another record breaking year!



Room Nights Sold

January 2018: 75,020

January 2017: 74,741

YTD: 75,020

Prior YTD: 74,741

Occupancy

January 2018: 69.2%

January 2017: 68.3%

YTD: 69.2%

Prior YTD: 68.3%



The Barrel Bonspiel returns to Skatetown Ice Arena in Roseville on March 23-25.

March Events

Sport Events

Sierra College Women's Tennis: March 6 and 13, Rocklin

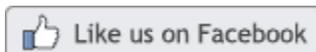
Sierra College Softball: March 6, 13, 24, 29 and 31, Rocklin

Sierra College Baseball: March 6, 10, 22, 27 and 30, Rocklin

[St. Patrick's Pro Disc Golf Championships](#): March 9-11 & 16-18, Orangevale
[Sierra College Women's Beach Volleyball](#): March 9, Rocklin
[Woodcreek High School Swim Invitational](#): March 9-10, Roseville
[Nor Cal TOC Wrestling Tournament](#): March 10, Loomis
[USA Softball Tournaments](#): March 10-11, 17-18, 24-25, Roseville, Rocklin & Lincoln
[TBF Racing Events](#): March 10-11, 24-25, Granite Bay
[Cal North Association Cup](#): March 10-11, 17-18, Cherry Island Soccer Complex
[VanBelle ATA Tournament](#): March 10, Rocklin
[USA BMX Races](#): March 10-11, 17-18, 24-25 and 31, Roseville
[Hardwood Palace Basketball Tournaments](#): March 10-11, 17-18, 24-25 and 31, Rocklin
[AAU Basketball Tournaments](#): March 10, 17, 24, 31, Rocklin & Roseville
[William Jessup Baseball](#): March 13, 16, 17, 28 and 29, Rocklin
[Sierra College Men's Golf](#): March 14, Rocklin
[William Jessup Softball](#): March 16-17, Rocklin
[Precision Sand Volleyball](#): March 17-18, Rocklin
[Gold Rush On Ice](#): March 17-18, Roseville
[Rocklin Pony Spring Showdown](#): March 23-25, Rocklin
[The Barrel Bospiel](#): March 23-25, Roseville

Community Events

[Thunder Valley Entertainment Series](#): March 16, 30 and 31, Lincoln
[Roseville Celebrity Chili Cook-Off](#): March 16, Roseville
[Night out at the Museum](#): March 17, Roseville
[Nashville in the Neighborhood](#): March 18, Roseville
[DVT Awareness 5K Walk and Games](#): March 24, Rocklin
[Roseville Rock Rollers Gem Show](#): March 24-25, Roseville
[Hoptopia](#): March 31, Roseville



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