



In This Issue:

Jim Crosthwaite

The Arts Council of Placer County's new executive director brings a wealth of experience and a passion for the arts.



USA Ultimate College Regionals

The Southwest Division I NorCal College Conference Championships sails into Placer Valley April 14-15.

15th Annual Run Rocklin

Mark your calendars for Sunday, April 8 when Run Rocklin returns to Johnson-Springview Park.

PVT NEWS

Happy hour fun @the Grounds for our annual client appreciation event.

Upcoming Events

PVT Progress By The Numbers

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Jim Crosthwaite

Arts Council of Placer County Executive Director

Placer County native Jim Crosthwaite's roots run deep here and his dedication to our community are visible to anyone who has been lucky enough to cross paths with him. He was born and raised in the Auburn area, graduated from Placer High School in 1975 and went to earn a BA in Recreation Administration from CSU, Chico.

Fittingly Crosthwaite started his career at the Auburn Recreation District in the late 70's and throughout the years continued to serve Placer County in various city recreation positions as well as private business endeavors.

"I worked for the City of Roseville and my last position was with the City of Rocklin as the Event Tourism Manager, leading a team that was responsible for transforming the new Quarry Park Amphitheater into a ticketed venue," commented Crosthwaite. "Our team also founded the Rocklin Mini Maker Faire which is a highly successful collaboration between the City of Rocklin and Sierra College; in my private business days I founded the annual Woofstock event in Rocklin."

It was in May of 2017 that he retired after nearly 40 years in public recreation only to start volunteering for the Arts Council of Placer County (ACPC) in June of 2017. Just a few short months later he began assuming the duties of Executive Director for the ACPC and Crosthwaite is already bringing his expertise to the organization.

"The ACPC performs certain services for Placer County as they pertain to the development and promotion of the arts and humanities in Placer County and is Placer County's local partner in the California Arts council," explained Crosthwaite. "Our team here at the ACPC is dedicated to serving all the communities of our county and our current re-branding campaign reflects that dedication."

Crosthwaite and his team have some exciting upcoming events including the Placer County Earth Day Celebration on April 21. He explained that the event was formerly known as "Celebrate the Earth Festival" and run by the City of Roseville. The ACPC will bring the event to Royer Park in Roseville and honor the earth with a focus on sustainability, conservation as well as bring in cultural



aspects and arts with fun contests, interactive art booths, live local entertainment and more.

Another project the ACPC is enthusiastic about is the Placer County Fair and the partnership with Placer Valley Tourism (PVT). "With our focus on the entire county, PVT is the perfect partner of the ACPC as we both bring new ideas, event and projects to the region," elaborated Crosthwaite. "We are looking forward to our partnership at this year's Placer County Fair, where we will be hosting local artisans and entertainment in Jones Hall; plus the finals of *Placer County Has Talent* event during the fair.

Here at PVT we are looking forward to all that Crosthwaite and the ACPC have in store for our community. His years of service and hard work have not gone unnoticed. Thank you Jim for your vision, your commitment and all you do for Placer County!



Jim Crosthwaite and the Arts Council of Placer County team.

[Click here for more information on the Placer County Earth Day Celebration.](#)

[Click here for more information on the Arts Council of Placer County.](#)

USA Ultimate Returns to Roseville

Southwest NorCal College Conference Championships Sail into Maidu Park on April 14-15

On April 14-15 the USA Ultimate NorCal Division I College Conference Championships for both Men's and Women's teams will be returning for the third time to Placer Valley. Taking place on the fields at Maidu Park in Roseville, Placer Valley Tourism is thrilled to be teaming up again with USA Ultimate to bring this exciting and unique sporting event back for our community to enjoy.

Ultimate is a fast-paced, action-driven sport that combines elements of several sports including soccer, football and basketball which is played between two teams using a flying disk. The object of the game is to score by catching a pass in the opponent's end zone. Amazingly the sport uses no referees as it is a self-regulated game governed by the players who implement a fairplay system.

"Ultimate is one of the fastest growing sports in the nation and I believe this is largely due to the overall physicality of the sport," stated Kerry Karter, the USA Ultimate Southwest Region Director. "As fun as it is to play, it is also a great spectator game too!"

"We love coming up to Roseville and playing these conference championship games at Maidu," added Karter. "We will have several college teams from throughout Northern California competing in hopes of making it to the next round, the Southwest Regional Championships that will take place down in San Luis Obispo at the end of April."

Come see this ultimate action live! There are no fees for spectators and games will start at 9 a.m. on both Saturday, April 14 and Sunday, April 15. Maidu Park is located at 1550 Maidu Drive in Roseville.



[Click here for more information on the USA Ultimate NorCal Division I College Conference Championships.](#)

15th Annual Run Rocklin



Calling all runners, joggers and walkers! It is that time of year again - time for Run Rocklin. On the morning of Sunday, April 8 thousands of community members will arrive at Johnson-Springview Park in Rocklin to participate in this beloved local event that weaves the runners and walkers through the city streets of Rocklin all in the name of charity.

This year marks the 15th anniversary of this amazing event and the twelfth year with Run Rocklin's main beneficiary being the Matt Redding Foundation. To date Run Rocklin has raised \$158,000 in memory of Matt Redding, a beloved Rocklin Police Officer who was tragically killed on duty when he was struck by a vehicle driven by a drunk driver back in October of 2005.

Run Rocklin also donates to the Rocklin Public Safety Foundation, local schools and other nonprofits. Larry Osborne, who heads Elephant Ideas the organization that manages Run Rocklin, explained that when nonprofits or schools form a team of 20 or more runners they will receive a \$5 donation per paid participant that goes right back to their organization.

"We are here because of the community, without you there is no us," added Osborne. "The people who show up year after year to support Run Rocklin and the causes we believe in are truly what make this event so special and so memorable."

In true family fashion there are events for everyone from the 1/4 mile kids fun run to the half marathon. Osborne also pointed out that Run Rocklin is one of the only organizations that doesn't increase their prices as the date nears and there are no hidden service fees!

The fees for adults are \$35 for the 5K or 12K and \$55 for the half marathon. The fees for youth 18 and under are \$20 for the 5k or 12K and \$40 for the half marathon. There is no fee for the 1/4 mile or 1 mile kids run, however registration is required and can be done on race day. We hope to see you there!

[Click here for more information on Run Rocklin.](#)

[Click here for on-line registration.](#)

PVT NEWS

Client Appreciation Happy Hour @the Grounds

What better way to thank our amazing event organizers, facility owners, county and city partners for another record breaking year than with a fun happy hour! This year our annual client appreciation event was held @the Grounds in the newly renovated Garden Room on February 28. We jumped at the opportunity to show our clients the amazing transformation this facility has undergone. Here at PVT we simply couldn't do what we do without all of our partners and community support. Thank you to everyone who came out to celebrate another wonderful year!



Room Nights Sold

February 2018: 51,397

February 2017: 52,522

YTD: 103,279

Prior YTD: 103,541

Occupancy

February 2018: 75.9%

February 2017: 77.8%

YTD: 72.3%

Prior YTD: 72.8%



The Granite Bay Grinder high school mountain bike race arrives in Placer Valley on April 14-15.

April Events

Sport Events

USA BMX Races: April 1, 7, 8, 14, 15, 21, 22, 28 and 29, Roseville

Sierra College Baseball: April 3, 7, 12, 19, 24 and 27, Rocklin

Sierra College Softball: April 3, 10 and 21, Rocklin

William Jessup Softball: April 6, 7, 16 and 21, Rocklin

Sierra College Women's Beach Volleyball: April 6, 14, 26 and 27, Rocklin

Norcal High School Swim Championships: April 6-7, Roseville

USA Softball Tournaments: April 7-8 and 21-22, Roseville and Lincoln
Rocklin Thunder Track Invitational: April 7, Rocklin
Hardwood Palace Basketball Tournaments: April 7, 8, 14, 15, 21, 22, 28 and 29, Rocklin
AAU Basketball Tournaments: April 7, 14, 21 and 28, Rocklin and Roseville
Precision Sand Volleyball: April 7, 15, 22 and 28, Rocklin
TBF Racing Events: April 7-8 and 28, Granite Bay
William Jessup Baseball: April 13-14, Rocklin
Granite Bay Grinder High School Mountain Bike Race: April 14-15, Granite Bay
USA Ultimate NorCal College Conference Championships: April 14-15, Roseville
Cal North State and President's Cup: April 21-22, Cherry Island Soccer Complex
Revolution Express Track & Field Meet: April 28, Rocklin
Sandlot Softball Tournaments: April 28-29, Lincoln
Sports for Life! Soccer Tournament: April 28-29, Cherry Island Soccer Complex

Community Events

NCN's Fine Arts Festival: April 6-7, Rocklin
Tahoe Cattlemen's Association Classic Steer & Heifer Show: April 7, Roseville
15th Annual Run Rocklin: April 8, Rocklin
TopSwing: April 8, Roseville
Wake Up and Read! Pancake Breakfast: April 14, Roseville
Thunder Valley Entertainment Series: April 14, 20, 21, 27 and 28, Lincoln
The Festival of Dreams: April 14, Roseville
Wine Down Wednesday: April 18 and 25, Roseville
Placer County Earth Day Celebration: April 21, Roseville
Night out at the Museum: April 21, Roseville
Georgia Satellites at Quarry Park: April 28, Rocklin
Lincoln Wine Fest: April 28, Lincoln



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