

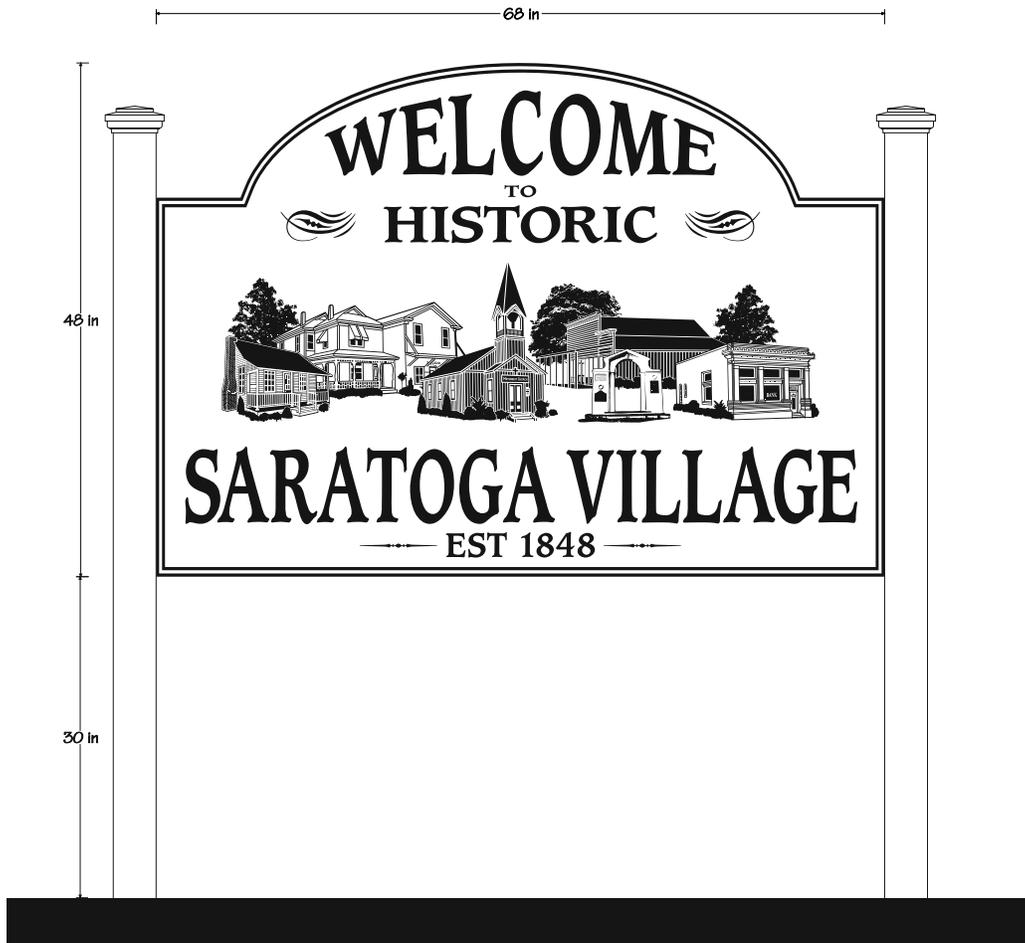
SVDC: An Ethos of Contribution

The Saratoga Village Development Council (SVDC), a networking group comprised of merchants and residents, is celebrating its fifth anniversary February 1, 2010. Over the past five years we have invested the money raised through a variety of fundraising efforts and the substantial and on-going contribution of time of a host of our city's citizens in the beatification and maintenance of our historic Village. Below is an enumeration of what has been accomplished:

- \$5000 historic Village banners,
- \$2500 holiday red and white banners,
- \$5000 historic plaques,
- \$1000 Village brochures given out free of charge,
- \$14,500 29 events sponsored by SVDC for the Village (for event listing see www.saratogavillage.info)
- \$1000 newspaper ads,
- \$400 development of Village web site
- \$500 Village art windows (\$500 additional for this past year donated by residents)
- \$100,000 estimated volunteer value contribution (10,000 volunteer hours if figured at \$10 an hour..a bargain)
- \$29,900: Total SVDC donation to date since 2005

Further, the sign shown below is proposed to be placed in Blaney Plaza at the entrance to the Village and if approved by the City Council at its February 4th meeting will be paid for by the SVDC. This would

bring SVDC expenditures since 2005 to \$34,200



(1) SANDBLASTED REDWOOD SIGN / PRELIMINARY DESIGN
GREEN REDWOOD STAIN (RECESSED AREAS) W/ GOLD PAINT(RAISED AREAS)
ALL FINAL COLORS TBD WITH FINALIZATION OF DESIGN

AFM Promotions Saratoga SB 10902 V8 B&W

In addition to all the above efforts of the SVDC, the Village Gardeners since 2005 have made substantial further contributions to the beautification and

maintenance of the Village:

\$6000 for John Towler gardening services

\$1000 for pots and plants (many more donated than bought)

Volunteer hours: incalculable!!

Total: \$36,900 currently spent on the Village by the SVDC and Village Gardeners in the period 2005-2010 (\$41,200 if sign is accepted).

With volunteer hours considered, the cumulative value would total much more than \$200,000!

Mary Ann Serpa at Skin Prophecy Boutique and Paul Hernandez from Saratoga Oaks Lodge are the treasurers of our group and can verify these figures.

This is a phenomenal accomplishment equaled by no other community as far as we know!!!