



SUMMARY REPORT

Agenda Date: 6/3/2025

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor James Gore, 707-565-2241

Vote Requirement: Majority

Supervisory District(s): Fourth

Title:

Disbursement of Fiscal Year 24-25 Fourth District Community Investment Fund Grant Awards

Recommended Action:

Approve Community Investment Fund grant awards and Authorize the County Executive, or designee, to execute agreements with the following entities for a Community Investment Fund Grants for FY 24-25: Cloverdale Arts Alliance, \$5,000; Common Ground Society, \$2,000; Los Cien Sonoma County Inc., \$1,500; True West Film Center (Alexander Valley Film Society), \$1,500; Entrepreneurs of Tomorrow, \$1,000; Valley of the Moon Children's Home Foundation, \$1,000; Healthcare Professionals for Equity & Community Empowerment (fiscal agent: Northern California Center for Well-Being), \$1,000; DeMeo Teen Club Inc., \$1,000; On the Margins Inc., \$1,500; 10,000 Degrees, \$1,500; Ceres Community Project, \$1,500; 404 Found Code, \$250; Analy High School GSA (fiscal agent: West Sonoma County Union High School District), \$250; Big Brothers Big Sisters of the Bay Area, \$300; Bodega Bay Fisherman's Festival, \$500; Bridge to the Future - Rites of Passage, \$500; Cinco de Mayo Santa Rosa Inc., \$500; Cloverdale Ram Sale, \$500; Community Equity Foundation Inc., \$500; Conservation Corps North Bay Inc., \$250; Conservation Works (North Coast Resource Conservation and Development Council), \$500; Healdsburg Jazz Festival, Inc., \$2,000; Jewish Community Free Clinic, \$1,000; Laguna de Santa Rosa Foundation, \$250; LandPaths, \$250; Latinos in the Workplace, \$500; Law Enforcement Chaplaincy Service in Sonoma County, \$500; New World Ballet, \$250; Santa Rosa Metro Chamber, \$500; Santa Rosa Quilt Guild, \$250; Translife (fiscal agent: Positive Images), \$350; Transmission (fiscal agent: Positive Images), \$725; Volunteer Fire Foundation, \$1,000; and Free to Be, \$1,000. (Fourth District)

Executive Summary:

The Board established the Local Events, Organizations, and District Priorities category to fund local events and programs that will support businesses, culture, and organizations that provide a benefit to the community, or to award funding to County Departments to fulfill Supervisory District priorities. Events and organizations may make requests throughout the year to one or more Supervisory Districts.

The Fourth District has reviewed the applications and wishes to recommend the following FY 24-25 grant awards:

- 1) Cloverdale Arts Alliance for the Friday Night Live program, grant award of \$5,000;
- 2) Common Ground Society for the 4th Annual "Be The One" Gala, grant award of \$2,000;
- 3) Los Cien Sonoma County Inc. to support the Puentes y Ganas event, grant award of \$1,500;
- 4) True West Film Center (Alexander Valley Film Society) to support the Spanish Language/ESL Film program, grant award of \$1,500;

- 5) Entrepreneurs of Tomorrow for the 55th Annual Juneteenth Festival, grant award of \$1,000;
- 6) Valley of the Moon Children's Home Foundation to support the scholarship program, grant award of \$1,000;
- 7) Healthcare Professionals for Equity & Community Empowerment (fiscal agent: Northern California Center for Well-Being) to support the Promotoras de Salud Mental Health program, grant award of \$1,000;
- 8) DeMeo Teen Club Inc. for the Chops Teen Club program, grant award of \$1,000;
- 9) On the Margins Inc. to support the Healing Justice program, grant award of \$1,500;
- 10) 10,000 Degrees for the "College Access & Success" program, grant award of \$1,500;
- 11) Ceres Community Project funding for the food delivery program, grant award of \$1,500;
- 12) 404 Found Code for the "STEM & Coding" program to underserved and rural communities, grant award of \$250.00;
- 13) Analy High School GSA (fiscal agent: West Sonoma County Union High School District) to support the countywide LGBTQ+ Prom, grant award of \$250;
- 14) Big Brothers Big Sisters of the Bay Area funds supporting mentor matching and outreach, grant award \$300;
- 15) Bodega Bay Fisherman's Festival to support the 52nd Annual Bodega Bay Fisherman's Festival, grant award of \$500;
- 16) Bridge to the Future - Rites of Passage for the Rites of Passage Graduation Celebration, grant award of \$500;
- 17) Cinco de Mayo Santa Rosa Inc., funds for the Cinco de Mayo Festival, grant award of \$500;
- 18) Cloverdale Ram Sale for advertising and promotional costs, grant award of \$500;
- 19) Community Equity Foundation Inc. to support the African Soul Festival, grant award of \$500;
- 20) Conservation Corps North Bay Inc. for the 2024 High School Graduation, grant award of \$250;
- 21) Conservation Works (North Coast Resource Conservation and Development Council) to support the Russian River Confluence, grant award of \$500;
- 22) Healdsburg Jazz Festival, Inc. for the Winter & Summer Jazz Festivals, grant award of \$2,000;
- 23) Jewish Community Free Clinic funding to support the Works of Heart Annual Fundraiser, grant award of \$1,000;
- 24) Laguna de Santa Rosa Foundation to support Employee Diversity Workshops & Training, grant award of \$250;
- 25) LandPaths to support the 13th Annual Harvest Festival, grant award of \$250;
- 26) Latinos in the Workplace to support the Latinos in the Workplace Conference, grant award of \$500;
- 27) Law Enforcement Chaplaincy Service in Sonoma County to support the Chaplain program for emergency services, grant award of \$500;
- 28) New World Ballet to support the 2024 Winter Performance, grant award of \$250;
- 29) Santa Rosa Metro Chamber funding to support "Summer on the Square" grant award in the amount of \$500.00;
- 30) Santa Rosa Quilt Guild to support the quilting program that provides quilts to people in need, grant award of \$250;
- 31) Translife (fiscal agent: Positive Images) to support the 2025 Translife Community Conference, grant award of \$350;
- 32) Transmission (fiscal agent: Positive Images) to support scholarships for the Transmission Program, grant award of \$725;
- 33) The Volunteer Fire Foundation to support the Firefighter Wellness Clinics and Firefighter Wellness

Training, grant award of \$1,000; and
34) Free to Be for the Teen Innovators program, Workshops, and Parent Resources, grant award of \$1,000.

Activities performed utilizing Community Investment Program funds provide public benefits that serve important community needs under Government Code Section 26227.

Discussion:

Transient Occupancy Tax Funding

The Sonoma County Transient Occupancy Tax (TOT) was established in 1965 and is currently levied at a rate of 12% in unincorporated Sonoma County, a rate established in 2016 by the voter-approved Measure L. The first 9% of the TOT rate is allocated 33% to the General Fund and 67% to the Community Investment special revenue fund; and the last 3% is allocated to the Measure L Fund.

Community Investment Fund Program and Policy

The Community Investment Fund Program, established in 1986 as the Advertising and Promotions Program, allocates a portion of the Transient Occupancy Tax to encourage economic development, community engagement, and culture in the County through a variety of grant award and funding avenues. The program provides grants to community-based organizations for a wide range of activities including economic development, community and countywide events, and advertising and promoting the county as a visitor destination with the goal of advancing economic growth through tourism. Additionally, the program provides grants to address impacts on safety due to tourism and to enhance community services throughout the county. The program provides funding to the Regional Parks Department, the Economic Development Collaborative, and several additional county activities. Community Investment Funds are allocated per the Community Investment Fund Policy (Policy) (<https://sonomacounty.ca.gov/administrative-support-and-fiscal-services/county-administrators-office/community-investment-fund-program/community-investment-program-policy>).

The current Policy allocates funding in the following categories: Economic Development, Community Grants and District Priorities, and Community Services. Within the Community Grants and District Priorities category, funding is set aside for Chambers of Commerce (membership matching grants) as well as for Local Events, Organizations, and District Priorities.

Local Events, Organizations, and District Priorities Category

The Board established the Local Events, Organizations, and District Priorities category to fund local events and programs that will support businesses, culture, and organizations that provide a benefit to the community, or to award funding to County Departments to fulfill Supervisorial District priorities. Funding for these events and organizations is provided at the discretion of each Supervisorial District, with an allocation of \$100,000 for each district. Events and organizations may make requests throughout the year to one or more Supervisorial Districts.

Funds will be distributed upon approval of these awards by the Board of Supervisors and execution of the Community Investment Fund grant agreement by the entity. The agreements will be executed by the County Executive, or designee. The agreements require the County seal on promotional materials produced using the grant award.

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Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

9/17/2024, 1/14/2025, 3/18/2025 - Awarded FY 24-25 Local Events, Organizations, District Priorities Grants

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$31,125		
Additional Appropriation Requested			
Total Expenditures	\$31,125		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$31,125		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$31,125		

Narrative Explanation of Fiscal Impacts:

Community Investment Funds are included in the FY 24-25 budget.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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Related Items “On File” with the Clerk of the Board:

None