



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 7/14/2026

To: Board of Supervisors

Department or Agency Name(s): Economic Development Collaborative

Staff Name and Phone Number: Ethan Brown, 707.565.7170

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

FY 2026-27 Chambers of Commerce Membership Match Grant Awards

Recommended Action:

- A) Authorize the County Executive, or designee, to execute FY 2026-2027 Chamber of Commerce Membership Match Grant agreements with the following grantees:
Cloverdale Chamber of Commerce, \$2,861; Cotati Chamber of Commerce, \$399; Geyserville Chamber of Commerce, \$2,750; Monte Rio Chamber of Commerce, \$400; North Bay Black Chamber of Commerce, \$2,120; Petaluma Area Chamber of Commerce, \$7,499; Professionals with Pride Chamber of Commerce, \$5,085; Rohnert Park Chamber of Commerce, \$8,985; Russian River Chamber of Commerce, \$3,800; Sonoma Valley Chamber of Commerce, \$9,867; Windsor Chamber of Commerce, \$6,234.
- B) Authorize the County Executive, or designee, to make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.
- C) Make a finding that the proposed expenditures are necessary to meet the social needs of the population of the County pursuant to Government Code Section 26227.

Executive Summary:

The Board of Supervisors (Board) established the Chambers of Commerce grant program within the Community Funding category of the Community Investment Fund Policy (Policy) to provide funds to local Chambers of Commerce (Chambers) serving unincorporated areas of Sonoma County or to those Chambers providing countywide services. Per the Policy, \$50,000 is available annually. Chambers may apply for a matching grant of up to 10% of membership dues and private cash contributions that are discretionary revenue to the Chamber and that are not associated with a particular event, function, or position. Chambers make their funding request annually to the Economic Development Collaborative (EDC) through an open application process.

EDC staff has reviewed the received applications and recommends the following awards, totaling \$50,000:

Organization Name (Chamber of Commerce)	Amount
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Cloverdale Chamber of Commerce	\$2,861
Cotati Chamber of Commerce	\$399
Geyserville Chamber of Commerce	\$2,750
Monte Rio Chamber of Commerce	\$400
North Bay Black Chamber of Commerce	\$2,120
Petaluma Area Chamber of Commerce	\$7,499
Professionals with Pride Chamber of Commerce	\$5,085
Rohnert Park Chamber of Commerce	\$8,985
Russian River Chamber of Commerce	\$3,800
Sonoma Valley Chamber of Commerce	\$9,867
Windsor Chamber of Commerce	\$6,234
Total Funding	\$50,000

Additionally, staff requests authorization for the County Executive, or designee, to execute the funding agreements and to make minor modifications, with counsel approval as to form, that do not increase the amount awarded under the agreements. County Executive staff has reviewed the recommended award amounts.

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 or Hotel Bed Tax) was established in 1965 and is authorized under State Revenue and Taxation Code Section 7280. TOT, a general tax, is currently levied at a rate of 12%, a rate established in 2016 by the voter-approved Measure L. TOT revenue is allocated 25% to the General Fund; 50% to the Community Investment Fund; and 25% to the Measure L Fund.

Community Investment Fund Program and Policy

The Community Investment Fund Program (Program), established in 1986 as the Advertising and Promotions Program, allocates a portion of the TOT to encourage economic development, community engagement, and culture in the County through a variety of grant award and funding avenues. The Program provides, in part, 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: County Department Funding, District

Priorities, Community Funding and County Center Modernization, and Satellite Service Centers. Within the Community Funding category, funding is allocated for Chambers of Commerce (membership matching grants) as well as funding for Sonoma County Tourism, Fire Services Fund and Public Infrastructure District Formation.

Chambers of Commerce Category

The Board established the Chambers of Commerce grant category to provide funds to local Chambers serving unincorporated areas of Sonoma County or to those providing countywide services. Chambers may apply for a matching grant of up to 10% of membership dues and private cash contributions that are discretionary revenue to the Chamber that are not associated with a particular event, function, or position. Chambers make their funding request annually to the Economic Development Collaborative (EDC) through an open application process. Per the Policy, \$50,000 is annually allocated to this funding category for eligible Chambers.

The grant application period was open from March 17, 2026, through April 24, 2026. Based on historical agreements and comprehensive internet searches, EDC staff identified 18 operating Chambers that were eligible to apply. The Chamber Membership Grant Match Application, including applicable due dates, was sent via email to those 18 Chambers and was published on the County's Community Investment Fund Program webpage. Reminder emails about applications and due dates were sent to the Chambers on April 16, 2026, and April 22, 2026. Ultimately, 12 applications were received.

- Total of requested grant funding: \$84,593.99
- Total funding available, per the Community Investment Fund Policy: \$50,000

11 of the 12 applications received by the EDC are being recommended for funding. One of the 12 applications received was not a Chamber of Commerce and therefore is not eligible for this funding. The recommended funding amounts, as recommended by a committee of EDC staff, are based on the following factors: projected FY 2026-27 membership dues, the average membership dues collected in prior fiscal years, and whether the organization serves the unincorporated area or provides countywide services.

Per the Community Investment Fund Policy, chambers located in unincorporated Sonoma County and chambers that serve countywide are given priority funding. Recommended funding amounts for priority applicants is 100% of the requested funding amount or 10% membership match, whichever is lower. The remainder of the funding is being recommended to be distributed equitably among non-priority applicants, distributing as close as possible to their requested funding amount or 10% membership match, whichever is lower.

Recommended Chambers to receive funding and funding amounts are as follows:

Organization Name (Chamber of Commerce)	Requested Amount	Eligible Amount (10% membership match)	Recommended Amount
Cloverdale Chamber of Commerce	\$5,500	\$6,000	\$2,861
Cotati Chamber of Commerce	\$2,000	\$758	\$399
Geyserville Chamber of Commerce*	\$2,750	\$2,750	\$2,750
Monte Rio Chamber of Commerce*	\$400	\$400	\$400

Agenda Date: 7/14/2026

North Bay Black Chamber of Commerce**	\$2,120	\$2,120	\$2,120
Petaluma Area Chamber of Commerce	\$14,438.99	\$22,500	\$7,499
Professionals with Pride Chamber of Commerce**	\$5,085	\$5,085	\$5,085
Rohnert Park Chamber of Commerce	\$17,300	\$17,310.40	\$8,985
Russian River Chamber of Commerce*	\$4,000	\$3,800	\$3,800
Sonoma Valley Chamber of Commerce	\$19,000	\$19,000	\$9,867
Windsor Chamber of Commerce	\$12,000	\$12,000	\$6,234
Total Funding	\$84,593.99	\$91,723.40	\$50,000

*Chambers located in unincorporated Sonoma County.

**Chambers providing countywide services.

A sample grant agreement is attached as Attachment A. The agreements will be executed by the County Executive, or designee, have limitations on the use of the grant funds, and require the County seal or acknowledging language be included on promotional materials produced using the grant funds.

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

Strategic Plan:

N/A

Racial Equity:

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

No

Prior Board Actions:

7/8/2025: Awarded FY 2025-26 Chambers of Commerce Grants

FISCAL SUMMARY

Expenditures	FY26-27 Adopted	FY27-28 Projected	FY28-29 Projected
Budgeted Expenses	\$50,000		
Additional Appropriation Requested			
Total Expenditures	\$50,000		
Funding Sources			

Agenda Date: 7/14/2026

General Fund/WA GF			
State/Federal			
Fees/Other	\$50,000		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$50,000		

Narrative Explanation of Fiscal Impacts:

Chambers of Commerce grant funds (Community Investment Funds) are included in the FY 2026-27 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:

Attachment A: Sample Grant Agreement

Related Items "On File" with the Clerk of the Board:

None.