



# COUNTY OF SONOMA

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

## SUMMARY REPORT

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**Agenda Date:** 9/17/2024

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**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 24-25 Chambers of Commerce Membership Match Grant Awards

**Recommended Action:**

- A) Authorize the County Executive, or designee, to execute a Chamber of Commerce Membership Match Grant agreement with the following grantees: Cloverdale Chamber of Commerce, \$4,500; Geyserville Chamber of Commerce, \$2,500; Healdsburg Chamber of Commerce, \$7,500; North Bay Black Chamber of Commerce, \$2,500; Rohnert Park Chamber of Commerce, \$5,500; Russian River Chamber of Commerce, \$3,500; Sebastopol Area Chamber of Commerce, \$7,500; Sonoma Valley Chamber of Commerce, \$12,000; and Windsor Chamber of Commerce, \$4,500.
- 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.

**Executive Summary:**

The Sonoma County Community Investment Fund grant program utilizes a portion of the Transient Occupancy Tax (TOT) to encourage economic development, community engagement, and enhance culture through a variety of grant award and funding avenues. Within the Program, the Chambers of Commerce category provides an allocation of \$50,000 of grant funds to local Chambers of Commerce serving unincorporated areas of Sonoma County and/or which provide countywide services.

Staff recommends awarding a total of \$50,000 of FY 24-25 Community Investment Funds for Chambers of Commerce and requests authorization for the County Executive, or designee, to execute the funding agreements and to make minor modifications that do not increase the amount awarded under the agreements.

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 Transient Occupancy Tax (TOT) is 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. The last 3% includes Measure L funds and are allocated according to the Community Investment Fund Policy

(<https://sonomacounty.ca.gov/administrative-support-and-fiscal-services/county-administrators-office/community-investment-fund-program/community-investment-program-policy>).

**Community Investment Fund Program and Policy**

The Sonoma County Community Investment Fund grant program utilizes a portion of the Transient Occupancy Tax (TOT) to encourage economic development, community engagement, and enhance culture through a variety of grant award and funding avenues. The program provides various grants to community non-profits for advertising and economic development, events, 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 Department, and a number of other county department activities. Community Investment Funds are allocated per the Community Investment Fund Policy (<https://sonomacounty.ca.gov/administrative-support-and-fiscal-services/county-administrators-office/community-investment-fund-program/community-investment-program-policy>).

**Chambers of Commerce Category**

The Board established the Chambers of Commerce category to provide funds to local Chambers of Commerce serving unincorporated areas of Sonoma County or who provide countywide services. Chambers may apply for a match grant of up to 10% of membership dues and private cash contributions that are discretionary revenue to the chamber and are not associated with a particular event, function, or position. Chambers of Commerce may make their requests annually to the Economic Development Collaborative through an open application process.

The grant application period was open from July 18, 2024 through August 16, 2024. Based on existing agreements and internet searches, 19 Chambers of Commerce were identified. One Chamber was unable to be contacted due to a disconnected phone number and no internet presence. The notice of availability, including applicable due dates, was sent via email to 18 organizations and was published on the County’s Community Investment Fund webpage. A reminder email was sent on August 13, 2024. Of those 18 organizations, 9 submitted applications:

- Total of requested grant funding: \$100,069
- Total funding available, per the Community Investment Fund Policy: \$50,000

All 9 Chambers of Commerce who submitted applications are being recommended to receive funding.

The recommended grant award amounts, as recommended by a committee of EDC staff, are based on the following factors: projected FY 24-25 membership dues, the average membership dues collected in prior fiscal years, and whether the organization serves the unincorporated area or provides countywide services.

Recommended funding amounts are as follows:

<b>Organization Name (Chamber of Commerce)</b>	<b>Amount</b>
Cloverdale Chamber of Commerce	\$4,500
Geyserville Chamber of Commerce	\$2,500
Healdsburg Chamber of Commerce	\$7,500

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North Bay Black Chamber of Commerce	\$2,500
Rohnert Park Chamber of Commerce	\$5,500
Russian River Chamber of Commerce	\$3,500
Sebastopol Area Chamber of Commerce	\$7,500
Sonoma Valley Chamber of Commerce	\$12,000
Windsor Chamber of Commerce	\$4,500
<b>Grand Total</b>	<b>\$50,000</b>

The agreements will be executed by the County Executive, or designee. The agreements require the County seal 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:**

11/28/2023: Approval of FY 23-24 grant awards to Chambers of Commerce

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY24-25</b>	<b>FY25-26 Projected</b>	<b>FY26-27 Projected</b>
Budgeted Expenses	\$50,000		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$50,000</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	\$50,000		
Use of Fund Balance			
General Fund Contingencies			
<b>Total Sources</b>	<b>\$50,000</b>		

**Narrative Explanation of Fiscal Impacts:**

Chambers of Commerce grant funds (Community Investment Funds) are included in the FY 24-25 budget.

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

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

Sample Grant Agreement

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

None.