



SUMMARY REPORT

Agenda Date: 6/11/2019

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Shirlee Zane, 565-2241

Vote Requirement: Majority

Supervisorial District(s): Third

Title:

Disbursement of Fiscal Year 2018-2019 Third District Community Investment Fund Grant Awards

Recommended Actions:

Approve Community Investment Fund grant awards and Authorize the County Administrator, or designee, to execute an agreement with the following non-profit entities for advertising and economic development efforts for FY 2018-2019:

Hispanic Chamber of Commerce of Sonoma County - 31st Annual Hispanic Chamber "Dream Big" Scholarship Gala and educational opportunities for Latinos, \$1,500.

DeMeo Teen Club, Inc - Chop's Teen Club facilities repairs and upgrades, \$3,000.

A Theater For Children - advertising, promotion, production expense, and complimentary tickets to nonprofits, \$500.

Face to Face/The Sonoma County AIDS Network - Website design and upgrades, \$1,500.

Sonoma County Women in Law - scholarships, \$2,900.

Latino Health Forum - marketing, advertising and complimentary tickets for students, \$1,000.

The Society of St Vincent de Paul District Council of Sonoma County - delivery truck refrigeration system repair, \$2,000.

Latino Service Providers - Marketing materials and uniforms for the Testimonios Project, \$1,500.

Council on Aging Services for Seniors - Meals on Wheels home-delivered meals, \$3,500

Boys & Girls Club of Central Sonoma County - Rohnert Park Summer Camp outreach and enrollment, \$3000.
(Third District)

Executive Summary:

Community Non-Profit Grants for Local Events, Organizations, and Economic Development Grants of the Community Investment Fund Policy provides grant allocations to each Supervisor, to be distributed at the Supervisor's discretion. The Third District has reviewed applications and wishes to recommend the following FY 2018-2019 grant awards:

- 1) Hispanic Chamber of Commerce of Sonoma County for advertising, promotion of the 31st Annual Hispanic Chamber "Dream Big" Scholarship Gala and educational opportunities for Latinos; grant award of \$1,500;
- 2) DeMeo Teen Club, Inc. for Chop's Teen Club facilities repairs and upgrades; grant award of \$3,000;
- 3) A Theater For Children for advertising, promotion, production expense, and complimentary tickets to

- nonprofits; grant award of \$500;
- 4) Face to Face/The Sonoma County AIDS Network for website design and upgrades; grant award of \$1,500;
 - 5) Sonoma County Women in Law for annual scholarships; grant award of \$2,900;
 - 6) Latino Health Forum for marketing, advertising and complimentary tickets for students; grant award of \$1,000;
 - 7) The Society of St Vincent de Paul District Council of Sonoma County for delivery truck refrigeration system repair; grant award of \$2,000;
 - 8) Latinos Service Providers for marketing materials and uniforms for the Testimonios Project; grant award of \$1,500;
 - 9) Council on Aging Services for Seniors for Meals on Wheels home-delivered meals; grant award of \$3,500; and
 - 10) Boys & Girls Club of Central Sonoma County for Rohnert Park Summer Camp outreach and enrollment; grant award of \$3000.

Discussion:

The Sonoma County Community Investment Fund grant program utilizes a portion of the Transient Occupancy Tax (TOT) to encourage tourism, economic development, and community engagement 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 the county as a visitor destination with the goal of advancing economic growth through tourism. Additionally, the program provides grants to promote agricultural promotion as well as address impacts on safety due to tourism. The program provides funding to the Regional Parks Department as well as the Economic Development Department and a number of other county department activities, all with the focus of encouraging tourism and awareness of Sonoma County.

The Community Investment Fund Policy is divided into different categories. The Board established the Local Events, Organizations, and Economic Development category to assist small cultural, artistic, and countywide events and organizations as well as events occurring during the off peak tourism season (November 15 through April 15) with funding for advertising and economic development efforts that promote Sonoma County and encourage visitors to frequent the county throughout the entire year. Funding for these events and organizations is provided at the discretion of each Supervisorial District based on an overall allocation of \$250,000 divided equally across each district. Events and organizations make requests throughout the year to the Supervisorial District in which their event/organization exists.

Funds will be distributed upon approval of these awards by the Board of Supervisors and execution of the Community Investment Fund grant agreement (contract) by the entity. The contracts will be executed by the County Administrator, or designee. The contracts will require the County seal on promotional materials produced using the grant award and will require submission to the County Administrator's Office of advertising and promotional activity receipts up to the total amount of the grant award.

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

Prior Board Actions:

4/30/19, 2/26/19, 1/8/19, 11/13/18 - Awarded FY 2018-2019 Local Events, Organizations, and Economic Development grants.

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses	20,400		
Additional Appropriation Requested			
Total Expenditures	20,400		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	20,400		
Use of Fund Balance			
Contingencies			
Total Sources	20,400		

Narrative Explanation of Fiscal Impacts:

Transient Occupancy funds are programmed in the FY 2018-2019 budget.

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

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None.

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

Community Investment Fund Policy