



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 11/12/2024

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Susan Gorin, (707) 565-2241

Vote Requirement: Majority

Supervisorial District(s): First District

Title:

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

Recommended Action:

Approve Community Investment Fund Grant awards and Authorize the County Administrator, or designee, to execute grant agreements with the following entities for a Community Investment Fund Grants for FY 24-25: Charlie's Acres Farm Animal Sanctuary, \$1,000; Children's Museum of Sonoma County, \$1,000; North Bay Science Discovery Day (fiscal agent: Buck Institute for Research on Aging), \$1,000; Santa Rosa Chamber of Commerce, \$1,000; Sonoma County Pride, \$1,000; New World Ballet, \$1,500; Positive Images, \$1,500; Santa Rosa Symphony Association, \$1,500; Santa Rosa Urban Arts Partnership, \$1,500; Sonoma Conservatory of Dance, \$1,500; Sonoma County Youth Commission on Human Rights (fiscal agent: Sonoma County Human Resources Department), \$1,500; Career Technical Education Foundation Sonoma County, \$2,000; Music in Place, \$2,000; Sonoma Family Meal, \$2,000; Art Escape, \$3,000; and Sonoma Valley Chamber of Commerce, \$3,500. (First District)

Executive Summary:

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

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

- 1) Charlie's Acres Farm Animal Sanctuary to support their Humane Education Program, grant award of \$1,000;
- 2) Children's Museum of Sonoma County to support their "Access for All" initiative, grant award of \$1,000;
- 3) North Bay Science Discovery Day (fiscal agent: Buck Institute for Research on Aging) to support the 13th North Bay Science Discovery Day, grant award of \$1,000;
- 4) Santa Rosa Chamber of Commerce to support the Winter Lights event, grant award of \$1,000;
- 5) Sonoma County Pride to support the Annual LGBTQI Diversity and Inclusion Festival and Parade, grant award of \$1,000;
- 6) New World Ballet to support their Duke Ellington Nutcracker, a jazz nutcracker, featuring the Marcus Shelby Orchestra and guest artists, grant award of \$1,500;

- 7) Positive Images to support their Black is Beautiful, Queer Juneteenth Celebration, grant award of \$1,500;
- 8) Santa Rosa Symphony Association to support its award-winning Training Young Musicians program, grant award of \$1,500;
- 9) Santa Rosa Urban Arts Partnership to support their WinterBlast event, grant award of \$1,500;
- 10) Sonoma Conservatory of Dance to support the production of their holiday ballet The Snow Maiden, grant award of \$1,500;
- 11) Sonoma County Youth Commission on Human Rights (fiscal agent: Sonoma County Human Resources Department) to support their work with Youth Commissioners to support human rights in the community, grant award of \$1,500;
- 12) Career Technical Education Foundation Sonoma County to support the transportation for Career Exploration opportunities for Sonoma Valley High School students, grant award of \$2,000;
- 13) Music in Place to support their 2025 Sonoma Sundays on the Plaza series, grant award of \$2,000;
- 14) Sonoma Family Meal to support the Knife's Edge Annual Chef Competition & Gala fundraiser, grant award of \$2,000;
- 15) Art Escape to support their affordable and accessible visual arts programs, workshops, exhibitions, art kits, and community events, grant award of \$3,000; and
- 16) Sonoma Valley Chamber of Commerce to support their efforts to support small businesses and enhance the Sonoma Valley community, grant award of \$3,500.

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; and the last 3% includes Measure L funds.

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, 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 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>).

Local Events, Organizations, and District Priorities Category

The Board established the Local Events, Organizations, and District Priorities category to fund local events that will support businesses, enhance culture, and organizations that provide a benefit to the community, or to

Agenda Date: 11/12/2024

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 Administrator, or designee. The agreements require the County seal on promotional materials produced using the grant award.

Activities performed utilizing Community Investment Program grants 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:

9/17/2024: Awarded FY 24-25 Local Events, Organizations, District Priorities Grants

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$26,500		
Additional Appropriation Requested			
Total Expenditures	\$26,500		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance	\$26,500		
General Fund Contingencies			
Total Sources	\$26,500		

Narrative Explanation of Fiscal Impacts:

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

Staffing Impacts:

Agenda Date: 11/12/2024

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

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

N/A

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

N/A