



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 4/22/2025

To: Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: McCall Miller, 707-565-2431

Vote Requirement: Majority

Supervisory District(s): First and Fifth

Title:

FY 24-25 Tourism Impact Fund Grant Awards

Recommended Action:

- A) Authorize the County Executive, or designee, to execute an agreement with the following grantees: Atelier Wellander, \$10,000; Bodega Bay Grange, \$9,680; Friends and Residents of Guerneville, \$2,500; Hollydale Community Club Inc., \$2,300; Los Cien Sonoma County Inc., \$10,000; One Ocean Consulting (fiscal agent: Jenner Community Club), \$5,000; Russian River Youth, \$3,000; The Ceres Community Project, \$10,000; Russian River Alliance, \$7,686.68; Russian River Chamber of Commerce (2 grants), \$12,000; Occidental Community Farmers' Market, \$1,500; Waves of Compassion Foundation, \$1,000, Creative Sonoma (Economic Development Collaborative), \$24,900; Transmission Retreats (fiscal agent: Positive Images), \$15,000; and Bienestar Collective, \$20,000. □
- B) Authorize the County Executive, or designee, to amend these agreements to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreements. (First and Fifth Districts)

Executive Summary:

The Tourism Impact Fund was established to meet the unique and urgent needs of unincorporated Sonoma County and may be used for activities such as safety improvements, environmental impact mitigation, public safety, and other tourism mitigation activities. Funds may also be used for projects that benefit the community, or to support organizations that coordinate community improvements, such as the Municipal Advisory Councils.

Staff recommends award of a total of \$134,566.68 of FY 24-25 Tourism Impact Funds 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 the Community Investment Program funds provide public benefit 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>).

Tourism Impact Funds

One component of the Measure L voter-approved rate is the Tourism Impact Fund, established to mitigate the impacts of tourism. The Tourism Impact Fund allocates 10% of Measure L budgeted revenue among the Supervisorial Districts, according to the percentage of Transient Occupancy Tax revenue collected in each District during the previous fiscal year.

The Tourism Impact Fund was established to meet unique and urgent needs of areas within unincorporated Sonoma County that are most impacted by tourism. District Supervisors recommend how funding should be allocated in their district, for approval by the Board of Supervisors. In order to address urgent needs in a timely manner, the Board of Supervisors awards Tourism Impact Funds multiple times a year.

Funds in this category may be used for activities such as safety improvements (i.e.: lighted and/or marked crosswalks, traffic calming devices), environmental impact mitigation (i.e.: removing trash from beaches, waterways, and areas with high tourist traffic), public safety (i.e.: Fire Services), and other tourism mitigation activities, such as parking enforcement in heavily trafficked areas. Funds may be used to support organization that coordinate community improvements, such as Municipal Advisory Councils. Assuming sufficient funds are available, allocated and unused district allocated funds in a single fiscal year will be available in following fiscal years.

First District

Organization/Department	Project	Amount
Atelier Wellander	Highway 116/121 Roundabout Landscape Consultant	\$10,000.00
First District Total		\$10,000

Fifth District

Organization/Department	Project	Amount
Bodega Bay Grange	Generator	\$9,680.00
Friends and Residents of Guerneville	Upgrade downtown Guerneville security cameras	\$2,500.00
Hollydale Community Club Inc.	Electrical system upgrades	\$2,300.00
Los Cien Sonoma County Inc.	BRIDGE Program (Building Representation, Inclusion, Diversity, and Governance Excellence)	\$10,000.00
One Ocean Consulting (fiscal agent: Jenner Community Club)	Jenner by the Sea Camp Program	\$5,000.00
Russian River Youth	Youth center infrastructure repairs and upgrades, sports equipment for low-income families, and education garden	\$3,000.00
The Ceres Community Project	Healing Meals Program	\$10,000.00
Russian River Alliance	February 2025 Flood Response	\$7,686.68
Russian River Chamber of Commerce	Business Impact Support	\$6,000.00
Russian River Chamber of Commerce	Trash Services	\$6,000.00
Occidental Community Farmers' Market	Market Support	\$1,500.00
Waves of Compassion Foundation	Bodega Bay Food Pantry	\$1,000.00
Creative Sonoma (Economic Development Collaborative)	Public Art and Community Improvement Grants	\$24,900.00
Transmission Retreats (fiscal agent: Positive Images)	Scholarships for transmasculine and nonbinary individuals	\$15,000.00
Bienestar Collective	Wellbeing resources	\$20,000.00
Fifth District Total		\$124,566.68
Grand Total		\$134,566.68

Funds will be disbursed upon Board approval and the execution of Tourism Impact Fund Grant Agreements. The agreements will require the County logo on promotional materials produced using the grant award and will require submission of receipts to the County Administrator's Office for the total amount of the grant award.

Agenda Date: 4/22/2025

Due to the scope and nature of projects funded by the Tourism Impact Fund, a project may require modification as the work/project may not be completed within the fiscal year, necessitating an extension of time or modification of allowed uses for the organization to complete the project. Therefore, it is recommended that the County Executive, or designee, be authorized to amend the contracts to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

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:

8/13/2024, 10/8/2024, 12/10/2024, and 1/14/2025 - Awarded FY 24-25 Tourism Impact Fund Grants

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$134,566.68		
Additional Appropriation Requested			
Total Expenditures	\$134,566.68		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$134,566.68		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$134,566.68		

Narrative Explanation of Fiscal Impacts:

Tourism Impact Funds are included in the FY 24-25 budget.

Narrative Explanation of Staffing Impacts (If Required):

N/A

Agenda Date: 4/22/2025

Attachments:

None

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

None