



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 David Rabbitt, 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Second

Title:

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

Recommended Action:

Approve Community Investment Fund grant awards and Authorize the County Executive, or designee, to execute agreements with the following entities for a Community Investment Fund Grants for FY 24-25: Career Technical Education Foundation Sonoma County, \$1,250; Food For Thought, \$1,500; North Bay Performing Arts Association, \$1,500; North Bay Science Discovery Day (fiscal agent: Buck Institute for Research on Aging), \$500; Penngrove Social Firemen, \$5,200; and Sonoma County Farm Trails, \$5,000. (Second 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 Second District has reviewed the applications and wishes to recommend the following FY 24-25 grant awards:

- 1) Career Technical Education Foundation Sonoma County for advertising, promotion and participation for "Spark the Future" annual fundraiser; grant award of \$1,250;
- 2) Food For Thought for expenses related to "Dine Out for Life" event; grant award of \$1,500;
- 3) North Bay Performing Arts Association for expenses related to the production of the Winter Ballet Performance; grant award of \$1,500;
- 4) North Bay Science Discovery Day (fiscal agent: Buck Institute for Research on Aging), for expenses related to 13th annual event; grant award of \$500;
- 5) Penngrove Social Firemen for expenses related to the annual Hawaiian Luau, Holiday Parade of Lights, July Celebration and Downtown Merchants Halloween & Winter Fest; grant award of \$5,200; and
- 6) Sonoma County Farm Trails for advertising, promotion and expenses related to 2024 Weekend Along the Farm Trails Fall Tour, Farm Trails Map & Guide and 2025 Blossoms, Bees & Barnyard Babies Spring Tour events; grant award of \$5,000.

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 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 Executive, 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:

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

FISCAL SUMMARY

| Expenditures | FY24-25 Adopted | FY25-26 Projected | FY26-27 Projected |
|------------------------------------|----------------------------|------------------------------|------------------------------|
| Budgeted Expenses | \$14,950 | | |
| Additional Appropriation Requested | | | |
| Total Expenditures | \$14,950 | | |
| Funding Sources | | | |
| General Fund/WA GF | | | |
| State/Federal | | | |
| Fees/Other | \$14,950 | | |
| Use of Fund Balance | | | |
| General Fund Contingencies | | | |
| Total Sources | \$14,950 | | |

Narrative Explanation of Fiscal Impacts:

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

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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

None