



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 8/13/2024

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

Supervisorial District(s): First, Fourth, and Fifth

Title:

FY 24-25 Tourism Impact Fund Grant Awards

Recommended Action:

1. Authorize the County Executive, or designee, to execute an agreement with the following grantee: Sonoma County Regional Parks Foundation, \$6,500; Sonoma Valley Community Communications, \$10,000;
2. Authorize the allocation of \$53,500 from the Tourism Impact Fund for the support of various Municipal and Citizens Advisory Councils; and
3. Authorize the County Executive, or designee, to amend this agreement to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

(First, Fourth, 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 \$70,000 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 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-administratorsoffice/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
Various	Springs Municipal Advisory Council	\$20,000
Various	North Sonoma Valley Municipal Advisory Council	\$12,500
Sonoma County Regional Parks Foundation	Maxwell Farms Regional Park Construction Celebration	\$6,500
Sonoma Valley Community Communications	Production of Public Service Announcements	\$10,000
First District Sub-Total		\$49,000

Fourth District

Organization/Department	Project	Amount
Various	Geyserville Municipal Advisory Council	\$4,000
Various	Mark West Area Citizens Advisory Council	\$5,000
Fourth District Sub-Total		\$9,000

Fifth District

Organization/Department	Project	Amount
Various	Lower Russian River Municipal Advisory Council	\$6,000
Various	Sonoma Coast Municipal Advisory Council	\$6,000
Fifth District Sub-Total		\$12,000
Grand Total		\$70,000

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.

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:

None for FY 24-25

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$70,000		
Additional Appropriation Requested			
Total Expenditures	\$70,000		
Funding Sources			

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General Fund/WA GF			
State/Federal			
Fees/Other	\$70,000		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$70,000		

Narrative Explanation of Fiscal Impacts:

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

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly 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:

None