



# COUNTY OF SONOMA

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

## SUMMARY REPORT

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**Agenda Date:** 10/8/2019

**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 2019-2020 Third District Community Investment Fund Grant Awards **MW Test**

**Recommended Action:**

Approve Community Investment Fund grant award and Authorize the County Administrator, or designee, to execute an agreement with the following entities for a Community Investment Grant for FY 2019-2020: Boys & Girls Clubs of Sonoma-Marin - Tomorrow's Leaders Today, \$2,500; Face To Face - Art For Life and website, \$2,000; Buck Institute for Research on Aging North Bay - Science Discovery Day 2019, \$300; National Women's History Alliance Sonoma County - 2020 Women's Suffrage Project, \$1,500; Santa Rosa Chamber of Commerce (Santa Rosa Metro Chamber) - The Mike Hauser Academy, \$2,000; Food For Thought - 18th annual Dining Out for Life, \$1,000; Children's Museum of Sonoma County - Museum Access Programs, \$3,000; Latino Health Forum - One People, One Climate, \$1,000; Santa Rosa Players dba 6th Street Playhouse - 2019-20 Season, \$5,000; A Theater For Children (fiscal agent - Inquiring Systems) - various camps, after school drama programs, and productions, \$500; One Mind Institute -Love Yourself Concert, \$5,000; Luther Burbank Rose Parade & Festival - The 126th Annual Rose Parade & Festival, \$2,000; Sonoma State University - The 33rd Annual California Indian Conference, \$5,000; Los Cien Sonoma County Inc. - the State of the Latino Community, the Latino Cultural Experience, and the Puentes and Ganas awards event, \$3,000; Sonoma County Pride - Pride Celebration 2020, \$2,500; Rural California Broadcasting Corporation (dba KRCB, North Bay Public Media, Northern California Public Media) - five videos presenting the stories of the people who worked to ultimately secure women's right to vote, \$3,500; and United Policyholders - WRAP: Wildfire Risk Reduction and Asset Protection Project, \$5,000. (Third District)

**Executive Summary:**

Local Events, Organizations, District Priorities 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 the application and wishes to recommend the following FY 2019-2020 grant awards:

- 1.) Boys & Girls Clubs of Sonoma-Marin for scholarships for low income, underserved youth to participate in Tomorrow's Leaders Today; grant award of \$2,500.
- 2.) Face To Face - to promote and market Art For Life and developing a new website and promoting it; grant award of \$2,000.
- 3.) Buck Institute for Research on Aging North Bay for advertising and promotion of Science Discovery Day 2019; grant award of \$300.
- 4.) National Women's History Alliance Sonoma County for printing and promotional materials, parade and entry fees, and various programs that make up the 2020 Women's Suffrage Project; grant award of

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- \$1,500.
- 5.) Santa Rosa Chamber of Commerce, dba Santa Rosa Metro Chamber to support the Mike Hauser Academy with expenses such as student transportation, Academy teachers, project and program supplies, and food; grant award of \$2,000.
  - 6.) Food For Thought advertising costs for the 18th annual Dining Out for Life; grant award of \$1,000.
  - 7.) Children's Museum of Sonoma County for advertising and promotions, and subsidizing admission costs of the Museum Access Programs to allow all families to experience the Children's Museum; grant award of \$3,000.
  - 8.) Latino Health Forum for supporting the workforce development program of the Latino Health Forum; grant award of \$1,000.
  - 9.) Santa Rosa Players dba 6th Street Playhouse for marketing and promotion of 2019-20 Season of 6th Street Playhouse; grant award of \$5,000.
  - 10.) Inquiring Systems for promotion and advertising of A Theater For Children's various camps, after school drama programs, and productions; grant award of \$500.
  - 11.) One Mind Institute for a) the expenses of design and printing of brochures and concert programs, and venue costs of the Love Yourself Concert and b) fund the work of the Elizabeth Morgan Brown One Mind ASPIRe of Sonoma County; grant award of \$5,000.
  - 12.) Luther Burbank Rose Parade & Festival for promotion and advertising of The 126th Annual Luther Burbank Rose Parade & Festival; grant award of \$2,000.
  - 13.) Sonoma State University for promotion, advertising and food costs of The 33rd Annual California Indian Conference; grant award of \$5,000.
  - 14.) Los Cien Sonoma County Inc. for promotion and outreach of The State of the Latino Community in Sonoma County, The Latino Cultural Experience, and The Puentes and Ganas awards event; grant award of \$3,000.
  - 15.) Sonoma County Pride - Sonoma County LGBTQI Pride Celebration 2020; grant award of \$2,500.
  - 16.) Rural California Broadcasting Corporation (dba KRCB, North Bay Public Media, Northern California Public Media) to research and produce five short videos presenting the stories of the people who worked to ultimately secure women's right to vote; grant award of \$3,500.
  - 17.) United Policyholders for distribution of educational materials at preparedness events, neighborhood meetings, online, and in other forums, informing state officials and the Department of Insurance on strategies to improve the homeowners insurance market across the state, the program is called WRAP: Wildfire Risk Reduction and Asset Protection Project; grant award of \$5,000.

**Discussion:**

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 as well as the Economic Development Department and a number of

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other county department activities, all with the focus of supporting the community's recovery efforts.

The Community Investment Fund Policy is divided into different categories. The Board established the Local Events, Organizations, District Priorities category to fund local events that will support businesses, enhance culture, and organizations that provide a benefit to the community. The Board may award funding to County Department to fulfill Supervisorial District priorities. Funding for these events and organizations is provided at the discretion of each Supervisorial District based on an overall allocation of \$500,000 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.

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

**Prior Board Actions:**

8/13/19, 9/17/19 - Awarded FY 2019-2020 Local Events, Organizations, and Economic Development grants

**FISCAL SUMMARY**

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses	44,800		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>44,800</b>		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	44,800		
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>44,800</b>		

**Narrative Explanation of Fiscal Impacts:**

Transient Occupancy funds are programmed in the FY 2019-2020 budget.

<b>Staffing Impacts:</b>			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

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**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