



SUMMARY REPORT

Agenda Date: 6/10/2024

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor James Gore, 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Fourth

Title:

Disbursement of Fiscal Year 23-24 Fourth District Community Investment Fund Grant Awards.

Recommended Action:

Approve Community Investment Fund grant awards and Authorize the County Administrator, or designee, to execute an agreement with the following entities for a Community Investment Fund Grant for FY 23-24: Valley of the Moon Children's Foundation, \$500; Sonoma County Commission on the Status of Women (Sonoma County Human Resources Department), \$200; Entrepreneurs of Tomorrow, \$1,500; Cloverdale Arts Alliance, \$1,000; Los Cien Sonoma County, \$1,750; Career Technical Education Foundation of Sonoma County, \$1,000; Friends of the Healdsburg Farmers Market, \$1,000; Healdsburg Jazz Festival, Inc., \$1,000; Sonoma County Bicycle Coalition, \$1,000; The Ceres Community Project, \$1,000; Sonoma County Pride, \$500; and Cloverdale Performing Arts, \$1,000. (Fourth 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 Fourth District has reviewed the applications and wishes to recommend the following FY 23-24 grant awards:

1. Valley of the Moon Children's Foundation for funding for the VMCF's Scholarship Program, grant award of \$500;
2. Sonoma County Commission on the Status of Women (Sonoma County Human Resources Department) for translation services, grant award of \$200;
3. Entrepreneurs of Tomorrow for the 54th Annual MLK/Juneteenth Festival, grant award of \$1,500;
4. Cloverdale Arts Alliance for their Friday Night Live at the Plaza, grant award of \$1,000;
5. Los Cien Sonoma County for the Puente y Ganas Awards Dinner, grant award of \$1,750;
6. Career Technical Education Foundation of Sonoma County for their annual event, grant award of \$1,000;
7. Friends of the Healdsburg Farmers Market to help the Market with educational programs, advertising, and promotion, grant award of \$1,000;
8. Healdsburg Jazz Festival, Inc. for the 26th Annual Healdsburg Jazz Festival grant award of \$1,000;
9. Sonoma County Bicycle Coalition for North County community cycling safety and skills classes, grant

- award of \$1,000;
10. The Ceres Community Project for their meal program, grant award of \$1,000;
 11. Sonoma County Pride for local and regional advertising for the Sonoma County's Annual LGBTQIA++ Pride, grant award of \$500; and
 12. Cloverdale Performing Arts Center for advertising and publicity, grant award of \$1,000.

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

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:

N/A

FISCAL SUMMARY

Expenditures	FY23-24 Adopted	FY24-25 Projected	FY25-26 Projected
Budgeted Expenses	\$11,450.00		
Additional Appropriation Requested			
Total Expenditures	\$11,450.00		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$11,450.00		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$11,450.00		

Narrative Explanation of Fiscal Impacts:

Community Investment Funds are included in the FY 23-24 budget.

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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

None