



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 6/3/2025

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Chris Coursey, 707-565-2241

Vote Requirement: Majority

Supervisory District(s): Third District

Title:

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

Recommended Action:

Approve Community Investment Fund grant awards and authorize the County Administrator, or designee, to execute grant agreements with the following entities for Community Investment Fund Grants for FY24-25: Ceres Community Project, \$2,500; Northern California Public Media, \$500; Los Cien Sonoma County Inc., \$2,500; Santa Rosa Metro Chamber, \$1,500; Community Equity Foundation Inc., \$1,000; Santa Rosa Urban Arts Partnership, \$1,500; 404 Found Code, \$350; Jewish Community Free Clinic, \$500; Latinos in the Workplace, \$500; Transmission (fiscal agent: Positive Images), \$1,000; Common Ground Society, \$750; Cinco de Mayo Santa Rosa Inc., \$1,500; Entrepreneurs of Tomorrow, \$1,500; Valley Of The Moon Children's Home Foundation, \$1,500; Petaluma Quilt Guild, \$100; Infinite Learning and Resource Center, \$1,000; Elsie Allen High School Foundation, \$2,000; North Coast Ballet California, \$1,000. (Third 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 Supervisory District priorities. Events and organizations may make requests throughout the year to one or more Supervisory Districts.

The Third District has reviewed the applications and wishes to recommend the following FY 24-25 grant awards:

1. Ceres Community Project for the Ceres meal delivery program organic, grant award of \$2,500;
2. Northern California Public Media for costs associated with the NorCal Public Media Food & Wine Awards, grant award of \$500;
3. Los Cien Sonoma County Inc. for Latinx college students, community groups, and individuals to attend the Puente & Ganas Awards, grant award of \$2,500;
4. Santa Rosa Metro Chamber for costs associated with the Summer On The Square 2025 Event, grant award of \$1,500;
5. Community Equity Foundation Inc. for costs associated with the African Soul Festival, grant award of \$1,000;
6. Santa Rosa Urban Arts Partnership for the website and advertising for Santa Rosa Open Studios, grant award of \$1,500;

7. 404 Found Code for costs associated with classes, workshops, and camps, grant award of \$350;
8. Jewish Community Free Clinic for the Works of Heart Annual Event, grant award of \$500;
9. Latinos in the Workplace for costs associated with the annual Latinos in the Workplace conference, grant award of \$500;
10. Transmission (fiscal agent: Positive Images) for event scholarships, grant award of \$1,000;
11. Common Ground Society for costs associated with the 4th Annual Be the One Gala, grant award of \$750;
12. Cinco de Mayo Santa Rosa Inc. for costs associated with the 16th annual "Roseland Cinco de Mayo", grant award of \$1,500;
13. Entrepreneurs of Tomorrow for costs associated with the 55th Annual MLK/Juneteenth Festival, grant award of \$1,500;
14. Valley Of The Moon Children's Home Foundation for the Scholarship Program for foster youth scholarships, grant award of \$1,500;
15. Petaluma Quilt Guild for outreach and materials, grant award of \$100;
16. Infinite Learning and Resource Center for costs associated with the Ciencia Y Cena Program, grant award of \$1,000;
17. Elsie Allen High School Foundation to support the Elsie Allen High School Marching Band, grant award of \$2,000;
18. North Coast Ballet California for advertising for Ballet de Seuss & other selected works, grant award of \$1,000.

Activities performed utilizing Community Investment Program grants 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>).

The current Policy allocates funding in the following categories: Economic Development, Community Grants

and District Priorities, and Community Services. Within the Community Grants and District Priorities category, funding is set aside for Chambers of Commerce (membership matching grants) as well as for Local Events, Organizations, and District Priorities.

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 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:

10/22/2024 and 3/11/2025: Awarded FY 24-25 Local Events, Organizations, District Priorities Grants

FISCAL SUMMARY

| Expenditures | FY24-25 Adopted | FY25-26 Projected | FY26-27 Projected |
|------------------------------------|----------------------------|------------------------------|------------------------------|
| Budgeted Expenses | \$21,200 | | |
| Additional Appropriation Requested | | | |
| Total Expenditures | \$21,200 | | |
| Funding Sources | | | |
| General Fund/WA GF | | | |
| State/Federal | | | |
| Fees/Other | \$21,200 | | |
| Use of Fund Balance | | | |
| General Fund Contingencies | | | |
| Total Sources | \$21,200 | | |

Agenda Date: 6/3/2025

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:

N/A

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

N/A