



## COUNTY OF SONOMA

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

### SUMMARY REPORT

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**Agenda Date:** 4/22/2025

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**To:** Board of Supervisors

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:** Supervisor Hermosillo, 707-565-2241

**Vote Requirement:** Majority

**Supervisorial District(s):** First

**Title:**

Disbursement of Fiscal Year 24-25 First 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 Grant for FY 24-25: Center for Volunteer & Nonprofit Leadership, \$1,000; Ceres Community Project, \$3,000; DeMeo Teen Club, \$1,000; Free to Be, \$500; Grupo Folklorico Quetzalen, \$3,000; Health Professionals for Equity and Community Empowerment (fiscal agent: Northern California Center for Well-Being), \$2,000; Kid Scoop News, \$1,000; Laguna Santa Rosa Foundation, \$500; Listening for a Change, \$1,000; Made in Santa Rosa Education Foundation, \$1,500; On The Margins, \$1,000; Sonoma Botanical Garden, \$3,000; Sonoma Community Center, \$3,500; Sonoma Valley Film Society; \$2,000; Translife (fiscal agent: Positive Images), \$2,500; Valley of the Moon Ensemble, \$500; YWCA Sonoma County, \$1,000; Transcendence Theatre Company; \$2,500; Santa Rosa Metro Chamber, \$1,500; Los Cien Sonoma County, \$1,500; Northern California Public Media, \$1,000; and La Luz Center, \$2,000. (First District)

**Executive Summary:**

- 1) Center for Volunteer & Nonprofit Leadership to help cover 2025 Sonoma County Human Race logistics, marketing, and outreach, grant award of \$1,000;
- 2) Ceres Community Project to support the medically tailored meal delivery program, grant award of \$3,000;
- 3) DeMeo Teen Club for the Community Partnership Program that supports essential programs offered to youth in Sonoma County, grant award of \$1,000;
- 4) Free to Be to support Free to Be programs, grant award of \$500;
- 5) Grupo Folklorico Quetzalen for the Así Danzan Los Niños 2025 event, grant award of \$3,000;
- 6) Health Professionals for Equity and Community Empowerment (fiscal agent: Northern California Center for Well-Being) to provide Spanish-language mental health therapy and group workshops for Sonoma County Promotoras de Salud, grant award of \$2,000;
- 7) Kid Scoop News to support students in Title One schools throughout Sonoma, grant award of \$1,000;
- 8) Laguna de Santa Rosa Foundation to create a series of four equity-centered workshops that will be led by and be for BIPOC environmental professionals, grant award of \$500;
- 9) Listening for a Change to support online interactive educational sites to educators, grant award of \$1,000;

- 10) Made in Santa Rosa Education Foundation to support the ELITE literacy program, grant award of \$1,500;
- 11) On the Margins to support a Healing Justice Clinic, grant award of \$1,000;
- 12) Sonoma Botanical Garden to support Winged Wonders exhibition and other public programs, grant award of \$3,000;
- 13) Sonoma Community Center to support promotion for the Center's 15th annual Trashion Fashion Week, grant award of \$3,500;
- 14) Sonoma Valley Film Society to support the 28th annual Sonoma International Film Festival, grant award of \$2,000;
- 15) Translife (fiscal agent: Positive Images) to support the 2025 Translife Community Conference, grant award of \$2,500;
- 16) Valley of the Moon Chamber Ensemble to support the annual concert series, grant award of \$500;
- 17) YWCA Sonoma County to support the Domestic Violence Awareness Month's annual Y I Run event, grant award of \$1,000;
- 18) Transcendence Theatre Company to support first ever Latine Heritage Night event, grant award of \$2,500;
- 19) Santa Rosa Metro Chamber to support the Summer On the Square 2025 event, grant award of \$1,500;
- 20) Los Cien Sonoma County to support the annual Puente y Ganas Awards Dinner event, grant award of \$1,500;
- 21) Northern California Public Media to support the NorCal public Media Food and Wine Awards, grant award of \$1,000; and
- 22) La Luz Center to support the 2025 Annual Cinco de Mayo event, grant award of \$2,000.

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 Sonoma County Transient Occupancy Tax (TOT) was established in 1965 and is currently 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% is allocated to the Measure L Fund.

##### **Community Investment Fund Program and Policy**

The Community Investment Fund Program, established in 1986 as the Advertising and Promotions Program, allocates a portion of the Transient Occupancy Tax to encourage economic development, community engagement, and culture in the County through a variety of grant award and funding avenues. The program provides grants to community-based organizations for a wide range of activities including economic development, community and countywide events, and advertising and promoting 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 Collaborative, and several additional county activities. Community Investment Funds are allocated per the Community Investment Fund Policy (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 and programs that will support businesses, 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:**

N/A

#### **FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 24-25 Adopted</b>	<b>FY 25-26 Projected</b>	<b>FY 26-27 Projected</b>
Budgeted Expenses	\$36,500		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$36,500</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other			

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Use of Fund Balance	\$36,500		
Contingencies			
<b>Total Sources</b>	<b>\$36,500</b>		

**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