



SUMMARY REPORT

Agenda Date: 3/18/2025

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 24-25 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 24-25: Farm to Pantry, \$1,000; Geyserville Planning Committee (fiscal agent: Geyserville Community Foundation), \$1,500; Luther Burbank Center for the Arts, \$1,500; NAACP Santa Rosa - Sonoma County, \$5,000; Sonoma County Women in Law, \$500; Petaluma Blacks for Community Development, \$500; Windsor Parks and Recreation Foundation (People4Parks), \$1,000; Friends of Lake Sonoma, \$3,000; Cloverdale Chamber of Commerce, \$2,000; Mark West Area Chamber Of Commerce, \$1,000; Sonoma County (Youth) Commission on Human Rights (Sonoma County Human Resources Department), \$500; Sonoma County Pride, \$500; Windsor Chamber of Commerce, \$1,000; Oaxaca Tierra Del Sol, \$500; and Food For Thought, \$500. (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 24-25 grant awards:

- 1) Farm to Pantry for the "Growing the Table" program, grant award of \$1,000;
- 2) Geyserville Planning Committee (fiscal agent: Geyserville Community Foundation) for funding the Town of Geyserville - Dia de Los Muertos Celebration, grant award of \$1,500;
- 3) Luther Burbank Center for the Arts for funds to support free and reduced-cost access to our School Shows, grant award of \$1,500;
- 4) NAACP Santa Rosa - Sonoma County for funding Youth Council, Workshops, Convention Attendance and Membership Engagement Events, grant award of \$5,000;
- 5) Sonoma County Women in Law for funding annual "Community Advocacy Scholarship", grant award of \$500;
- 6) Petaluma Blacks for Community Development for the Black History Exhibit and Program, grant award of \$500;

- 7) Windsor Parks and Recreation Foundation (People4Parks) for funding Love Wins in Windsor (Windsor Pride) 2025., of \$1,000;
- 8) Friends of Lake Sonoma for the production of the annual Lake Sonoma Steelhead Festival, grant award of \$3,000;
- 9) Cloverdale Chamber of Commerce for promotion of events, grant award of \$2,000;
- 10) Mark West Area Chamber of Commerce for funding to assist with expenses pertaining to socials, luncheons, dinners, community faire space rental, grant award of \$1,000;
- 11) Sonoma County (Youth) Commission on Human Rights (Sonoma County Human Resources Department) for funding the commission, grant award of \$500;
- 12) Sonoma County Pride for the Annual LGBTQI Diversity and Inclusion Festival and Parade, grant award of \$500;
- 13) Windsor Chamber of Commerce for funding Leadership Windsor, of \$1,000;
- 14) Oaxaca Tierra Del Sol for funding of the Guelaguetza festival, of \$500; and
- 15) Food For Thought for funding the sponsorship for Dining Out for Life, grant award of \$500.

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 Collaborative, 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.

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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:

9/17/2024, 1/14/2025 - Awarded FY 24-25 Local Events, Organizations, District Priorities Grants

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$20,000		
Additional Appropriation Requested			
Total Expenditures	\$20,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$20,000		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$20,000		

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