



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 12/17/2019

To: Board of supervisors

Department or Agency Name(s): Board of Supervisors

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

Vote Requirement: Majority

Supervisorial District(s): Fourth

Title:

Disbursement of Fiscal Year 2019-2020 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 economic development efforts for FY 2019-2020: Alexander Valley Film Society, \$1,000; California Indian Museum and Cultural Center, \$1,000; Cloverdale Arts Alliance, \$10,000; Cloverdale Chamber of Commerce, \$2,000; Cloverdale Performing Arts Center Inc., \$2,500; Community Matters on behalf of WE-2020.org, \$1,700; Courtney's Pumpkin Patch, \$500; Friends of Lake Sonoma, \$2,000; Geyserville Chamber of Commerce, \$1,983; Kiwanis Club of Cloverdale, \$750; Los Cien Sonoma County Inc, \$1,000; National Women's History Alliance on behalf of Sonoma County 2020 Women's Suffrage Project, \$1,500; One Mind Institute, \$2,000; People4Parks Windsor Parks and Recreation Foundation, \$2,000; Rotary Club of Cloverdale, \$800; Robin Livingston, \$4,188; Slow Food, \$500; Sonoma County Farm Trails, \$1,000; Sonoma County 2020 Women's Suffrage Project, Town of Windsor, \$1,000; Windsor Chamber of Commerce Inc., \$500; and Windsor Educational Foundation, \$1,500. (Fourth 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 Fourth District has reviewed the application and wishes to recommend the following FY 2019-2020 grant award:

- 1) Alexander Valley Film Society for the Alexander Valley Film Festival; grant award of \$1,000;
- 2) California Indian Museum and Cultural Center for the ACORN project; grant award of \$1,000;
- 3) Cloverdale Arts Alliance for Friday Night Live on the Plaza; grant award of \$10,000;
- 4) Cloverdale Chamber of Commerce for Experience Cloverdale, Cloverdale Car and Motorcycle Show, and Winter Festival and Tree Lighting; grant award of \$2,000;
- 5) Cloverdale Performing Arts Center Inc. for 2019-2020 Season and special events; grant award of \$2,500;
- 6) Community Matters on behalf of WE-2020.org for campaign to celebrate the centennial of women getting the right to vote; grant award of \$1,700;
- 7) Courtney's Pumpkin Patch for the annual pumpkin patch; grant award of \$500;
- 8) Friends of Lake Sonoma for the Steelhead Festival; grant award of \$2,000;
- 9) Geyserville Chamber of Commerce for Fall Colors Festival and Vintage Car Show; grant award of \$1,983;
- 10) Kiwanis Club of Cloverdale for Oktoberfest; grant award of \$750;

- 11) Los Cien Sonoma County Inc. for various community events; grant award of \$1,000;
- 12) National Women's History Alliance on behalf of Sonoma County 2020 Women's Suffrage Project for the 2020 Women's Suffrage Project; grant award of \$1,500;
- 13) One Mind Institute for Love Yourself, a Musical; grant award of \$2,000;
- 14) People4Parks Windsor Parks and Recreation Foundation for Charlie Brown Christmas, grant award of \$2,000;
- 15) Rotary Club of Cloverdale for Asti Tour de Vine; grant award of \$800;
- 16) Robin Livingston for video project for the 2017 Tubbs Fire Two Year Commemoration; grant award of \$4,188;
- 17) Slow Food for Apples at the Airport; grant award of \$500;
- 18) Sonoma County Farm Trails for annual map and guide to various events; grant award of \$1,000;
- 19) Town of Windsor for Summer Nights on the Green, grant award of \$1,000;
- 20) Windsor Chamber of Commerce Inc. for Dia de los Muertos; grant award of \$500; and
- 21) Windsor Educational Foundation for Scarecrow Days on the Green; grant award of \$1,500.

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 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 the organizations that provide a benefit to the community. The Board may award funding to the 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 this award 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:

9/17/19 - Awarded Local Events, Organizations, District Priorities grants

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses	39,421		
Additional Appropriation Requested			
Total Expenditures	39,421		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	39,421		
Use of Fund Balance			
Contingencies			
Total Sources	39,421		

Narrative Explanation of Fiscal Impacts:

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

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

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