



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 6/4/2024

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

Supervisorial District(s): Third

Title:

Disbursement of Fiscal Year 23-24 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 FY23-24: Santa Rosa Urban Arts Partnership, \$2,500; Entrepreneurs of Tomorrow, \$3,000; NorCal Vocal Arts Community, \$1,500; Los Cien Sonoma County, \$3,000; The Living Room, \$1,000; A Theater for Children (fiscal agent: Inquiring Systems, Inc.), \$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 Supervisorial District priorities. Events and organizations may make requests throughout the year to one or more Supervisorial Districts. The Third District has reviewed applications and wishes to recommend the following FY 23-24 grant awards:

1. Santa Rosa Urban Arts Partnership for DeTurk Block Party and Summer Market event costs, grant award of \$2,500;
2. Entrepreneurs of Tomorrow for 54th Annual MLK/Juneteenth Festival costs, grant award of \$3,000;
3. NorCal Vocal Arts Community for NorCal Sings! event costs, grant award of \$1,500;
4. Los Cien Sonoma County for The Puente y Ganas Awards Dinner and The Access Ticket program to provide complementary tickets to Latinx college students, community groups, and community members, grant award of \$3,000;
5. The Living Room for The Human Race event costs, grant award of \$1,000; and
6. A Theater for Children (fiscal Agent: Inquiring Systems, Inc.) for costs associated with FY23-24 programming, grant award of \$1,000.

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 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:

9/19/2023, 12/12/2023, 3/5/2024, and 5/14/2023 - Awarded FY 23-24 Local Events, Organizations, District Priorities Grants

FISCAL SUMMARY

Expenditures	FY23-24 Adopted	FY24-25 Projected	FY25-26 Projected
Budgeted Expenses	\$12,000		
Additional Appropriation Requested			
Total Expenditures	\$12,000		
Funding Sources			
General Fund/WA GF			

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State/Federal			
Fees/Other	\$12,000		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$12,000		

Narrative Explanation of Fiscal Impacts:

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

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

None

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

None