



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 10/14/2025

To: Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: M. Christina Rivera, McCall Miller (707) 565-2431

Vote Requirement: Majority

Supervisory District(s): First, Fourth, and Fifth

Title:

FY 25-26 Tourism Impact Fund Grant Awards

Recommended Action:

- A) Authorize the County Executive, or designee, to execute an agreement with the following grantees: Windsor Grange, \$10,000; WiConduit, \$12,087; Cloverdale Food Pantry, \$10,000; Volunteer Fire Foundation, \$15,000; XQL Media, \$25,000; Friends of Lake Sonoma, \$3,000;
- B) Authorize the allocation of \$33,600 for the support of various Municipal Advisory Councils; and
- C) Authorize the County Executive, or designee, to amend these agreements to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreements.
(First, Fourth, and Fifth Districts)

Executive Summary:

The Tourism Impact Fund was established to meet the unique and urgent needs of unincorporated Sonoma County and may be used for activities such as safety improvements, environmental impact mitigation, public safety, and other tourism mitigation activities. Funds may also be used for projects that benefit the community, or to support organizations that coordinate community improvements, such as the Municipal Advisory Councils.

Staff recommends award of a total of \$75,087 in grants and \$33,600 in support of Municipal Advisory Councils (for a total of \$108,687) and requests authorization for the County Executive, or designee, to execute the funding agreements and to make minor modifications that do not increase the amount awarded under the agreements.

Activities performed utilizing the Community Investment Program funds provide public benefit that serve important community needs under Government Code Section 26227.

Discussion:

Transient Occupancy Tax Funding

The Sonoma County Transient Occupancy Tax (TOT or Hotel Bed Tax) was established in 1965 and is authorized under State Revenue and Taxation Code Section 7280. TOT, a general tax, is currently levied at a rate of 12%, a rate established in 2016 by the voter-approved Measure L. TOT revenue is allocated 25% to the General Fund; 50% to the Community Investment Fund; and 25% 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 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>).

On September 16, 2025, the Board adopted revisions to the Policy, consolidating funding priorities into three funding categories: County Department Funding, District Priorities, and Community Funding. Staff are working on updating the application process to align with the new funding categories. In order to minimize impacts to the community, applications in process will continue to be processed based on the current Policy.

Revised District Priorities Category

The revised District Priorities funding category provides funds to events, organizations, and Supervisorial District priorities. Funding may be distributed through grants or assigned to County departments. The funds available in this category include \$100,000 for each supervisorial district (\$500,000 total) from the Community Investment Fund and 10% of Measure L revenue to be allocated to each supervisorial district proportionate to the amount of Transient Occupancy Tax collected within the district in the previous fiscal year. Unused funds will be accounted for and available for use in future years. Organizations may make their requests directly to each Supervisorial District.

Funds in this category may be used for activities such as safety improvements, environmental impact mitigation, public safety, and other tourism mitigation activities, such as parking enforcement. Funds may be used for projects that benefit the community, or to support organizations that coordinate community improvements, such as the Municipal Advisory Councils. The Board may award funding to County Departments or to Supervisorial Districts to complete priority projects. Funding may be used to cover salary and benefit costs associated with changed or additional staff, and other costs associated with added staffing such as office space.

Funds will be distributed upon approval of these award(s) by the Board of Supervisors and execution of the Community Investment Fund grant agreement by the entity. The agreement(s) will be executed by the County Executive, or designee. The agreements require the County seal on promotional materials produced using the grant award.

Because a project may require modification as the work/project may not be completed within the fiscal year, an extension of time or modification of allowed uses for the organization to complete the project may be necessary. Therefore, it is recommended that the County Executive, or designee, be authorized to amend the

contracts to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

Funding Recommendations

First District - Total: \$15,000

- 1) Springs Municipal Advisory Council: \$10,000 to support ongoing costs including room rental, minute taker, and videography.
- 2) North Sonoma Valley Municipal Advisory Council: \$5,000 to support ongoing costs including room rental, minute taker, and videography.

Fourth District - Total \$83,687

- 1) Geyserville Municipal Advisory Council: \$3,600 to support ongoing costs including minute taker
- 2) Mark West Area Municipal Advisory Council: \$5,000 to support ongoing costs including room rental, minute taker, and videography.
- 3) Windsor Grange: \$10,000 for the improvement of the Grange Hall and Property.
- 4) WiConduit: \$12,087 for the installation of a new general mobile radio service (GMRS) site in the Fourth District.
- 5) Cloverdale Food Panty: \$10,000 to purchase food for their Friday morning distributions.
- 6) Volunteer Fire Foundation: \$15,000 to support scholarships to the Firefighter Detox Pilot Program, Firefighter Integrative Wellness Clinics, and Post-Deployment Recovery Care Program.
- 7) XQL Media: \$25,000 to produce a documentary chronicling the efforts of female leaders during the Tubbs Fire and its long aftermath impacting the Latinx community.
- 8) Friends of Lake Sonoma: \$3,000 to support the 2026 Lake Sonoma Steelhead Festival including security, trash collection, and shuttle transportation.

Fifth District - Total \$10,000

- 1) Lower Russian River Municipal Advisory Council: \$5,000 to support ongoing costs including room rental, minute taker, and videography.
- 2) Sonoma Coast Municipal Advisory Council: \$5,000 to support ongoing costs including room rental, minute taker, and videography.

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:

None for FY 25-26

FISCAL SUMMARY

Agenda Date: 10/14/2025

Expenditures	FY25-26 Adopted	FY26-27 Projected	FY27-28 Projected
Budgeted Expenses	\$108,687		
Additional Appropriation Requested			
Total Expenditures	\$108,687		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$108,687		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$108,687		

Narrative Explanation of Fiscal Impacts:

Tourism Impact Funds are included in the FY 25-26 budget.

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Sample Tourism Impact Fund Grant Agreement

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

None