



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 8/13/2019

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Susan Gorin, 565-2241

Vote Requirement: Majority

Supervisorial District(s): First

Title:

Disbursement of Fiscal Year 2019-2020 First 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 Grant for FY 2019-2020: Buck Institute for Research on Aging - North Bay Science Discovery Day 2019, \$300; Sonoma Valley Historical Society Inc. - annual train show, \$500; California Indian Museum and Cultural Center - ACORN project, \$500; Coastwalk - Coastal Cleanup Day, \$500; Children's Museum of Sonoma County - Museum Access programs, \$1,000; Food for Thought - 2019 Dining Out for Life, \$1,000; National Women's History Alliance - Sonoma County 2020 Women's Suffrage Project, \$1,500; The Valley of the Moon Vintage Festival - 2019 Vintage Festival, \$2,000; Sonoma Valley Education Foundation - Red and White Ball, \$2,500; Boys & Girls Clubs of Sonoma-Marin (DBA Boys & Girls Clubs of Central Sonoma County) - Tomorrow's Leaders Today, \$2,500; Santa Rosa Metro Chamber - The Mike Hauser Algebra Academy, \$2,500; Sonoma County Regional Parks Foundation - Funky Fridays, \$3,000; Transcendence Theater Company - Broadway Under the Stars, \$5,000. (First 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 First District has reviewed the applications and wishes to recommend the following FY 2019-2020 grant awards:

- 1.) Buck Institute for Research on Aging for expenses related to advertising and printing materials promoting North Bay Science Discovery Day, Saturday, October 26, 2019, \$300;
- 2.) Sonoma Valley Historical Society Inc. for print and online advertising in support of the annual train show at Depot Park Museum in December 2019, \$500;
- 3.) California Indian Museum and Cultural Center for advertising, promotion, and production of educational materials for the Advancing Cultural Opportunities to Reclaim Nutrition Project (ACORN), a Native American youth-led social enterprise producing specialized food products based on acorns, \$500;
- 4.) Coastwalk for promotional materials to recruit and engage volunteers for Coastal Cleanup Day, September 21 2019, \$500;
- 5.) Children's Museum of Sonoma County to support Museum Access Programs including Family Access Memberships, Museums for All, Library Discover and Go, and Open Door, as well as general advertising and promotion, \$1,000;

- 6.) Food for Thought for advertising and promotion of the 2019 Dining Out for Life, December 5, 2019, \$1,000;
- 7.) National Women's History Alliance for promotion, printing, and other costs related to the Sonoma County 2020 Women's Suffrage Project, \$1,500;
- 8.) The Valley of the Moon Vintage Festival for advertising and promotion of the 122nd Vintage Festival, September 27-29, 2019, \$2,000;
- 9.) Sonoma Valley Education Foundation for advertising and promotion related to the Red and White Ball, August 24, 2019, \$2,500;
- 10.) Boys & Girls Clubs of Sonoma-Marin (DBA Boys & Girls Clubs of Central Sonoma County) for scholarships to Tomorrow's Leaders Today, \$2,500;
- 11.) Santa Rosa Metro Chamber to support The Mike Hauser Algebra Academy, June 8-26, 2020, \$2,500;
- 12.) Sonoma County Regional Parks Foundation for costs associated with Funky Fridays at Hood Mountain, Every Friday July 5 - August 30, 2019, \$3,000;
- 13.) Transcendence Theater Company for staffing, and costs associated with crafting sets and production equipment for Broadway Under the Stars, \$5,000.

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

No actions in current fiscal year

FISCAL SUMMARY

| Expenditures | FY 19-20 Adopted | FY 20-21 Projected | FY 21-22 Projected |
|------------------------------------|-----------------------------|-------------------------------|-------------------------------|
| Budgeted Expenses | 22,800 | | |
| Additional Appropriation Requested | | | |
| Total Expenditures | 22,800 | | |
| Funding Sources | | | |
| General Fund/WA GF | | | |
| State/Federal | | | |
| Fees/Other | 22,800 | | |
| Use of Fund Balance | | | |
| Contingencies | | | |
| Total Sources | 22,800 | | |

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) |
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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