



## COUNTY OF SONOMA

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

### SUMMARY REPORT

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**Agenda Date:** 11/28/2023

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**To:** Board of Supervisors

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:** Supervisor David Rabbitt, 707/565-2241

**Vote Requirement:** Majority

**Supervisory District(s):** Second

**Title:**

Disbursement of Fiscal Year 23-24 Second 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 23-24: Café Puente, \$500; Career Technical Education Foundation of Sonoma County, \$1,000; Center for Volunteer & Nonprofit Leadership, \$500; Children's Museum of Sonoma County, \$3,000; Kid Scoop News, \$500; Penngrove Social Firemen, \$4,600; Northern California Public Media (dba Rural California Broadcasting Corporation), \$500; Sonoma Family Meal, \$4,000; and Valley of the Moon Children's Home Foundation, \$700. (Second District)

**Executive Summary:**

- 1) 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 Supervisory District priorities. Events and organizations may make requests throughout the year to one or more Supervisory Districts.
- 2) The Second District has reviewed the applications and wishes to recommend the following FY 23-24 grant awards:
- 3) Café Puente to support diverse programming offer within the Second District, grant award of \$500;
- 4) Career Technical Education Foundation of Sonoma County for the promotion of and general support to the Spark the Future event, grant award of \$1,000;
- 5) Center for Volunteer & Nonprofit Leadership for the support of Heart of Sonoma event, grant award of \$500;
- 6) Children's Museum of Sonoma County for expenses related to broadening museum accessibility to local families through four key programs: Family Access Membership, Museums for All program, Half-Price Admission option, and Access for School Kids, grant award of \$3,000;
- 7) Kid Scoop News for expenses related to the support and distribution of the monthly publication to students in Title One schools, grant award of \$500;
- 8) Penngrove Social Firemen for expenses related to marketing and advertising for the annual Parade of Lights, the Penngrove Merchant's Winter Fest event, and the annual 4th of July parade, grant award of \$4,600;
- 9) Northern California Public Media (dba Rural California Broadcasting Corporation) for marketing and production expenses related to the 2024 NorCal Public Media Food & Wine Awards event, grant award

of \$500;

10) Sonoma Family Meal for expenses related to both Petaluma distribution sites located at McDowell Elementary School and ELIM Lutheran Church Pantry, grant award of \$4,000; and

11) Valley of the Moon Children's Home Foundation to support scholarships of local foster youth attending school in Sonoma County; grant award of \$700.

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 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 funds provide public benefits that serve important community needs under Government Code Section 26227.

**Strategic Plan:**

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N/A

**Racial Equity:**

**Was this item identified as an opportunity to apply the Racial Equity Toolkit?**

No

**Prior Board Actions:**

10/3/2023 - Awarded FY 23-24 Local Events, Organizations, District Priorities Grants

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY23-24 Adopted</b>	<b>FY24-25 Projected</b>	<b>FY25-26 Projected</b>
Budgeted Expenses	\$15,300		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$15,300</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	\$15,300		
Use of Fund Balance			
General Fund Contingencies			
<b>Total Sources</b>	<b>\$15,300</b>		

**Narrative Explanation of Fiscal Impacts:**

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

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

None

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

None