



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 9/19/2023

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 FY 23-24: Santa Rosa Urban Arts Partnership, \$2,500, 10,000 Degrees, \$2,500; Raizes Collective, \$1,000; Visit Sonoma, \$2,000; VIDA Cultural Arts, \$3,000; Life On Earth Art, \$1,500; Sonoma County Hardship Fund, \$1,000; Community Support Network, \$3,000; and EFZM Engage, \$2,000. (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 the WinterBlast event, grant award of \$2,500;
- 2) 10,000 Degrees for the 10,000 Degrees College Access and Success program, grant award of \$2,500;
- 3) Raizes Collective for the Teatro ALMAS LIBRES performance, grant award of \$1,000;
- 4) Visit Sonoma for the Visit Sonoma live cam project, grant award of \$2,000;
- 5) VIDA Cultural Arts for the Sueños Market, grant award of \$3,000;
- 6) Life On Earth Art for the first annual Sonoma County Veterans Art Day, grant award of \$1,500;
- 7) Sonoma County Hardship Fund for the Diamante Women Awards Dinner & Silent Auction, grant award of \$1,000;
- 8) Community Support Network for the Homeless Job and Resource Fair, grant award of \$3,000; and
- 9) EFZM Engage for Vince Harper's South Park Day & Night Festival, grant award of \$2,000.

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 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:

None for FY 23-24

FISCAL SUMMARY

Expenditures	FY23-24 Adopted	FY24-25 Projected	FY25-26 Projected
Budgeted Expenses	\$18,500		

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Additional Appropriation Requested			
Total Expenditures	\$18,500		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$18,500		
Use of Fund Balance			
Contingencies			
Total Sources	\$18,500		

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