



# COUNTY OF SONOMA

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

## SUMMARY REPORT

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**Agenda Date:** 9/17/2019

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**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: Luther Burbank Rose Parade & Festival - 126<sup>th</sup> Annual Luther Burbank Rose Parade and Festival, \$500; Mi Futuro (Fiscal Sponsor: Social Good Fund), \$500; A Theater for Children, \$500; Sonoma County Farm Trails, \$1,500; 6<sup>th</sup> Street Playhouse, \$2,000; One Mind - Love Yourself, A Concert, \$2,000; Sonoma League for Historic Preservation - 50<sup>th</sup> Anniversary Gala, \$2,000; Rural California Broadcasting Corporation (DBA KRCB, North Bay Public Media, Northern California Public Media), \$2,500. (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 application/applications and wishes to recommend the following FY 2019-2020 grant award/awards:

- 1.) Luther Burbank Rose Parade & Festival for promotion and advertising related to the 126<sup>th</sup> Annual Luther Burbank Rose Parade and Festival, \$500;
- 2.) Mi Futuro (Fiscal Sponsor: Social Good Fund) in support of Fall 2019 Physician Speaker Series, and the Annual Youth Healthcare Symposium, January 10, 2020, \$500;
- 3.) A Theater for Children for Drama Camp (July 2019), fall 2019 production of Disney Lion King Kids, after school drama programs at Kid Street Learning Center and Bellevue Elementary, and a Spring 2020 Production, \$500;
- 4.) Sonoma County Farm Trails for promotion of the Fall, Winter, and Spring tours, \$1,500;
- 5.) 6<sup>th</sup> Street Playhouse for advertising, promotion and marketing of the 2019/2020 season, \$2,000;
- 6.) One Mind in support of Love Yourself, A Concert which aims to promote and develop Coordinated Specialty Care mental health treatment program in Sonoma County, \$2,000;
- 7.) Sonoma League for Historic Preservation for costs associated with the venue, advertising and promotion for the 50<sup>th</sup> Anniversary Gala, \$2,000;
- 8.) Rural California Broadcasting Corporation (DBA KRCB, North Bay Public Media, Northern California Public Media) for research and production of five video pieces celebrating 100 years of women's suffrage, \$2,500.

**Discussion:**

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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:**

8/13/19 - Awarded FY 2019-2020 Local Events, Organizations, and Economic Development grants

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 19-20 Adopted</b>	<b>FY20-21 Projected</b>	<b>FY 21-22 Projected</b>
Budgeted Expenses	11,500		
Additional Appropriation Requested			
<b>Total Expenditures</b>	11,500		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	11,500		
Use of Fund Balance			
Contingencies			

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<b>Total Sources</b>	11,500		
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**Narrative Explanation of Fiscal Impacts:**

Transient Occupancy funds are programmed in the FY 2019-2020 budget.

**Staffing Impacts:**

<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**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