



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 1/14/2025

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor James Gore, 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Fourth

Title:

Disbursement of Fiscal Year 24-25 Fourth 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 24-25: Dia de Los Muertos Windsor, \$1,500; Geyserville Chamber of Commerce, \$3,000; People4Parks Windsor (Windsor Parks and Recreation Foundation), \$1,000; Positive Images, \$1,000; Santa Rosa Symphony, \$1,000; YWCA Sonoma County, \$500; Farm to Fight Hunger, \$500; and Magnolia Global Academy for Leaders (Magnolia Project), \$750. (Fourth 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 Fourth District has reviewed the applications and wishes to recommend the following FY 24-25 grant awards:

- 1) Dia de Los Muertos Windsor for funding marketing expenses, grant award of \$1,500;
- 2) Geyserville Chamber of Commerce for funding the Geyserville Tractor Parade, Geyserville May Day, and Geyserville Fall Colors, grant award of \$3,000;
- 3) People4Parks Windsor (Windsor Parks and Recreation Foundation) for funding the Charlie Brown Christmas Tree Grove, grant award of \$1,000;
- 4) Positive Images for funding the annual Black is Beautiful Juneteenth block party on Art "A" Street, grant award of \$1,000;
- 5) Santa Rosa Symphony for funding music for our schools during the 2024-2025 school year, grant award of \$1,000;
- 6) YWCA Sonoma County for marketing expenses, grant award of \$500;
- 7) Farm to Fight Hunger for funding fund an expansion on other properties, of \$500; and
- 8) Magnolia Global Academy for Leaders (Magnolia Project) for funding the career explorations and apprenticeship programs, grant award of \$750.

Agenda Date: 1/14/2025

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:

N/A

Racial Equity:

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

No

Prior Board Actions:

N/A

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$9,250		
Additional Appropriation Requested			
Total Expenditures	\$9,250		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$9,250		
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$9,250		

Narrative Explanation of Fiscal Impacts:

Community Investment Funds are included in the FY 24-25 budget.

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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

None