



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 10/4/2022

To: Board of Supervisors

Department or Agency Name(s): Economic Development Board

Staff Name and Phone Number: Rebekah Heinze, 565-7152

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

FY 22-23 Chambers of Commerce and Visitor Centers Grant Awards

Recommended Action:

- A) Approve Fiscal Year 22-23 grant awards to Chambers of Commerce and Visitor Centers for a total of \$500,000.
- B) Authorize the Executive Director of the Economic Development Department, or designee, to execute grant agreements with Chambers of Commerce and Visitor Centers.

Executive Summary:

This item requests Board consideration and approval of one-time grant awards totaling \$500,000 and to authorize the Executive Director of the Economic Development Department, or designee, to execute agreements with grantees.

Discussion:

During budget hearings for fiscal year 2022-2023, the Board set aside one-time funds in the amount of \$500,000 to fund Visitor Centers and Chambers of Commerce. To be eligible for funding, entities must serve the unincorporated areas of Sonoma County or provide countywide services.

The grant application period for FY 2022-2023 funding was open from July 7, 2022 through August 5, 2022. Notice of the availability of the grant applications, along with outreach emails were sent to 24 entities to inform them of the grant opportunities and applicable due dates. 12 Visitor Centers and 10 Chambers of Commerce submitted applications.

The chamber grants are designed to provide a match of up to 10% of an organization's membership dues and private cash contributions. The amounts recommended are based on each applicant organization's projected FY 2022-2023 membership dues, as well as the average membership dues collected in prior fiscal years.

Staff sought to align Visitor Center funding, to the extent possible, with the requests made by each applicant organization. Historically, the program has sought to emphasize services and locations in the unincorporated area, as is reflected in the recommended amounts. Additional criteria include days and hours of operation, response time, historic and anticipated visitor counts and whether the organization is also leveraging matching funds. New applicants, or those returning from a year or more of hiatus, received 50% of their requested amount for the initial year. On average, applicants received 41% more than fiscal year 2021-2022 and 75% of

what they requested.

Combined applications from the Visitor Center and Chamber matching grant programs totaled \$783,016, which exceeds the funds available by \$283,016. The following is a summary of the recommended funding:

Visitor Centers

Sonoma Coast (Bodega Bay)	\$89,800
Cloverdale	\$20,000
Geyserville	\$9,550
Healdsburg	\$36,959
Mark West	\$3,500
Petaluma	\$37,509
Russian River	\$119,789
Santa Rosa	\$25,000
Sebastopol	\$7,000
Sonoma Valley	\$57,902
Stewards of the Coast & Redwoods	\$20,000
Windsor	<u>\$18,754</u>
Visitor Centers Total	\$445,765

Chambers of Commerce

Cloverdale	\$3,000
Geyserville	\$2,200
Healdsburg	\$7,810
Mark West	\$3,135
Petaluma	\$1,690
Rohnert Park	\$7,095
Russian River	\$5,500
Sebastopol	\$5,710
Sonoma Valley	\$10,230
Windsor	<u>\$7,865</u>
Chambers of Commerce Total	\$54,235

Grand Total: **\$500,000**

The use of general funds for these purposes complies with Government Code Section 26227, which allows the Board of Supervisors to fund programs deemed by the Board to meet the social needs of the population of the county.

Strategic Plan:

N/A

Prior Board Actions:

09/14/2021: Approval of FY 21-22 grant awards to Chambers of Commerce and Visitor Centers

04/16/2019: Community Investment Fund Program Policy Update and Four-Year Funding Allocations

FISCAL SUMMARY

Expenditures	FY 22-23 Adopted	FY23-24 Projected	FY 24-25 Projected
Budgeted Expenses	\$500,000		
Additional Appropriation Requested			
Total Expenditures	\$500,000		
Funding Sources			
General Fund/WA GF	\$500,000		
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	\$500,000		

Narrative Explanation of Fiscal Impacts:

\$500,000 in funding for Visitor Centers and Chambers of Commerce was approved during the FY 22-23 budget hearings and is included in the Economic Development Board's Adopted Budget.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

1. Sample Chambers of Commerce Grant Agreement
2. Sample Visitor Centers Grant Agreement

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

None