



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 5/16/2023

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Lynda Hopkins 565-2241

Vote Requirement: Majority

Supervisorial District(s): Fifth

Title:

Fee Waiver - River Arts and Media

Recommended Action:

Approve a fee waiver in the amount of \$400 for Guerneville's Bank of America parking lot use fee for River Arts and Media's The River Arts Festival. (Fifth District)

Executive Summary:

The River Arts Festival is one part of River Arts and Media's plan to build community and bring economic prosperity to Guerneville through creative community activities. This Festival will bring a colorful and lively array of about 60-80 art and craft vendors to the streets of Guerneville and will include music, theater, kid's activities, food & drink and more.

River Arts and Media is an entirely volunteer run non-profit organization. Its annual budget is approximately \$20,000. As the River Arts Festival is new, vendor fees are kept very low to attract new vendors and build a vibrant annual event. Over time River Arts and Media intends to reach break-even on the festival, but this year funds raised through other activities, such as Give Back Tuesday at the Rainbow Cattle Company, will cover festival expenses such as four porta-potties, musicians, printing, permits and more. In 2022 River Arts and Media used the Bank of America parking lot when it was privately owned and were not charged for its use. Waiving the \$400 us fee will be of great help to the festival's overall budget.

Discussion:

None

Strategic Plan:

None

Prior Board Actions:

None

FISCAL SUMMARY

Expenditures	FY 22-23 Adopted	FY23-24 Projected	FY 24-25 Projected
Budgeted Expenses			

Agenda Date: 5/16/2023

Additional Appropriation Requested	\$400		
Total Expenditures	\$400		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies	\$400		
Total Sources	\$400		

Narrative Explanation of Fiscal Impacts:

None

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Application packet

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

None