



SONOMA COUNTY

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

Summary Report

Agenda Date: 2/26/2019 **Agenda Item:** 6

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

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

Vote Requirement: Majority

Supervisory District(s): Fourth District

Title:

Disbursement of Fiscal Year 2018-2019 Fourth District Community Investment Fund Grant Awards

Recommended Actions:

Approve Community Investment Fund grant awards and authorize the County Administrator or designee to execute an agreement with the following non-profit entities for advertising and economic development efforts for FY 2018-2019: Cloverdale Citrus Fair-Annual Fair, \$1,000; Geyserville Chamber of Commerce-2018 Tree Lighting & Tractor Parade, \$1,000; Healdsburg Center for the Arts- 2018-2019 Season, \$500; Santa Rosa Symphony-It's Elementary, \$1,500; and Windsor Parks and Recreation Foundation on behalf of People4Parks Windsor-The Charlie Brown Christmas Tree Grove, \$2,000. (Fourth District)

Executive Summary:

Community Non-Profit Grants for Local Events, Organizations, and Economic Development Grants of the Community Investment Fund Policy provides grant allocation to each Supervisor, to be distributed at the Supervisor's discretion. The Fourth District has reviewed the applications and wishes to recommend the following FY 2018-2019 grant awards:

- 1.) Cloverdale Citrus Fair for advertising and promotion of the annual Cloverdale Citrus Fair; grant award of \$1,000;
- 2.) Geyserville Chamber of Commerce for the advertising and promotion of the 2018 Tree Lighting and Tractor Parade; grant award of \$1,000;
- 3.) Healdsburg Center for the Arts for the advertising and promotion of the 2018-2019 Season; grant award of \$500;
- 4.) Santa Rosa Symphony for advertising and promotion of It's Elementary; grant award of \$1,500; and
- 5.) Windsor parks and Recreation Foundation on behalf of People4Parks Windsor for the advertising and promotion of The Charlie Brown Christmas Tree Grove; grant award of \$2,000.

Discussion:

The Sonoma County Community Investment Fund grant program utilizes a portion of the Transient Occupancy Tax (TOT) to encourage tourism, economic development, and community engagement 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 promote

agricultural promotion as well as address impacts on safety due to tourism. 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 encouraging tourism and awareness of Sonoma County.

The Community Investment Fund Policy is divided into different categories. The Board established the Local Events, Organizations, and Economic Development category to assist small cultural, artistic, and countywide events and organizations as well as events occurring during the off peak tourism season (November 15 through April 15) with funding for advertising and economic development efforts that promote Sonoma County and encourage visitors to frequent the county throughout the entire year. Funding for these events and organizations is provided at the discretion of each Supervisorial District based on an overall allocation of \$250,000 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 and will require submission to the County Administrator's Office of advertising and promotional activity receipts up to the total amount of 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:

8/14/2018, 09/18/2018, 11/13/2018 - Awarded FY 2018-2019 Local Events, Organizations, and Economic Development grants

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses	6,000		
Additional Appropriation Requested			
Total Expenditures	6,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	6,000		
Use of Fund Balance			
Contingencies			
Total Sources	6,000		

Narrative Explanation of Fiscal Impacts:

Transient Occupancy funds are programmed in the FY 2018-2019 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:

None

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

Community Investment Fund Policy