



# SONOMA COUNTY

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

## Summary Report

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**Agenda Date:** 3/19/2019

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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 2018-2019 First 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: Thelostchurch.org Inc. (The Lost Church) for Railroad Square Music Festival, \$250; Boys and Girls Club of Sonoma Valley for Sweetheart Gala & Auction 2019, \$500; Court Appointed Special Advocates of Sonoma County, Inc. (CASA) for CASA Goes Country 2019, \$500; Valley of the Moon Music Festival, \$1,000; Kenwood Education Foundation for Lights, Camera, Auction! 2019, \$1,000; Sonoma Community Center for Trashion Fashion Week, \$1,500; Sonoma Valley Film Society dba Sonoma International Film Festival, \$2,500; and Sonoma Valley Visitor's Bureau for shuttle service between Sonoma Raceway and the Sonoma Plaza, \$2,500. (First District)

**Executive Summary:**

Community Non-Profit Grants for Local Events, Organizations, and Economic Development Grants of the Community Investment Fund Policy provides grant allocations to each Supervisor, to be distributed at the Supervisor's discretion. The 1<sup>st</sup> District has reviewed applications and wishes to recommend the following FY 2018-2019 grant awards:

- 1.) Thelostchurch.org Inc. (The Lost Church) for Railroad Square Music Festival for advertising and promotion of the Fifth Annual Railroad Square Music Festival, held on June 9, 2019, grant award of \$250;
- 2.) Boys and Girls Club of Sonoma Valley for advertising and promotion of their annual fundraiser Sweetheart Gala & Auction, held on February 9, 2019, grant award of \$500;
- 3.) Court Appointed Special Advocates of Sonoma County, Inc. (CASA) for advertising and promotion of their annual fundraiser CASA Goes Country, held on May 4, 2019, grant award of \$500;
- 4.) Valley of the Moon Music Festival for advertising and promotion of the Festival which brings Classical and Romantic chamber music to Sonoma each year, held March through June 2019, grant award of \$1,000;
- 5.) Kenwood Education Foundation for advertising and promotion of their annual fundraiser Lights, Camera, Auction!, held on May 18, 2019, grant award of \$1,000;
- 6.) Sonoma Community Center for advertising and promotion of the annual Trashion Fashion Week, which promotes sustainable living through creative arts, held April 4 - 12, 2019, grant award

- of \$1,500;
- 7.) Sonoma Valley Film Society dba Sonoma International Film Festival for advertising and promotion of the annual Festival held March 27 - 31, 2019, grant award of \$2,500; and
  - 8.) Sonoma Valley Visitor's Bureau for shuttle service to bring NASCAR attendees from Sonoma Raceway to various Sonoma Valley destinations and the Sonoma Plaza during the NASCAR event held June 21 - 23, 2019, grant award of \$2,500.

**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:**

9/18/18: Awarded FY 2018-2019 Local Events, Organizations, and Economic Development grants

10/16/18: Awarded FY 2018-2019 Local Events, Organizations, and Economic Development grants

12/11/18: Awarded FY 2018-2019 Local Events, Organizations, and Economic Development grants

1/29/19: Awarded FY 2018-2019 Local Events, Organizations, and Economic Development grants

2/26/19: Awarded FY 2018-2019 Local Events, Organizations, and Economic Development grants

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 18-19 Adopted</b>	<b>FY19-20 Projected</b>	<b>FY 20-21 Projected</b>
Budgeted Expenses	9,750		
Additional Appropriation Requested			
<b>Total Expenditures</b>	9,750		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	9,750		
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	9,750		

**Narrative Explanation of Fiscal Impacts:**

Transient Occupancy funds are programmed in the FY 2018-2019 budget.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll)</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