



## COUNTY OF SONOMA

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

### SUMMARY REPORT

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**Agenda Date:** 4/30/2019

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**To:** Board of Supervisors

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:** Supervisor Shirlee Zane, 565-2241

**Vote Requirement:** Majority

**Supervisorial District(s):** Third

**Title:**

Disbursement of Fiscal Year 2018-2019 Third 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:

The Lost Church - Fifth Annual Railroad Square Music Festival, \$1,000;

Oaxaca Tierra del Sol - Guelaguetza Sonoma County 2019, \$750;

Church of the Incarnation - Incarnation 100, \$1,000; and

Luther Burbank Rose Parade and Festival - 2019 Luther Burbank Rose Parade and Festival, \$1,500.

**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 Third District has reviewed applications and wishes to recommend the following FY 2018-2019 grant awards:

- 1.) The Lost Church for advertising, promotion, and documentation of the Fifth Annual Railroad Square Music Festival; grant award of \$1,000;
- 2.) Oaxaca Tierra del Sol for advertising and promotion of Guelaguetza Sonoma County 2019; grant award of \$750;
- 3.) Church of the Incarnation for advertising and promotion of Incarnation 100; grant award of \$1,000; and
- 4.) Luther Burbank Rose Parade and Festival for advertising and promotion of the 2019 Luther Burbank Rose Parade and Festival grant award of \$1,500.

**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:**

2/26/19, 1/8/19, 11/13/18 - 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	4,250		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>4,250</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	4,250		
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>4,250</b>		

**Narrative Explanation of Fiscal Impacts:**

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

Staffing Impacts:			
		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