



SUMMARY REPORT

Agenda Date: 6/11/2019

To: Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: Jennifer Larocque 565-2431 and McCall Miller 565-2431

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

Fiscal Year 2018-2019 Tourism Impact Fund Grant Awards

Recommended Actions:

- A) Authorize the County Administrator, or designee, to execute an agreement in the amount of \$4,029 with a non-profit grantee to mitigate the impacts of tourism: Russian River Chamber of Commerce;
- B) Authorize the County Administrator, or designee, to amend this agreement to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement; and
- C) Approve the allocation of \$2,500 from the Tourism Impact Fund for the ongoing support of the Springs Municipal Advisory Council.

Executive Summary:

Today's Actions would award a total of \$6,529 of Fiscal 2018-2019 Tourism Impact Funds from the Community Investment Fund; authorize the County Administrator, or designee, to execute a total of \$4,029 in a funding agreement with Russian River Chamber of Commerce; authorize the County Administrator, or designee, to amend this agreement and make minor modifications that do not increase the amount awarded under the agreement; and allocate \$2,500 to be used for the ongoing support of the Springs Municipal Advisory Council.

Activities performed utilizing Community Investment Program funds provide public benefits that serve important community needs under Government Code Section 26227.

Discussion:

Transient Occupancy Tax Funding

The Transient Occupancy Tax (Hotel/Motel Tax or Bed Tax) is levied at a rate of 12% in unincorporated Sonoma County. In 2016, voters approved Measure L, which authorized a 3% increase to the tax - from 9% to 12%. The first 9% of TOT is divided with 33% of revenues received going into the General Fund. The remaining funds, including the Measure L funds, are allocated according to the Community Investment Fund Policy.

Tourism Impact Funds

One component of the Measure L funds is the Tourism Impact Fund, established to mitigate the impacts of Tourism. The Tourism Impact Fund distributes 10% of revenue from Measure L among the Supervisory Districts, according to the percentage of TOT revenue collected in each District during the previous fiscal year.

The Tourism Impact Fund was established to meet unique and urgent needs of areas within unincorporated Sonoma County that are most impacted by tourism. District Supervisors recommend how funding should be allocated in their district, for approval by the Board of Supervisors. In order to address urgent needs in a timely manner, the Board of Supervisors awards Tourism Impact Funds twice a year.

Funds in this category may be used for activities such as safety improvements (e.g. lighted and/or marked crosswalks, traffic calming devices), environmental impact mitigation (e.g. removing trash from beaches, waterways, and areas with high tourist traffic), public safety (e.g. Fire Services), and other tourism mitigation activities, such as parking enforcement in heavily trafficked areas. Funds may be used to support organizations that coordinate community improvements, such as the Municipal Advisory Councils.

Unused funds in a single fiscal year will be accounted for and available in following years.

Details of the proposal may be found in Attachment A.

District One Funds: \$2,500

Project	Organization/ Department	How the funds will be used	Amount
Springs Municipal Advisory Council	Various	Ongoing costs such as room rental, minute taker, videography, and translation	\$2,500
Sub-Total			\$2,500

District Five Funds: \$4,029

Project	Organization/ Department	How the funds will be used	Amount
Flood recovery	Russian River Chamber of Commerce	"Business is Open" campaign and relief fund for Russian River businesses	\$4,029
Sub-Total			\$4,029
Total			\$6,529

Funds will be distributed upon approval of this award by the Board of Supervisors and execution of the Tourism Impact Fund Agreement contract by the entity. The contract will be executed by the County Administrator. The contract will require the County logo on promotional materials produced using the grant award, and will require submission of receipts to the County Administrator's Office for the total amount of the grant award.

Due to the scope and nature of projects funded by the Tourism Impact Fund, the project may require modification and/or work may not be completed during the award year, necessitating an extension of time or modification of allowed uses for the organization to complete the project. Therefore it is recommended that the County Administrator, or designee, be authorized to amend the contract to lengthen the time schedules

and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

Activities performed utilizing Community Investment Program funds provide public benefits that serve important community needs under Government Code Section 26227.

Prior Board Actions:

June 5, 2018: Allocation of FY 2017-2018 Tourism Impact Funds including the transfer of unused funds to FY 2018-2019 for future use

December 11, 2018, April 9, 2019, and May 21, 2019: Allocation of FY 2018-2019 Tourism Impact Funds

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses	\$6,529		
Additional Appropriation Requested			
Total Expenditures	\$6,529		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$6,529		
Use of Fund Balance			
Contingencies			
Total Sources	\$6,529		

Narrative Explanation of Fiscal Impacts:

Funds are included in the FY 2018-2019 budget.

Staffing Impacts:			
Position Title (Payro	Monthly Salary Range (A - I Step)	Additions (number)	Deletions (number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Attachment A: FY 2018-2019 Tourism Impact Award Data

Agenda Date: 6/11/2019

Related Items “On File” with the Clerk of the Board:

FY 2018-2019 Tourism Impact Fund Agreement