COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 9/24/2019

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:
Disbursement of Fiscal Year 2019-2020 Fifth District Community Investment Fund Grant Awards

Recommended Action:
Approve Community Investment Fund grant awards and Authorize the County Administrator, or designee, to execute an agreement with the following entities for a Community Investment Grant for FY 2019-2020: A Theater for Children, $500; Bodega Bay Fisherman's Festival, $2,500; Boys & Girls Club Sonoma-Marin, $1,000; California Indian Museum and Cultural Center,$500; Children's Museum of Sonoma County, $3,000; Coastwalk California Coastal Trail Association, $1,500; Food for Thought, $2,500; Forestville Chamber of Commerce, $2,000; Friends and Residents of Guerneville (FROG), $2,000; Graton Community Club, $1,000; Los Cien Sonoma County, Inc., $2,500; Monte Rio Chamber of Commerce, $2,000; One Mind Institute, $2,000; Russian River Chamber of Commerce-Social Media, $4,000; Russian River Rotary Foundation, $5,000; Santa Rosa Metro Chamber-Mike Hauser Academy, $5,000; Sebastopol Area Senior Center, $2,500; Sebastopol Chamber of Commerce, $1,500; Slow Food Russian River, $1,000; Sonoma County 2020 Women's Suffrage Project, $1,500; Sonoma County Bicycle Coalition, $1,000; Sonoma County Farm Trails, $5,000; Sonoma County Pride, $1,000; Stewards of the Coast and Redwoods, $5,000; The Surfrider Foundation Sonoma Coast, $750; West County Community Services, $2,000; and Western Sonoma County Historical Society, $895. (Fifth District)

Executive Summary:
1.) A Theater for Children for advertising and promotion of the theatrical performances; grant award of $500.
2.) Bodega Bay Fisherman's Festival for advertising and promotion of the 47th Annual Bodega Bay Fisherman's Festival; grant award of $2,500.
3.) Boys & Girls Club Sonoma-Marin for advertising and promotion of Tomorrow's Leaders Today; grant award of $1,000.
4.) California Indian Museum and Cultural Center for advertising and promotion of Project ACORN; grant award of $500.
5.) Children's Museum of Sonoma County for advertising and promotion of Museum access programs; grant award of $3,000.
6.) Coastwalk California Coastal Trail Association for advertising and promotion of the 35th Annual Coastal Cleanup Day; grant award of $1,500.
7.) Food for Thought for advertising and promotion of the 18th Annual Dining Out for Life event; grant

award of $2,500.

8.) Forestville Chamber of Commerce for advertising and promotion of the Forestville Farmers Market; grant award of $2,000.

9.) Friends and Residents of Guerneville for developing a neighborhood watch program; grant award of $2,000.

10.) Graton Community Club for advertising and promotion of two annual flower shows; grant award of $1,000.

11.) Los Cien Sonoma County, Inc. to promote and enable participation of community in Los Cien events; grant award of $2,500.

12.) Monte Rio Chamber of Commerce for advertising and promotion of a Golf Event and Casino Night; grant award of $2,000.

13.) One Mind for advertising and promotion of The Concert, A Message of Hope and Help; grant award of $2,000.

14.) Russian River Chamber of Commerce for advertising and promotion of local business; grant award of $4,000.

15.) Russian River Rotary Foundation for advertising and promotion of Rockin' the River Concert Series; grant award of $5,000.

16.) Santa Rosa Metro Chamber for support of the Mike Hauser Academy; grant award of $5,000.

17.) Sebastopol Area Senior Center for advertising and promotion of the Legacy Thrift Shop and Holiday Store; grant award of $2,500.

18.) Sebastopol Chamber of Commerce for advertising and promotion of the Sebastopol Apple Blossom Festival and Parade; grant award of $1,500.

19.) Slow Food Russian River for promotion and distribution of the Gravenstein Apple in several venues; grant award of $1,000.

20.) Sonoma County 2020 Women's Suffrage Project for advertising and promotion of events such as parades, HerStory Project Book and programed discussions and workshops; grant award of $1,500.

21.) Sonoma County Bicycle Coalition for outreach and promotion of safe bicycling; grant award of $1,000.

22.) Sonoma County Farm Trails for advertising and promotion of maps and materials for Self-Guided Farm Tours and events such as the Gravenstein Apple Fair; grant award of $5,000.

23.) Sonoma County Pride for advertising and promotion of Sonoma County LGBTQI Pride Celebration and printed LBGT visitors guide; grant award of $1,000.

24.) Stewards of the Coast and Redwoods for advertising and promotion and docent led education programs; grant award of $5,000.

25.) The Surfrider Foundation- Sonoma Coast for advertising and promotion of the 8th Annual Blue Water Paddle Race; grant award of $750.

26.) West County community Services for advertising and promotion of the 4th Annual Pig and Pie Community Event; grant award of $2,000.

27.) Western Sonoma County Historical Society for advertising and promotion in the 2019-2020 Sonoma County Visitor Guide and Map; grant award of $895.

Discussion:

The Sonoma County Community Investment Fund grant program utilizes a portion of the Transient Occupancy Tax (TOT) to encourage economic development, community engagement, enhance culture 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 address impacts on safety due to tourism and to enhance community services throughout the county. 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 supporting the community's recovery efforts.

The Community Investment Fund Policy is divided into different categories. The Board established the Local Events, Organizations, District Priorities category to fund local events that will support businesses, enhance culture, and organizations that provide a benefit to the community. The Board may award funding to County Department to fulfill Supervisorial District priorities. Funding for these events and organizations is provided at the discretion of each Supervisorial District based on an overall allocation of $500,000 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.

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

Prior Board Actions:
9/10/2019 - Awarded FY 2019-2020 Local Events, Organizations, and Economic Development grants

FISCAL SUMMARY

Expenditures	**FY 19-20 Adopted**	**FY20-21 Projected**	**FY 21-22 Projected**
Budgeted Expenses	$59,145		
Additional Appropriation Requested			
Total Expenditures	**$59,145**		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	$59,145		
Use of Fund Balance			
Contingencies			
Total Sources	**$59,145**		

Narrative Explanation of Fiscal Impacts:
Transient Occupancy funds are programmed in the FY 2019-2020 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