



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 10/15/2019

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor David Rabbitt, 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Second

Title:

Disbursement of Fiscal Year 2019-2020 Second 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: Los Cien Sonoma County, Inc., \$2,000; Cruisin' the Boulevard, Inc., \$4,500; Sonoma County Fair & Sonoma County Harvest Fair (DBA Sonoma County Fair & Exposition, Inc.), \$5,000; Sonoma County Pride, \$1,000. (Second District)

Executive Summary:

Local Events, Organizations, District Priorities Grants of the Community Investment Fund Policy provides grant allocations to each Supervisor, to be distributed at the Supervisor's discretion. The Second District has reviewed the applications and wishes to recommend the following FY 2019-2020 grant awards:

- 1.) Los Cien Sonoma County, Inc. for expenses related to promotion and outreach for three yearly events, \$2,000;
- 2.) Cruisin' the Boulevard, Inc. for expenses related to advertising and promotion of the 15th Annual Cruisin' the Boulevard event, \$4,500;
- 3.) Sonoma County Fair & Sonoma County Harvest Fair (DBA Sonoma County Fair & Exposition, Inc.) for expenses related to advertising and promotion, \$5,000;
- 4.) Sonoma County Pride for expenses related to advertising and promotion of the Sonoma County LGBTQI Pride Celebration 2020, \$1,000.

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:

No actions in current fiscal year

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses	12,500		
Additional Appropriation Requested			
Total Expenditures	12,500		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	12,500		
Use of Fund Balance			
Contingencies			
Total Sources	12,500		

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)

Agenda Date: 10/15/2019

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