

Community Investment Program Tourism Impact Fund Expenditure Recommendations

Attachment A

Project	Organization/Department receiving funds	Amount of Funds to be awarded	What activities will the funds be used for (i.e.: safety improvements, environmental impact mitigation, public safety, and other tourism mitigation activities)?	How will the community benefit from this project?
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District One

Springs Municipal Advisory Council (Springs MAC)	Various	\$ 9,000.00	Funds will be used for ongoing costs associated with the Springs Municipal Advisory Council (room rental, minute taker, videography, and translation)	The Springs MAC acts as a bridge for communication between the County and local residents and businesses in the Springs Area
The Club	Boys and Girls Club Sonoma Valley	\$ 30,000.00	Providing programs and resources to area young people who lack opportunity due to the region's focus on adult oriented tourism	Teens do community service projects (clean ups, etc). The Club also provides valuable arts and technology workshops, health and wellness programs, and volunteer opportunities for teens.
Sustainable Sonoma	Sonoma Ecology Center	\$ 10,000.00	Documentation of ecological diversity at Eldridge site	Increased housing stock that is vetted and has community buy in; assessment of ecological assests of the eldridge site to aid in the planning of the future of the site.

District Four

Community disaster preparedness outreach program	Nuestra Comunidad	\$ 10,000.00	Providing education and outreach programming for the "Whole Community"	Outreach and education project will benefit the community by equipping individuals with vital information and hands-on training on disaster preparedness.
RiverTrek	LandPaths	\$ 20,000.00	LandPaths' RiverTrek demonstrates reducing one of the most talked about tourism impacts—traffic.	Russian RiverTrek is a program that engages participants—locals and agencies—in the health of the Russian River.
Russian River Clean up	Russian Riverkeeper on behalf of Clean River Alliance	\$ 25,000.00	Clean River Alliance does clean ups along tourist impacted stretches of the river	Clean healthy river system
Visitor Way Finding & Signage	Pacific Coast Air Museum	\$ 2,000.00	This will provide signage to direct tourist to the museum	This will benefit the community by making this historical and cultural resource more easily accessible.
Visitor Way Finding & Signage	Alexander Valley Winegrowers	\$ 5,000.00	To purchase and install at Welcome To Alexander Valley Sign for the 101 freeway coming from the north side	This will benefit the community by making this area of cultural interest more easily accessible.

District Five

Lower Russian River and Sonoma Coast Municipal Advisory Councils	Various	\$ 15,000.00	Funds will be used for ongoing costs associated with the Lower Russian River and Sonoma Coast Municipal Advisory Councils (room rental and translation)	The Lower Russian River and Sonoma Coast MACs acts as a bridge for communication between the County and local residents and businesses in those areas
Wellness & Preparedness Fair	Various	\$ 4,500.00	Funds will be used for costs associated with a Wellness & Disaster Preparedness Fair (radios, etc.)	Community will be better prepared and resilient in the event of a disaster.