



SUMMARY REPORT

Agenda Date: 3/24/2020

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 District

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: Cinnabar Theater (DBA Cinnabar Arts Corporation), \$1,000; Cotati Accordion Festival, \$4,500; Cotati Historical Society, \$1,500; California Poets in the Schools, \$350; Petaluma Downtown Association, \$13,000; Petaluma Visitors Program (fiscal sponsor: Petaluma Downtown Association), \$8,000; and North Coast Ballet California, \$1,500. (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 applications and wishes to recommend the following FY 2019-2020 grant awards:

- 1.) Cinnabar Theater (DBA Cinnabar Arts Corporation) for expenses related to marketing and promotion of nine community show, six professional shows and three youth shows, grant award of \$1,000;
- 2.) Cotati Accordion Festival for marketing and promotion of the 30th Annual Cotati Accordion Festival, grant award of \$4,500;
- 3.) Cotati Historical Society for the production and promotion of the 11th annual BBQ fundraiser to benefit the Museums operations, the Thomas Page Academy, produce historical photo display for SMART station and outdoor display for the Veronda-Falletti Ranch, grant award of \$1,500;
- 4.) California Poets in the Schools for promotion and public outreach for Sonoma County Youth Poet Laureate program, grant award of \$350;
- 5.) Petaluma Downtown Association for the marketing and promotion of four annual events promoting and supporting economic development in Petaluma, grant award of \$13,000;
- 6.) Petaluma Visitors Program (fiscal sponsor: Petaluma Downtown Association) for the visitor center and SMART train platform beautification projects, grant award of \$8,000; and
- 7.) North Coast Ballet California for general marketing and for the promotion of the arts to at-risk youth and homeless populations, 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 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:

9/17/19, 10/15/19, 11/19/19, 12/17/19, and 1/14/20 - 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	29,850		
Additional Appropriation Requested			
Total Expenditures	29,850		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	29,850		
Use of Fund Balance			
Contingencies			

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Total Sources	29,850		
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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