

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

Emergency Winter Shelter	Sonoma Overnight Support	\$ 60,000.00	Funds will be used for costs associated with the Emergency Winter Shelter in Sonoma and providing meals during the COVID-19 pandemic.	The homeless population has increased in Sonoma by 60% over the last year. The Emergency Winter Shelter provides shelter for the chronically homeless.
Sonoma Valley Trail	Sonoma County Regional Parks	\$ 30,000.00	The project is for a multi-use trail that links parks, wineries, and other destinations and places of employment along Highway 12.	The community will benefit from the Sonoma Valley Trail through increased safety of Highway 12 for motorists, bicyclists, and pedestrians by creating an off-street multi-use trail that separates trail users from motorists. The Sonoma Valley Trail will also lower green-house gases and increase healthy exercise in the community.
Subtotal		\$ 90,000.00		

District Four

COVID-19 Community Outreach	Reach For Home	\$ 5,000.00	These funds will be used for community outreach for vulnerable communities.	This will benefit the community by helping to stabilize community during and post pandemic.
COVID-19 Community Outreach	Hispanic Chamber of Commerce	\$ 5,000.00	These funds will be used for community outreach for vulnerable communities.	This will benefit the community by helping to stabilize community during and post pandemic.
COVID-19 Community Outreach	Latinos Unidos del Condado de Sonoma	\$ 5,000.00	These funds will be used for community outreach for vulnerable communities.	This will benefit the community by helping to stabilize community during and post pandemic.
COVID-19 Community Outreach	Bilingual Broadcasting Foundation, Inc. DBA KBBF 89.1 FM	\$ 5,000.00	These funds will be used for community outreach for vulnerable communities.	This will benefit the community by helping to stabilize community during and post pandemic.
Subtotal		\$ 20,000.00		

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District Five

Chamber Cash Program	Bodega Bay Area Chamber of Commerce	\$ 5,000.00	The Chamber Cash Program will provide local businesses with the funds to remain open during the COVID-19 pandemic.	These businesses will be able to remain open, supporting the local economy and residents.
Small Business Online Services	Russian River Chamber of Commerce	\$ 7,500.00	Provide consulting services for all local businesses and free classes in various marketing, public relations, social media, and e-commerce skills.	This program will help bring Russian River businesses online and give them e-commerce skills that will help now and for the future, in particular during the COVID-19 pandemic.
Transitional Housing Expansion Program	TLC Child and Family Services	\$ 15,000.00	To support basic needs of homeless youth served by the Transitional Housing Expansion Program.	The Transitional Housing Expansion Program provides subsidized housing and intensive services structured to support housing retention for youth experiencing homelessness.
COVID-19 Relief Fund	River to Coast Children's Services	\$ 20,000.00	The COVID-19 relief fund will provide financial assistance to undocumented workers hardest hit by closing workplaces due to the COVID-19 pandemic.	The workers who will be supported during this time are often the lowest paid in the visitor serving industries and are vital to the success of the economy of the county.
Transportation Fund	Russian River Alliance	\$ 5,000.00	Transportation and deliveries for laid off workers, seniors, and those who are at high risk for COVID-19.	This will help two local essential businesses remain open, and will support the shelter in place order by encouraging those at high risk to stay home.
Food Gift Card Fund	Russian River Alliance	\$ 5,000.00	Gift cards from the local Safeway and various small local restaurants for those with a financial need due to the COVID-19 pandemic.	The gift cards will help various small restaurants remain open and will support the laid off workers, supporting the local economy and residents.

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VISTA Academy Youth Detention Program	The Center for Social and Environmental Stewardship	\$ 10,000.00	Vista Academy offers a secure, safe, and predictable environment in which youth on probation acquire and practice essential skills that help reduce the chance of reoffending or continued	The Vista Academy program increases the number of youth available to go on to complete high school or obtain a GED, enroll in post secondary school, and/or become gainfully employed. At risk youth learn the
Shelter-In-Place Portal	Sonoma County Farm Trails	\$ 20,000.00	The Shelter-In-Place Portal connects customers with producers, providing information about food options, access, and availability to food during the COVID-19 pandemic.	The community will benefit by having access to available food options and services specific this time of sheltering in place. This portal directly benefits the agricultural community by providing a way to remain in business.
Website Improvements and Development	Sebastopol Center for the Arts	\$ 15,000.00	Create "open gallery" on the website and create online education programs	Continued support of local artists and art education during the COVID-19 pandemic
Gift Card Purchase Program	Friends of Rio Nido	\$ 5,000.00	Purchase gift cards from local Rio Nido businesses and provide them to the community at a discounted rate.	The gift cards will help various small restaurants remain open and will support the local economy and residents.
Online functionality of theater	Main Stage West	\$ 5,000.00	Engage a consultant to design and install the appropriate audio/visual equipment to broadcast theater and music online.	Continued support of local artists and bring the theater to the community during the COVID-19 pandemic
Meals	Lazy Bear Fund, Inc.	\$ 20,000.00	The funds will be used to provide 2,000 meals to individuals and families who are unemployed or under-employed, especially people in the hospitality and related industries along the lower Russian River.	This project will mitigate the economic hardships faced by workers in the tourism industry created by the COVID-19 and will support local businesses.
Pet supply and food delivery	Pets are Loving Support (PALS)	\$ 5,000.00	Provide delivery of pet supplies including food, litter, flea prevention, and heartworm medicine to clients diagnosed with AIDS.	Pets make an enormous difference to the health and well being of our clients and are often their reason for living.
Crisis Support Program	West County Community Services	\$ 30,000.00	To provide crisis support (rent, utilities, food) to members of the housed population experiencing short term financial crises during the COVID 19 response.	Support those that have lost their livelihoods and the housed population who find their health at greater risk.

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Shower	West County Community Services	\$ 15,000.00	To build the only indoor bathroom/shower for the use by homeless citizens in the lower russian river. To be housed inside 3rd Street House in Guerneville.	This will increase the health and sanitation of our homeless neighbors, improve the look of downtown, and improve relations between the downtown community and the homeless themselves.
Russian River Clean Up & COVID-19 Response	Russian Riverkeeper on behalf of Clean River Alliance	\$ 5,000.00	Clean River Alliance does clean ups along tourist impacted stretches of the river, and assisting West County Community Services with food distribution	Clean healthy river system and support of those in need during the COVID-19 pandemic.
Gift Card and Bill Pay Programs	Latino Service Providers	\$ 25,000.00	Purchase gift cards to give to the Latino community of the Fifth District, specifically to the undocumented and farm-working community; and for a "Bill Pay" assistance program.	Communities in rural West County are experiencing higher rates of food insecurity compared to other parts of the County. These financial assistance programs will support these vital members of the community.
Financial Aid Program	North Bay Organizing Project for UndocuFund	\$ 25,000.00	Direct financial aid to undocumented families in Sonoma County during times of disasters such as the current COVID-19 pandemic.	Support members of the community that are vital to Sonoma County as a whole.
		Subtotal \$ 237,500.00		
		Total \$ 347,500.00		