



## COUNTY OF SONOMA

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

### SUMMARY REPORT

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**Agenda Date:** 4/28/2020

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**To:** Board of Supervisors

**Department or Agency Name(s):** County Administrator's Office

**Staff Name and Phone Number:** McCall Miller 565-7099

**Vote Requirement:** Majority

**Supervisorial District(s):** Countywide

**Title:**

Fiscal Year 2019-2020 Tourism Impact Fund Grant Awards

**Recommended Action:**

- A) Authorize the County Administrator, or designee, to execute agreements for a total of \$347,500 with grantees: Sonoma Overnight Support, \$60,000; Sonoma County Regional Parks, \$30,000; Latinos Unidos del Condado de Sonoma, \$5,000; Bilingual Broadcasting Foundation, Inc. dba KBBF, \$5,000; Reach for Home, \$5,000; Hispanic Chamber of Commerce, \$5,000; Bodega Bay Area Chamber of Commerce, \$5,000; Russian River Chamber of Commerce, \$7,500; TLC Child and Family Services, \$15,000; River to Coast Children's Services, \$20,000; Russian River Alliance (two grants), \$10,000; The Center for Social and Environmental Stewardship, \$10,000; Sonoma County Farm Trails, \$20,000; Sebastopol Center for the Arts, \$15,000; Friends of Rio Nido, \$5,000; Main Stage West, \$5,000; Lazy Bear Fund, Inc., \$20,000; Pets are Loving Support, \$5,000; West County Community Services (two grants), \$45,000; Russian Riverkeeper on behalf of Clean River Alliance, \$5,000; Latino Service Providers, \$25,000; North Bay Organizing Project on behalf of UndocuFund, \$25,000; and
- B) Authorize the County Administrator, or designee, to amend these agreements to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

**Executive Summary:**

Today's Actions would award a total of \$347,500 of Fiscal Year 2019-2020 Tourism Impact Funds from the Community Investment Fund and authorize the County Administrator, or designee, to execute a total of \$347,500 in funding agreements with grantees to complete projects; and authorize the County Administrator, or designee, to amend these agreements and make minor modifications that do not increase the amount awarded under the agreement.

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

**Discussion:**

Transient Occupancy Tax Funding

The Transient Occupancy Tax (Hotel/Motel Tax or Bed Tax) is levied at a rate of 12% in unincorporated Sonoma County. In 2016, voters approved Measure L, which authorized a 3% increase to the tax - from 9% to 12%. The

first 9% of TOT is divided with 33% of revenues received going into the General Fund. The remaining funds, including the Measure L funds, are allocated according to the Community Investment Fund Policy.

#### *Tourism Impact Funds*

One component of the Measure L funds is the Tourism Impact Fund, established to mitigate the impacts of Tourism. The Tourism Impact Fund distributes 10% of revenue from Measure L among the Supervisorial Districts, according to the percentage of TOT revenue collected in each District during the previous fiscal year.

The Tourism Impact Fund was established to meet unique and urgent needs of areas within unincorporated Sonoma County that are most impacted by tourism. District Supervisors recommend how funding should be allocated in their district, for approval by the Board of Supervisors. In order to address urgent needs in a timely manner, the Board of Supervisors awards Tourism Impact Funds twice a year.

Funds in this category may be used for activities such as safety improvements (e.g. lighted and/or marked crosswalks, traffic calming devices), environmental impact mitigation (e.g. removing trash from beaches, waterways, and areas with high tourist traffic), public safety (e.g. Fire Services), and other tourism mitigation activities, such as parking enforcement in heavily trafficked areas. Funds may be used to support organizations that coordinate community improvements, such as the Municipal Advisory Councils.

Unused funds in a single fiscal year will be accounted for and available in following years.

Details of the proposals may be found in Attachment A.

#### **District One Funds: \$90,000**

<b>Project</b>	<b>Organization/ Department</b>	<b>Amount</b>
Emergency Winter Shelter	Sonoma Overnight Support	\$60,000
Sonoma Valley Trail	Sonoma County Regional Parks	\$30,000
<b>Sub-Total</b>		<b>\$90,000</b>

#### **District Four Funds: \$20,000**

<b>Project</b>	<b>Organization/ Department</b>	<b>Amount</b>
COVID-19 Community Outreach	Latinos Unidos del Condado de Sonoma	\$5,000
COVID-19 Community Outreach	Bilingual Broadcasting Foundation, Inc. dba KBBF	\$5,000
COVID-19 Community Outreach	Reach For Home	\$5,000
COVID-19 Community Outreach	Hispanic Chamber of Commerce	\$5,000
<b>Sub-Total</b>		<b>\$20,000</b>

#### **District Five Funds: \$237,500**

<b>Project</b>	<b>Organization/ Department</b>	<b>Amount</b>
Chamber Cash Program	Bodega Bay Area Chamber of Commerce	\$5,000

Small Business Online Services	Russian River Chamber of Commerce	\$7,500
Transitional Housing Expansion Program	TLC Child and Family Services	\$15,000
COVID-19 Relief Fund	River to Coast Children's Services	\$20,000
Transportation Fund	Russian River Alliance	\$5,000
Food Gift Card Fund	Russian River Alliance	\$5,000
VISTA Academy Youth Detention Program	The Center for Social and Environmental Stewardship	\$10,000
Shelter-In-Place Portal	Sonoma County Farm Trails	\$20,000
Website Improvements and Development	Sebastopol Center for the Arts	\$15,000
Gift Card Purchase Program	Friends of Rio Nido	\$5,000
Online Functionality of Main Stage West	Main Stage West	\$5,000
Meals Fund	Lazy Bear Fund, Inc.	\$20,000
Pet Supply and Food Delivery	Pets are Loving Support (PALS)	\$5,000
Crisis Support Program	West County Community Services	\$30,000
Shower Fund	West County Community Services	\$15,000
Russian River Clean Up and COVID-19 Response	Russian Riverkeeper on behalf of Clean River Alliance	\$5,000
Gift Card and Bill Pay Programs	Latino Service Providers	\$25,000
Financial Aid Program	North Bay Organizing Project on behalf of UndocuFund	\$25,000
<b>Sub-Total</b>		<b>\$237,500</b>
<b>Total</b>		<b>\$347,500</b>

Funds will be distributed upon approval of these awards by the Board of Supervisors and execution of the Tourism Impact Fund Agreement contract by the entity. The contracts will be executed by the County Administrator. The contracts will require the County logo on promotional materials produced using the grant award, and will require submission of receipts to the County Administrator's Office for the total amount of the grant award.

Due to the scope and nature of projects funded by the Tourism Impact Fund, the project may require modification and/or work may not be completed during the award year, necessitating an extension of time or modification of allowed uses for the organization to complete the project. Therefore it is recommended that the County Administrator, or designee, be authorized to amend the contracts to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

Activities performed utilizing Community Investment Program funds provide public benefits that serve

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important community needs under Government Code Section 26227.

**Prior Board Actions:**

12/17/2019 - Allocation of FY 19-20 Tourism Impact Funds

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 19-20 Adopted</b>	<b>FY20-21 Projected</b>	<b>FY 21-22 Projected</b>
Budgeted Expenses	\$347,500		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$347,500</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	\$347,500		
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>\$347,500</b>		

**Narrative Explanation of Fiscal Impacts:**

Funds are included in the FY 2019-2020 budget.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

Attachment A: FY 2019-2020 Tourism Impact Award Data

**Related Items "On File" with the Clerk of the Board:**

FY 2019-2020 Tourism Impact Fund Agreement

Community Investment Fund Policy