



# COUNTY OF SONOMA

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

## SUMMARY REPORT

---

**Agenda Date:** 9/15/2020

---

**To:** Board of Supervisors of Sonoma County  
**Department or Agency Name(s):** Economic Development Board  
**Staff Name and Phone Number:** Kristen Madsen, 707-565-6120  
**Vote Requirement:** 4/5th  
**Supervisorial District(s):** All

**Title:**

Economic Development Department, Creative Sonoma Accepts Grant Awards from the National Endowment for the Arts

**Recommended Action:**

- A) Adopt a Resolution adjusting the FY 2020-21 Budget for the Economic Development Department in the amount of \$501,000, increasing appropriations for grant awards from the National Endowment for the Arts (NEA) in the amount of \$383,000; and
- B) Approve the use of Recovery and Resiliency Reserve set-aside for disaster recovery related grant matches of \$118,000.

(4/5<sup>th</sup> Vote Required)

**Executive Summary:**

In January 2020, Creative Sonoma was authorized to accept and expend grants, in amounts not to exceed \$500,000 annually, in coordination with County Counsel and the County Administrator's Office. Creative Sonoma is in the process of accepting three grant awards, totaling \$383,000 from the National Endowment for the Arts. The grants steering committee and County Administrator had previously identified \$118,000 in the Recovery and Resiliency Reserve set aside for a similar unsuccessful grant application, approved by the Board of Supervisors in the FY 2018-19 budget. A majority of these grant funds totaling \$250,000 will be re-granted into the community. Creative Sonoma is seeking the Board's adoption of a resolution adjusting the FY 2020-21 budget to accommodate the increased funding.

**Discussion:**

Staff is recommending that the Board adopt the Budget Adjustment Resolution increasing appropriations for accepted grant awards and matching funds to the Economic Development Department by \$501,000.

Creative Sonoma is dedicated to providing financial, information, networking resources to Sonoma's creative community and the public. To facilitate the provision of financial resources, Creative Sonoma has successfully sought and received grants from funders that supplement Creative Sonoma's annual budget allocation. Creative Sonoma has successfully built and implemented a process through which it can re-grant funds in an efficient, equitable, and transparent manner. It has also established a track record of managing other projects and activities that support the creative sector. The process has been built to accommodate an increasing level of resources as funding opportunities arise that support Creative Sonoma's continued growth.

In January 2020, Creative Sonoma was authorized to accept and expend grants, in amounts not to exceed \$500,000 annually. Creative Sonoma is coordinating with County Counsel to ensure compliance with federal, state and local procurement, conflict of interest, reporting and auditing requirements. The Creative Sonoma Advisory Board is in the process of adopting its own conflict of interest code and will submit its conflict of interest code to the Board of Supervisors for review and approval in the next countywide biennial conflict of interest code update in early 2021.

Creative Sonoma is in the process of receiving three grants from the National Endowment for the Arts (NEA):

1. \$250,000 for re-granting to Sonoma County arts and cultural nonprofits for COVID19 relief from the CARES Act. These funds will provide much needed resources for the arts community that has been severely impacted by Shelter-in-Place closures as a high percentage its activities require in-person gatherings of groups. We anticipate providing between 30-35 grants ranging from \$3000 to \$16,000 each. We have completed extensive outreach to eligible organizations across the county and will endeavor to allocate the funds, based on received applications, with as much geographic parity as possible. This grant does not require a match and there are no partners involved.
2. \$118,000 for a Creative ReOpening project, working with local Chambers of Commerce and their affiliates to help businesses reopen safely by incorporating the arts into newly re-purposed business “footprints,” e.g., sidewalks, parks and parklets, etc. The Santa Rosa Downtown Action Organization is a co-writer of the grant and is therefore a named partner in the project. The County is providing \$118,000 in matching funds from the Recovery and Resiliency set aside approved in the FY2018-19 budget. Cities and towns have responded to a countywide RFP indicating their interest, capability and plans to incorporate the arts and artists into their reopening plans. We anticipate working with Chambers of Commerce and/or Downtown alliances, at least one per Supervisorial District, including the Santa Rosa project.
3. \$15,000 for a cultural tourism project working with Sonoma County Tourism (SCT) and local musicians. We will work with a professional score composer and local musicians to create a new “soundtrack” for SCT’s promotional videos featuring Sonoma County as well as our local music scene. The use of the video will serve as a new distribution of local musicians’ work to new audiences. This grant requires a 1 to 1 match, which is being provided by SCT.

Today’s actions will allow Creative Sonoma to continue its efforts to support the creative community of Sonoma County in this time of unique need.

**Prior Board Actions:**

Authorized Creative Sonoma to accept and expend grants not to exceed \$500,000 annually in January 2020.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 20-21 Adopted</b>	<b>FY 21-22 Projected</b>	<b>FY 22-23 Projected</b>
Budgeted Expenses			

Agenda Date: 9/15/2020

Additional Appropriation Requested	\$501,000		
<b>Total Expenditures</b>	<b>\$501,000</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
National Endowment for the Arts Grant	\$383,000		
Local Match (Recovery and Resiliency Reserve)	\$118,000		
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>\$501,000</b>		

**Narrative Explanation of Fiscal Impacts:**

Creative Sonoma is receiving \$383,000 in grant funds from the National Endowment for the Arts. A match of \$118,000 is being provided by the Recovery and Resiliency Reserve. An additional match of \$15,000 is being provided by Sonoma County Tourism and will be paid outside of Economic Development Department’s budget directly to outside vendors for expenses incurred for the project.

<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>
n/a			

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

n/a

**Attachments:**

1. 01.14.20 Item 07 Summary.pdf
2. CARES Act - CARGO - Official Notice (Award Letter)
3. Art Works - Next Level - Official Notice
4. Creative Reopening Notice of Action
5. Budget Resolution - Creative Sonoma NEA Grants

**Related Items “On File” with the Clerk of the Board:**

N/A