



SUMMARY REPORT

Agenda Date: 2/23/2021

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor James Gore, 707-565-2241

Vote Requirement: Majority

Supervisory District(s): Fourth District

Title:

Disbursement of Fiscal Year 2020-2021 Fourth 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 economic development efforts for FY 2020-2021: Alexander Valley Film Festival, \$2,500; Cloverdale Arts Alliance, \$5,000; Los Cien Sonoma County Inc., \$2,000; Windsor Educational Foundation \$1,500. (Fourth 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 Fourth District has reviewed the applications and wishes to recommend the following FY 2020-2021 grant award:

- 1) Alexander Valley Film Festival for operating costs of the 2021 film festival, grant award of \$2,500;
- 2) Cloverdale Arts Alliance for Friday Nights Live on the Plaza, grant award of \$5,000;
- 3) Los Cien Sonoma County Inc. for transitioning to a virtual platform, grant award of \$2,000; and
- 4) Windsor Educational Foundation for operating costs of the Scarecrow Days on the Windsor Green, 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 the organizations that provide a benefit to the community. The Board may award funding to the County Department to fulfill Supervisory District priorities. Funding for these events and organizations is provided at the discretion of each Supervisory 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 this award 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:

12/15/2020 - Awarded FY 2020-2021 Local Events, Organizations, and Economic Development Grants

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY 21-22 Projected	FY22-23 Projected
Budgeted Expenses	11,000		
Additional Appropriation Requested			
Total Expenditures	11,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	11,000		
Use of Fund Balance			
Contingencies			
Total Sources	11,000		

Narrative Explanation of Fiscal Impacts:

Transient Occupancy funds are programmed in the FY 2020-2021 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

Agenda Date: 2/23/2021

Attachments:

None

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

Community Investment Fund Policy