COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 6/8/2021

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 2020-2021 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 2020-2021: Penngrove Social Firemen, $9,000; Sonoma County Pride, $1,500; 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 the applications and wishes to recommend the following FY 2020-2021 grant awards:

1.) Penngrove Social Firemen for expenses related to a community archive preservation project, grant award of $9,000;
2.) Sonoma County Pride for expenses related to the promotion and marketing of events to be held in the Second District, grant award of $1,500; and
3.) North Coast Ballet California for expenses related to event marketing and to support the "Dancing in the Moment" event through complimentary tickets to local youth and seniors, 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. In addition, specific to FY 2020-21 and as a result of the COVID-19 pandemic, Transient Occupancy Tax revenues are expected to be 30% less. Therefore, during the September budget hearings, the Board of Supervisors agreed to provide one-time discretionary sources to supplement and maintain the $100,000 per district grant capacity.

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:
1/26/2021, 5/25/2021 - Awarded FY 2020-2021 Local Events, Organizations, and Economic Development grant

FISCAL SUMMARY

Expenditures	**FY 20-21 Adopted**	**FY21-22 Projected**	**FY 22-23 Projected**
Budgeted Expenses	12,000		
Additional Appropriation Requested			
Total Expenditures	**12,000**		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	12,000		
Use of Fund Balance			
Contingencies			
Total Sources	**12,000**		

Narrative Explanation of Fiscal Impacts:
Transient Occupancy funds and one-time general fund discretionary sources are programmed in the County Administrator's Board of Supervisors division FY 2020-21 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