



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 9/14/2021

To: Board of Supervisors

Department or Agency Name(s): Economic Development Board

Staff Name and Phone Number: Rebekah Heinze, 565-7152

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

FY 2021-2022 Chambers of Commerce and Visitors Center Grant Awards

Recommended Action:

- A) Approve Fiscal Year 2021-2022 grant awards to Chambers of Commerce and Visitors Centers for a total of \$350,000.
- B) Authorize the Economic Development Executive Director to execute grant agreements with Chamber of Commerce and Visitors Centers. ☐

Executive Summary:

This item requests Board consideration and approval of one-time grant awards totaling \$350,000 and to authorize the Economic Development Executive Director to execute agreements with non-profit grantees.

Discussion:

During budget hearings for fiscal year 2021-2022, the Board set aside one-time General Fund in the amount of \$350,000 to fund Visitors Centers and Chambers of Commerce. To be eligible for funding, entities must serve the unincorporated areas of Sonoma County or provide countywide services.

Grant applications for FY 2021-2022 funding were open from July 1, 2021 and through July 23, 2021. Notice of the grant applications, along with outreach emails were sent to eighteen entities to inform them of the grant opportunities and applicable due dates. A total of nine (9) Visitors Centers applications and nine (9) Chambers of Commerce applications were received.

Grant recommendations are based on the ability to serve unincorporated areas or provide countywide services, response time to the public, the number of visitors served, anticipated membership dues, and potential return on investment. The following is a summary of the recommended funding:

Visitors Centers

Sonoma Coast (Bodega Bay)	\$82,000
Cloverdale	\$14,500
Geyserville	\$5,700
Healdsburg	\$26,700

Mark West	\$2,700
Petaluma	\$27,200
Russian River	\$93,500
Sonoma Valley	\$43,750
Windsor	<u>\$10,150</u> ?
Visitors Center Totals:	\$306,200

Chambers of Commerce

Cloverdale	\$3,000
Geyserville	\$2,950
Healdsburg	\$7,100
Mark West	\$2,850
Rohnert Park	\$6,450
Russian River	\$5,000
Sonoma Valley	\$9,300
Windsor	<u>\$7,150</u> ?
Chamber Totals	\$43,800

Grand Total: \$350,000

The use of general funds for these purposes complies with Government Code Section 26227, which allows the Board of Supervisors to fund programs deemed by the Board to meet the social needs of the population of the county.

Prior Board Actions:

04/16/2019: Community Investment Fund Program Policy Update and Four Year Funding Allocations

FISCAL SUMMARY

Expenditures	FY 21-22 Adopted	FY22-23 Projected	FY 23-24 Projected
Budgeted Expenses	\$350,000		
Additional Appropriation Requested			
Total Expenditures	\$350,000		
Funding Sources			
General Fund/WA GF	\$350,000		
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	\$350,000		

Narrative Explanation of Fiscal Impacts:

\$350,000 in funding for Visitors Centers and Chambers of Commerce was approved during the FY 2021-2022 budget hearings and is included in Economic Development Board's Adopted Budget. Visitors Centers and Chambers of Commerce were previously supported by the Board as part of the Community Investment Fund Policy. However, on April 16, 2019, the Board approved an update to the Community Investment Fund Policy to prioritize projects in support of recovery efforts and to develop resiliency following local disasters. As a component of the updated policy, funding for Chambers of Commerce and Visitors Centers expired on June 30, 2021.

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

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Sample Chambers of Commerce & Visitors Center Grant Agreements

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

None