



SUMMARY REPORT

Agenda Date: 10/19/2021

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Lynda Hopkins 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Fifth District

Title:

Disbursement of Fiscal Year 2021-22 Fifth 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 2021-22: Sebastopol Area Senior Center, \$1,500; Stewards of the Coast and Redwoods, \$5,000; Sebastopol Chamber of Commerce & Visitor Center, \$2,500; Food for Thought, \$5,000; Bodega Bay Fisherman's Festival, \$2,500; Occidental Community Farmers Market (fiscal agent: Sonoma County Certified Farmers' Market Association), \$1,000; Art Workshop of Western Sonoma County (AWS), \$1,000; Russian River Chamber of Commerce, \$5,000; Safer West County, \$5,000; Bodega Volunteer Fire Department, \$1,500; Kid Scoop News, \$500; TLC Child Family Services, \$5,000; Russian River Wine Road, \$2,500; Face to Face, \$1,500; Integrative Healers Action Network (fiscal agent: Inquiring Systems Inc.), \$1,000; and Los Cien Sonoma County Inc., \$1,855.83. (Fifth 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 Fifth District has reviewed the applications and wishes to recommend the following FY 2021-21 grant awards:

1. Sebastopol Area Senior Center for holiday event marketing and support, grant award of \$1,500;
2. Stewards of the Coast and Redwoods Advertising and outreach for old grove festival and for educational program, grant award of \$5,000;
3. Sebastopol Chamber of Commerce & Visitor Center for advertising to out of area for Apple Blossom event, grant award of \$2,500;
4. Food for Thought for new program, Full Belly, which provides food and support to low income pregnant women, grant award of \$5,000;
5. Bodega Bay Fisherman's Festival for April 2022 event to raise funds for 25 local nonprofits in Sonoma County, grant award of \$2,500;
6. Occidental Community Farmers Market (fiscal agent: Sonoma County Certified Farmers' Market Association) for marketing and outreach, grant award of \$1,000;
7. Art Workshop of Western Sonoma County (AWS) for juried art show for marketing and operational expenses, grant award of \$1,000;
8. Russian River Chamber of Commerce for professional social media management of the

Experience Russian River FB page, to retain an editor for weekly newsletter and to employ a photographer/videographer for Member Highlight and Member Spotlight postings on Facebook, grant award of \$5,000;

9. Safer West County for GMRS repeaters, grant award of \$5,000;
10. Bodega Volunteer Fire Department for advertising and promotion of events, grant award of \$1,500;
11. Kid Scoop News for students in Title One schools throughout Sonoma County to receive a monthly literacy boosting Kid Scoop News, grant award of \$500;
12. TLC Child Family Services for rental assistance program for youth aging out of foster care system, grant award of \$5,000;
13. Russian River Wine Road for Roadrunner Club, grant award of \$2,500;
14. Face to Face for annual online arts event to help people with HIV/AIDS, grant award of \$1,500;
15. Integrative Healers Action Network (fiscal agent: Inquiring Systems Inc.) for providing free mind body medicine to traumatized wildfire victims, grant award of \$1,000; and
16. Los Cien Sonoma County Inc. for Mochilada for annual school supplies donations, grant award of \$1,855.83.

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.

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:

None for FY 2021-22

FISCAL SUMMARY

Agenda Date: 10/19/2021

Expenditures	FY 21-22 Adopted	FY22-23 Projected	FY 23-24 Projected
Budgeted Expenses	42,355.83		
Additional Appropriation Requested			
Total Expenditures	42,355.83		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	42,355.83		
Use of Fund Balance			
Contingencies			
Total Sources	42,355.83		

Narrative Explanation of Fiscal Impacts:

Transient Occupancy funds are programmed in the FY 2021-22 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