

## Community Investment Program Tourism Impact Fund Expenditure Recommendations

Project/Program	Organization/Department receiving funds	Amount of Funds to be awarded	What activities will the funds be used for (i.e.: safety improvements, environmental impact mitigation, public safety, and other tourism mitigation activities)?	How will the community benefit from this project?
<b>District One</b>				
Springs Municipal Advisory Council (Springs MAC)	Various	\$ 13,000.00	Funds will be used for ongoing costs associated with the Springs Municipal Advisory Council (room rental, minute taker, videography, and translation) as well as projects benefiting the community.	The Springs MAC acts as a bridge for communication between the County and local residents and businesses in the Springs Area.
North Valley Municipal Advisory Council (North Valley MAC)	Various	\$ 14,500.00	Funds will be used for ongoing costs associated with the North Valley Municipal Advisory Council (room rental, minute taker, videography, and translation) as well as projects benefiting the community.	The North Valley MAC acts as a bridge for communication between the County and local residents and businesses in the North Valley Area.
Ready to Work	Boys and Girls Club of Sonoma Valley	\$ 10,000.00	Workforce development program which prepares teens to enter the workforce and supports them after they gain employment through job coaching. Ready to Work is a Tier 3 program on the Upstream Investments portfolio.	Businesses benefit by having supported workers; youth benefit from the career coaching and being supported in their employment
Scholarships	Valley of the Moon Children's Foundation	\$ 15,000.00	Three scholarships of \$5,000 to three different Sonoma County former foster youth attending school in Sonoma County (Santa Rosa Junior College, Sonoma State, or various trade schools).	Supporting foster children to have better outcomes.
Emergency Animal Shelter Project	Pets Lifeline	\$ 20,000.00	Emergency Animal Shelter Capacity Building Project: study to realize plan of acting as an emergency animal shelter in times of disaster and creating a mobile animal shelter and clinic for evacuees.	A safe place to shelter with pets; increased access to veterinary services in times of disaster; mutual aide to other shelters in Sonoma County and surrounding counties.
Creek Stewardship Program	Sonoma Ecology Center	\$ 20,000.00	Development of a comprehensive Creek Cleanup program, monitoring, and reporting map.	Cleaner waterways beautify and have an environmental impact. Keeping trash out of San Pablo Bay. Increased community cohesion by working together.

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Charla	Estrella TV/RA Marketing	\$ 12,000.00	Funds used to pay Azteca talent, air time, and production fees for the Charla Comunitaria virtual event in FY 2021/2022.	This project helps mitigate disproportionate impacts of COVID-19 on the Latinx community in the First District and throughout the County by providing a culturally competent, accessible format for communicating public health advice and recommendations, available resources, and updates regularly. The project will also promote general knowledge around areas of interest to the Latinx community: SDC planning, Grant projects, Housing insecurity, etc.
Firestorm Climate Awakening Documentary	Listening for a Change	\$ 15,000.00	Funds to complete Firestorm Climate Awakening documentary - telling the story of a world changed by climate.	Show Sonoma County as a model for having taken many beneficial steps to help mitigate the effects of climate change on our community and the world.
HIV Mobile Van	Face to Face	\$ 25,000.00	HIV Mobile Van: will deliver prevention and care services to under-served populations in our region to perform rapid HIV testing, educate, initiate and prescribe PrEP; offer harm reduction services including syringe exchange and care for people who cannot access our Face to Face office.	This project will benefit all of Sonoma County by keeping our communities healthy and safe. By providing HIV testing and prescribing PrEP, the once-a-day pill to prevent HIV we will be keepin our communities healthy and reach our mission of ending HIV in Sonoma county. Our harm reduction services will help prevent opioid overdose, keep our communities clean of needles with our syringe exchange program and provide linkage to treatment. In going mobile we will be able to provide more care to our clients by connecting with them to ensure they are receiving the proper services to help them live full and healthy lives.

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<b>District One</b>				
Public Outreach Program	Sonoma Valley Collaborative	\$ 15,000.00	We would use the funds to increase participation in the planning process for the SDC property. Until the Specific Plan is adopted, Sonoma Valley Collaborative would collaborate closely with Tania Carlone of Consensus Building Institute to increase input to the Plan from lower-income people, young people, Spanish speakers, people of color, and business, who have so far had low participation. After the Specific Plan is adopted, the project would pivot to a second phase in which Sonoma Ecology Center focuses on forging agreements around a subset of planning issues that address potential conflicts between a high-functioning wildlife corridor, a fire-prone environment, and large numbers of people living and working on the campus.	Increasing public input and focusing on resolving potential conflicts--as proposed here--is the best way to balance the costs and benefits of redeveloping SDC. We have a once-in-a-generation opportunity to transform Sonoma Valley and indeed the north bay, by getting it right at SDC.
<b>District One Total</b>		<b>\$ 159,500.00</b>		

<b>District Five</b>				
GMRS repeaters	Safer West County	\$ 5,000.00	Disaster Communication networks.	The community will benefit by being able to communicate critical information during disasters, especially when the power is out. These mobile radios are powered by both solar and batteries, so will not go down during power outages.
GMRS repeaters	Fort Ross Volunteer Fire Department	\$ 8,000.00	Disaster Communication networks.	The community will benefit by being able to communicate critical information during disasters, especially when the power is out. These mobile radios are powered by both solar and batteries, so will not go down during power outages.

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Russian River Cleanup	Russian Riverkeeper	\$ 20,000.00	Projects take trash out of our river, feeder streams, and streets, keeping the river and our communities safe and healthy.	Provides tourism impact mitigation as well as environmental impact. Our communities are overwhelmed with the amount of trash left behind along the river and in downtown Guerneville due to visitors, vacation home owners that do not subscribe to trash services, and the Unhoused.
Downtown Street Cleaning	Russian River Chamber of Commerce	\$ 7,500.00	Projects take trash out of our river, feeder streams, and streets, keeping the river and our communities safe and healthy.	Provide tourism impact mitigation as well as environmental impact. Our communities are overwhelmed with the amount of trash left behind along the river and in downtown Guerneville due to visitors, vacation home owners that do not subscribe to trash services, and the Unhoused.
Wood Shop Classes	West Sonoma County Union High School District	\$ 30,000.00	Affordable housing has been decimated by the growth of tourism housing and lack of affordable residences. Building affordable housing has been stymied by the lack of skilled workers in the field. The funds will be used to pay for a teacher to teach 2 sections of a wood shop class for West County High School. This class is the beginning course in a construction pathway that places students in internships and jobs in the construction field.	This project benefits the community by training students in the construction field. This industry sector is valued in our local area and in need of skilled workers. This project will provide a benefit to our local community and economy.
<b>District Five Total</b>		<b>\$ 70,500.00</b>		
<b>Total Being Awarded Today</b>		<b>\$ 230,000.00</b>		