



## Legislation Details (With Text)

**File #:** 2021-0068  
**Type:** Consent Calendar Item      **Status:** Agenda Ready  
**File created:** 1/26/2021      **In control:** County Administrator  
**On agenda:** 2/23/2021      **Final action:**  
**Title:** Fiscal Year 2020-21 Tourism Impact Fund Grants  
**Sponsors:** County Administrator  
**Indexes:**  
**Attachments:** 1. Summary Report, 2. Attachment A

Date	Ver.	Action By	Action	Result
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**To:** Board of Supervisors  
**Department or Agency Name(s):** County Administrator's Office  
**Staff Name and Phone Number:** McCall Miller, 707-565-7099  
**Vote Requirement:** Majority  
**Supervisorial District(s):** Fourth

**Title:**  
Fiscal Year 2020-21 Tourism Impact Fund Grants

### Recommended Action:

- A) Authorize the County Administrator, or designee, to execute an agreement for a total of \$10,000 with grantee: La Familia Sana (fiscal agent: Cloverdale Senior Multipurpose Center); and
- B) Authorize the County Administrator, or designee, to amend this agreement to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

(Fourth District)

### Executive Summary:

Staff recommends award of a total of \$10,000 of Fiscal Year 2020-21 Tourism Impact Funds and requests authorization for the County Administrator, or designee, to execute the funding arrangement and to make minor modifications that do not increase the amount awarded under the agreement.

Activities performed utilizing Community Investment Program funds provide public benefits that serve important community needs under Government Code Section 26227.

### Discussion:

#### Transient Occupancy Tax Funding

The Transient Occupancy Tax (Hotel/Motel Tax or Bed Tax) is levied at a rate of 12% in unincorporated Sonoma County. In 2016, voters approved Measure L, which established the County's Transient Occupancy Rate as 12%. The first 9% of the TOT rate is allocated 33% to the General Fund and 67% to the Community Investment special revenue fund. The 3% rate includes Measure L funds and are allocated according to the

Community Investment Fund Policy<<https://sonomacounty.ca.gov/CAO/Services/Community-Investment-Program/Community-Investment-Program-Policy/>>.

Tourism Impact Funds

One component of the Measure L vote approved rate is the Tourism Impact Fund, established to mitigate the impacts of tourism. The Tourism Impact Fund allocates 10% of Measure L budgeted revenue among the Supervisorial Districts, according to the percentage of Transient Occupancy Tax revenue collected in each District during the previous fiscal year.

The Tourism Impact Fund was established to meet unique and urgent needs of areas within unincorporated Sonoma County that are most impacted by tourism. District Supervisors recommend how funding should be allocated in their district, for approval by the Board of Supervisors. In order to address urgent needs in a timely manner, the Board of Supervisors awards Tourism Impact Funds multiple times a year.

Funds in this category may be used for activities such as safety improvements (e.g. lighted and/or marked crosswalks, traffic calming devices), environmental impact mitigation (e.g. removing trash from beaches, waterways, and areas with high tourist traffic), public safety (e.g. Fire Services), and other tourism mitigation activities, such as parking enforcement in heavily trafficked areas. Funds may be used to support organization that coordinate community improvements, such as the Municipal Advisory Councils. Assuming sufficient funds are available, allocated and unused district allocated funds in a single fiscal year will be available in following years.

Details of the proposals may be found in Attachment A.

District Four Funds

Project	Organization/Department	Amount
Emergency Communications	La Familia Sana (fiscal agent: Cloverdale Senior Multipurpose Center)	\$10,000
<b>Sub-Total</b>		<b>\$10,000</b>
<b>Total</b>		<b>\$10,000</b>

Funds will be disbursed upon Board approval and execution of Tourism Impact Fund Agreement contracts. The contracts will require the County logo on promotional materials produced using the grant award, and will require submission of receipts to the County Administrator’s Office for the total amount of the grant award.

Due to the scope and nature of projects funded by the Tourism Impact Fund, the project may require modification as the work/project may not be completed within the award year, necessitating an extension of time or modification of allowed uses for the organization to complete the project. Therefore, it is recommended that the County Administrator, or designee, be authorized to amend the contracts to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement.

Activities performed utilizing Community Investment Program funds provide public benefits that serve important community needs under Government Code Section 26227.

**Prior Board Actions:**

12/15/2020 & 1/26/2021: Awarded Tourism Impact Fund Grants

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 20-21 Adopted</b>	<b>FY21-22 Projected</b>	<b>FY 22-23 Projected</b>
Budgeted Expenses	10,000		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>10,000</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	10,000		
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>10,000</b>		

**Narrative Explanation of Fiscal Impacts:**

Funds are included in the FY 2020-21 budget.

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

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

Attachment A: FY 2020-21 Tourism Impact Award Data

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

FY 2020-21 Tourism Impact Fund Grant Agreement  
Community Investment Fund Policy