



SONOMA COUNTY

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

Legislation Details (With Text)

File #: 2019-0375
Type: Consent Calendar Item **Status:** Passed
File created: 3/15/2019 **In control:** County Administrator
On agenda: 4/9/2019 **Final action:** 4/9/2019
Title: Fiscal Year 2018-2019 Tourism Impact Fund Grant Awards
Sponsors: County Administrator
Indexes:
Attachments: 1. Attachment A: FY 2018-2019 Tourism Impact Award Data, 2. Summary

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: Jennifer Larocque 565-2431 and McCall Miller 565-2431

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

Fiscal Year 2018-2019 Tourism Impact Fund Grant Awards

Recommended Actions:

- A) Authorize the County Administrator, or designee, to execute agreements for a total of \$34,972 with non-profit grantees to mitigate the impacts of tourism: Glen Ellen Kiosk Project, \$9,972; Bicycle Safety Campaign, \$5,000; and Sonoma County COPE, \$20,000;
- B) Authorize the County Administrator, or designee, to amend these agreements to lengthen the time schedules and make minor modifications to the allowed uses that do not increase the amount awarded under the agreement; and
- C) Approve the allocation of \$4,000 from the Tourism Impact Fund for the support of Municipal Advisory Councils. (Majority) (Countywide)

Executive Summary:

Today's Actions would award a total of \$38,972 of Fiscal 2018-2019 Tourism Impact Funds from the Community Investment Fund; authorize the County Administrator, or designee, to execute a total of \$34,972 in funding agreements with non-profit grantees to complete projects; authorize the County Administrator, or designee, to amend these agreements and make minor modifications that do not increase the amount awarded under the agreement; and allocate \$4,000 to be used in support of Municipal Advisory Councils.

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 authorized a 3% increase to the tax - from 9% to 12%. The first 9% of TOT is divided with 33% of revenues received going into the General Fund. The remaining funds, including the Measure L funds, are allocated according to the Community Investment Fund Policy.

Tourism Impact Funds

One component of the Measure L funds is the Tourism Impact Fund, established to mitigate the impacts of Tourism. The Tourism Impact Fund distributes 10% of revenue from Measure L among the Supervisorial Districts, according to the percentage of TOT 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 twice 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 organizations that coordinate community improvements, such as the Municipal Advisory Councils.

Unused funds in a single fiscal year will be accounted for and available in following years.

Details of the proposals may be found in Attachment A.

District One Funds: \$12,472

Project	Organization/ Department	Amount
Glen Ellen Kiosk Project	Glen Ellen Forum	\$9,972
Springs Municipal Advisory Council	Various	\$2,500
Sub-Total		\$12,472

District Three Funds: \$5,000

Project	Organization/ Department	Amount
Bicycle Safety Campaign	Sonoma County Transportation Authority	\$5,000
Sub-Total		\$5,000

District Four Funds: \$20,000

Project	Organization/ Department	Amount
Sonoma County COPE - Evacuation Route and Signs	Geyserville Volunteer Firefighters' Association on behalf of Northern Sonoma County COPE Leadership Team	\$20,000
Sub-Total		\$20,000

District Five Funds: \$1,500

Project	Organization/ Department	Amount
Lower Russian River and Sonoma Coast Municipal Advisory Councils	Various	\$1,500
Sub-Total		\$1,500
Grand Total		\$38,972

Funds will be distributed upon approval of these awards by the Board of Supervisors and execution of the Tourism Impact Fund Agreement contract by the entity. The contracts will be executed by the County Administrator. 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 and/or work may not be completed during 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:

June 5, 2018: Allocation of FY 2017-2018 Tourism Impact Funds including the transfer of unused funds to FY 2018-2019 for future use

December 11, 2018: Allocation of FY 2018-2019 Tourism Impact Funds

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses	\$38,972		
Additional Appropriation Requested			
Total Expenditures	\$38,972		

Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$38,972		
Use of Fund Balance			
Contingencies			
Total Sources	\$38,972		

Narrative Explanation of Fiscal Impacts:

Funds are included in the FY 2018-2019 budget.

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

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Attachment A: FY 2018-2019 Tourism Impact Award Data

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

FY 2018-2019 Tourism Impact Fund Agreement