



SONOMA COUNTY

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

Legislation Details (With Text)

File #: 2020-0483
Type: Consent Calendar Item **Status:** Agenda Ready
File created: 5/4/2020 **In control:** County Administrator
On agenda: 5/12/2020 **Final action:**
Title: Fiscal Year 2019-2020 Tourism Impact Fund Grant Awards
Sponsors: County Administrator
Indexes:
Attachments: 1. Summary Report, 2. Attachment A: FY 2019-2020 Tourism Impact Award Data

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 565-7099
Vote Requirement: Majority
Supervisory District(s): Countywide

Title:
Fiscal Year 2019-2020 Tourism Impact Fund Grant Awards

Recommended Action:

- A) Authorize the County Administrator, or designee, to execute agreements for a total of \$135,000 with grantees: North Bay Organizing Project on behalf of UndocuFund, \$10,000; Food For Thought, \$5,000; The Center for Social and Environmental Stewardship (two grants), \$15,000; La Luz Center, \$30,000; Burbank Housing, \$10,000; MidPen Housing, \$10,000; Community Action Partnership Sonoma, \$15,000; Friends in Sonoma Helping (FISH), \$15,000; Vintage House, \$10,000; and
- 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.

Executive Summary:

Today's Actions would award a total of \$120,000 of Fiscal Year 2019-2020 Tourism Impact Funds from the Community Investment Fund and authorize the County Administrator, or designee, to execute a total of \$120,000 in funding agreements with grantees to complete projects; and authorize the County Administrator, or designee, to amend these agreements and 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 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 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 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: \$115,000

Project	Organization/Department	Amount
Financial Aid Program	North Bay Organizing Group on behalf of UndocuFund	\$10,000
Grocery Program	Food For Thought	\$5,000
VISTA Academy Youth Detention Program	The Center for Social and Environmental Stewardship	\$10,000
Crisis Fund	La Luz Center	\$30,000
Rental Assistance (Resident Care Fund)	Burbank Housing	\$10,000
Rental Assistance & Relief Fund	MidPen Housing	\$10,000
Disaster Relief Program	Community Action Partnership Sonoma	\$15,000
Rental Assistance	Friends in Sonoma Helping (FISH)	\$15,000
Senior Services	Vintage House	\$10,000
Sub-Total		\$115,000

District Five Funds: \$5,000

Project	Organization/Department	Amount
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Food Distribution Program	The Center for Social and Environmental Stewardship	\$5,000
Sub-Total		\$5,000
Total		\$120,000

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:

12/17/2019 and 4/28/2020 - Allocation of FY 2019-2020 Tourism Impact Funds

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses	\$120,000		
Additional Appropriation Requested			
Total Expenditures	\$120,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$120,000		
Use of Fund Balance			
Contingencies			
Total Sources	\$120,000		

Narrative Explanation of Fiscal Impacts:

Funds are included in the FY 2019-2020 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:

Attachment A: FY 2019-2020 Tourism Impact Award Data

Related Items “On File” with the Clerk of the Board:

FY 2019-2020 Tourism Impact Fund Agreement

Community Investment Fund Policy