



SONOMA COUNTY

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

Legislation Details (With Text)

File #: 2020-1355
Type: Consent Calendar Item **Status:** Agenda Ready
File created: 12/29/2020 **In control:** County Administrator
On agenda: 1/26/2021 **Final action:**
Title: Fiscal Year 2020-21 Tourism Impact Fund Grant Awards
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
Supervisory District(s): First and Fourth Districts

Title:
Fiscal Year 2020-21 Tourism Impact Fund Grant Awards

Recommended Action:

- A) Authorize the County Administrator, or designee, to execute agreements for a total of \$68,000.00 with grantees: Food For All, \$8,000; Luther Burbank Center (Luther Burbank Memorial Foundation), \$5,000; Mark West Chamber of Commerce, \$5,000; Windsor Chamber of Commerce, \$5,000; Healdsburg Chamber of Commerce, \$5,000; Hispanic Chamber of Commerce, \$5,000; Geyserville Chamber of Commerce, \$5,000; Cloverdale Chamber of Commerce, \$5,000; and Russian Riverkeeper, \$25,000; 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.

(First and Fourth Districts)

Executive Summary:

Staff recommends award of a total of \$68,000.00 of Fiscal Year 2020-21 Tourism Impact Funds and requests authorization for the County Administrator, or designee, to execute funding arrangements 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 fund 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 One Funds

Project	Organization/Department	Amount
Food Distribution	Food For All	\$8,000.00
Sub-Total		\$8,000.00

District Four Funds

Project	Organization/Department	Amount
Site Operations	Luther Burbank Center (Luther Burbank Memorial Foundation)	\$5,000.00
Chamber Operations	Mark West Chamber of Commerce	\$5,000.00
Chamber Operations	Windsor Chamber of Commerce	\$5,000.00
Chamber Operations	Healdsburg Chamber of Commerce	\$5,000.00

Chamber Operations	Hispanic Chamber of Commerce	\$5,000.00
Chamber Operations	Geyserville Chamber of Commerce	\$5,000.00
Chamber Operations	Cloverdale Chamber of Commerce	\$5,000.00
Russian River Clean Up	Russian Riverkeeper	\$25,000.00
Sub-Total		\$60,000.00
Total		\$68,000.00

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: Awarded Tourism Impact Fund Grants

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
Budgeted Expenses	68,000		
Additional Appropriation Requested			
Total Expenditures	68,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	68,000		
Use of Fund Balance			
Contingencies			
Total Sources	68,000		

Narrative Explanation of Fiscal Impacts:

Funds are included in the FY 2020-21 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 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