Legislation Details (With Text)

File #:	2022-0169		
Type:	Consent Calendar Item	**Status:**	Passed
File created:	2/9/2022	**In control:**	County Administrator
On agenda:	3/1/2022	**Final action:**	3/1/2022
Title:	FY 21-22 Tourism Impact Fund Grant		
Sponsors:	County Administrator		
Indexes:			
Attachments:	1. Summary Report, 2. FY 21-22 Tourism Impact Fund Award Information		

Date	Ver.	Action By	Action	Result
3/1/2022	2	Board of Supervisors	Approved as recommended	Pass

To: Board of Supervisors
Department or Agency Name(s): County Administrator's Office
Staff Name and Phone Number: McCall Miller, 707-565-2431
Vote Requirement: Majority
Supervisorial District(s): Fifth

Title:
FY 21-22 Tourism Impact Fund Grant

Recommended Action:

A) Authorize the County Administrator, or designee, to execute agreement in the amount of $4,000 with grantee: Food for Thought; 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.

(Fifth District)

Executive Summary:
Staff recommends award of a total of $4,000 of FY 21-22 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 proposal may be found in Attachment A.

District Five Funds

Project	**Organization/Department**	**Amount**
Food boxes	Food for Thought (on behalf of Graton Day Labor)	$4,000
Sub-Total		**$4,000**
Total		**$4,000**

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.

Strategic Plan:
N/A

Prior Board Actions:
11/02/2021 - Awarded FY 21-22 Tourism Impact Fund Grants

FISCAL SUMMARY

Expenditures	**FY 21-22 Adopted**	**FY22-23 Projected**	**FY 23-24 Projected**
Budgeted Expenses	$4,000		
Additional Appropriation Requested			
Total Expenditures	**$4,000**		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	$4,000		
Use of Fund Balance			
Contingencies			
Total Sources	**$4,000**		

Narrative Explanation of Fiscal Impacts:
Tourism Impact Funds are included in the FY 21-22 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:
FY 21-22 Tourism Impact Fund Award Information

Related Items "On File" with the Clerk of the Board:
N/A