



Legislation Details (With Text)

File #: 2022-0320
Type: Consent Calendar Item **Status:** Passed
File created: 3/16/2022 **In control:** Board of Supervisors District 4
On agenda: 5/3/2022 **Final action:** 5/3/2022
Title: Disbursement of Fiscal Year 21-22 Fourth District Community Investment Fund Grant Awards
Sponsors: Board of Supervisors
Indexes:
Attachments: 1. Summary Report.pdf

| Date | Ver. | Action By | Action | Result |
|----------|------|----------------------|-------------------------|--------|
| 5/3/2022 | 1 | Board of Supervisors | Approved as recommended | Pass |

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor James Gore, 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Fourth

Title:

Disbursement of Fiscal Year 21-22 Fourth District Community Investment Fund Grant Awards

Recommended Action:

Approve Community Investment Fund grant awards and authorize the County Administrator or designee to execute an agreement with the following entities for economic development efforts for FY 21-22: Cloverdale Arts Alliance, \$2,500; Dia De Los Muertos Windsor, \$1,000; Farm to Pantry, \$2,500; Friends of the Healdsburg Farmers Market, \$1,000; Healdsburg Jazz Festival, Inc., \$2,500; Kiwanis Club of Cloverdale, \$1,000; La Familia Sana, \$2,500; Latino Service Providers, \$1,000; Los Cien Sonoma County Inc., \$1,000; Luther Burbank Memorial Foundation dba Luther Burbank Center for the Arts, \$2,500; Raizes Collective, \$1,000; Rotary Club of Cloverdale, \$500; Vital Immigrant Defense Advocacy and Services (VIDAS), \$1,000; Windsor Chamber of Commerce, \$1,000; Windsor Educational Foundation, \$1,000; and Windsor Parks and Recreation Foundation dba Parks4People Windsor, \$1,000. (Fourth District)

Executive Summary:

Local Events, Organizations, District Priorities Grants of the Community Investment Fund Policy provides grant allocations to each supervisor, to be distributed at the Supervisor's discretion. The Fourth District has reviewed the applications and wishes to recommend the following FY 21-22 grant award:

- 1) Cloverdale Chamber Arts Alliance for advertising and operating costs for Friday Nights Live on the Plaza, grant award of \$2,500;
- 2) Dia De Los Muertos Windsor for advertising and operating costs for Dia De Los Muertos, grant award of \$1,000;
- 3) Farm to Pantry for operating costs, grant award of \$2,500;
- 4) Friends of the Healdsburg Farmers Market for advertising and operating cost for the Saturday farmer's

- market, grant award of \$1,000;
- 5) Healdsburg Jazz Festival, Inc. for advertising cost for the 2022 jazz festival, grant award of \$2,500;
 - 6) Kiwanis Club of Cloverdale, for advertising cost for the 2021 Oktoberfest, grant award of \$1,000;
 - 7) La Familia Sana, for advertising and operating cost for Cesar Chavez Day and Dia De Los Muertos, grant award of \$2,500;
 - 8) Latino Services Providers for advertising and operating cost for the Youth Promotores program, grant award of \$1,000;
 - 9) Los Cien Sonoma County Inc., for advertising cost for the Puente y Ganas awards dinner, grant award of \$1,000;
 - 10) Luther Burbank Memorial Foundation dba Luther Burbank Center for the Arts for operating costs for 2021-2022 Season, grant award of \$2,500;
 - 11) Raizes Collective, for advertising and operating cost for Harvesting Hope After The Fires, grant award of \$1,000;
 - 12) Rotary Club of Cloverdale, for advertising cost for the Asti Tour de Vine, grant award of \$500;
 - 13) Vital Immigrant Defense Advocacy and Services (VIDAS), for operating cost for naturalization clinics, grant award of \$1,000;
 - 14) Windsor Chamber of Commerce, for advertising and operating cost for the Windsor Chili Cook-Off, grant award of \$1,000;
 - 15) Windsor Educational Foundation, for advertising cost for the Scarecrow Days on the Green, grant award of \$1,000; and
 - 16) Windsor Parks and Rec Foundation dba Parks4People Windsor, for operating cost for Community Healing Mural Project, grant award of \$1,000.

Discussion:

The Sonoma County Community Investment Fund grant program utilizes a portion of the Transient Occupancy Tax (TOT) to encourage economic development, community engagement, enhance culture through a variety of grant award and funding avenues. The program provides various grants to community non-profits for advertising and economic development, events and the county as a visitor destination with the goal of advancing economic growth through tourism. Additionally, the program provides grants to address impacts on safety due to tourism and to enhance community services throughout the county. The program provides funding to the Regional Parks Department as well as the Economic Development Department and a number of other county department activities, all with the focus of supporting the community's recovery efforts.

The Community Investment Fund Policy is divided into different categories. The Board established the Local Events, Organizations, District Priorities category to fund local events that will support businesses, enhance culture, and the organizations that provide a benefit to the community. The Board may award funding to the County Department to fulfill Supervisorial District priorities. Funding for these events and organizations is provided at the discretion of each Supervisorial District based on an overall allocation of \$500,000 divided equally across each district. Events and organizations make requests throughout the year to the Supervisorial District in which their event/organization exists.

Funds will be distributed upon approval of this award by the Board of Supervisors and execution of the Community Investment Fund grant agreement (contract) by the entity. The contracts will be executed by the County Administrator, or designee. The contracts will require the County seal on promotional materials produced using the grant award.

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

Prior Board Actions:

11/02/2021 - Awarded FY 21-22 Local Events, Organizations, and Economic Development Grants

FISCAL SUMMARY

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

Narrative Explanation of Fiscal Impacts:

Transient Occupancy funds are programmed in the FY 21-22 budget.

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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

None