



Legislation Text

File #: 2019-1482, **Version:** 1

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Gorin, 565-2241

Vote Requirement: Majority

Supervisorial District(s): First

Title:

Disbursement of Fiscal Year 2019-2020 First 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 a Community Investment Grant for FY 2019-2020: Sonoma County Pride-Sonoma County LGBTQI Pride Celebration 2020, \$500; Sonoma State University-33rd Annual California Indian Conference, \$500; Los Cien Sonoma County Inc., \$1,000; Sonoma County Fair and Sonoma County Harvest Fair 2019, \$1,000; Sonoma Valley Vintners & Growers Association (DBA Sonoma Valley Vintners and Growers Alliance)-Signature Sonoma Valley, \$4,000; Sonoma Valley Film Society (DBA Sonoma International Film Festival)-Sonoma International Film Festival, \$4,000. (First 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 First District has reviewed applications and wishes to recommend the following FY 2019-2020 grant awards:

- 1.) Sonoma County Pride for local and regional advertising for Sonoma County LGBTQI Pride, and the 2nd annual LGBT Visitor's Guide to Sonoma County, \$500;
- 2.) Sonoma State University for advertising, promotion and other costs associated with the 33rd Annual California Indian Conference, \$500;
- 3.) Los Cien Sonoma County Inc. for costs associated with sponsoring students and parents from economically impacted communities to attend Los Cien events, and for advertising and promotion of Los Cien events, \$1,000;
- 4.) Sonoma County Fair and Sonoma County Harvest Fair 2019 for advertising, promotions and sponsorship generation for the Fair and Harvest Fair, \$1,000;
- 5.) Sonoma Valley Vintners & Growers Association (DBA Sonoma Valley Vintners and Growers Alliance) for advertising and promotion Signature Sonoma Valley to local and national markets, \$4,000;
- 6.) Sonoma Valley Film Society (DBA Sonoma International Film Festival) for advertising and promotion of Sonoma International Film Festival, \$4,000.

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 organizations that provide a benefit to the community. The Board may award funding to 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 these awards 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:

8/13/19 - Awarded FY 2019-2020 Local Events, Organizations, and Economic Development grants

9/17/19 - Awarded FY 2019-2020 Local Events, Organizations and Economic Development grants

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses	11,000		
Additional Appropriation Requested			
Total Expenditures	11,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	11,000		
Use of Fund Balance			
Contingencies			
Total Sources	11,000		

Narrative Explanation of Fiscal Impacts:

Transient Occupancy funds are programmed 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:

None.

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

Community Investment Fund Policy