



Legislation Text

File #: 2021-0466, **Version:** 1

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Supervisor Lynda Hopkins 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Fifth District

Title:

Disbursement of Fiscal Year 2020-21 Fifth 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 2020-21: Stewards of the Coast and Redwoods, \$5,000; Graton Community Club, \$1,000; Children's Museum of Sonoma County, \$3,000; Sonoma County Farm Trails, \$5,000; Sonoma County Pride, \$1,500; Boys & Girls Club of Sonoma-Marin, \$1,000; Occidental Community Farmers Market (Fiscal agent: Sonoma County Certified Farmers' Market Association), \$2,000; Russian River Historical Society (2 grants), \$2,500; Friends of Monte Rio, \$2,000; The Ceres Community Project, \$2,500; Friends of Rio Nido, \$2,500; Community Clean Water Institute, \$2,500; Russian River Wine Road, \$2,500; and California Community Voices Inc., \$2,500. (Fifth 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 Fifth District has reviewed the applications and wishes to recommend the following FY 2020-21 grant awards:

1. Stewards of the Coast and Redwoods for trail and fence restoration for fire recovery, grant award of \$5,000;
2. Graton Community Club for advertising and promotion of Spring and Fall flower shows, grant award of \$1,000;
3. Children's Museum of Sonoma County for marketing, grant award of \$3,000;
4. Sonoma County Farm Trails for advertising and signage for marketing local agriculture, grant award of \$5,000;
5. Sonoma County Pride for advertising visit Sonoma County with annual pride focused area guide, grant award of \$1,500;
6. Boys & Girls Club of Sonoma-Marin for summer programs addressing learning loss and enrichment programs, summer camp lunches, grant award of \$1,000;
7. Occidental Community Farmers Market (Fiscal agent: Sonoma County Certified Farmers' Market Association) for marketing and outreach, grant award of \$2,000;
8. Russian River Historical Society for archive funding, grant award of \$1,000;
9. Russian River Historical Society for marketing the July 4th deferred 150th anniversary of Guerneville founding celebration, grant award of \$1,500;

10. Friends of Monte Rio for re-opening celebration with Supper Club food, local musicians, festival booths, grant award of \$2,000;
11. The Ceres Community Project nutritious meals to those with lowered immune function/illnesses, grant award of \$2,500;
12. Friends of Rio Nido for vegetation management plan, grant award of \$2,500;
13. Community Clean Water Institute for a butterfly garden and Fife Creek Clean Up, grant award of \$2,500;
14. Russian River Wine Road for a podcast to educate and draw visitors, grant award of \$2,500; and
15. California Community Voices Inc. for creation of a storytelling platform for promotion of responsible, sustainable tourism for the lower Russian River, grant award of \$2,500.

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. In addition, specific to FY 2020-21 and as a result of the COVID-19 pandemic, Transient Occupancy Tax revenues are expected to be 30% less. Therefore, during the September budget hearings, the Board of Supervisors agreed to provide one-time discretionary sources to supplement and maintain the \$100,000 per district grant capacity.

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:

12/15/2020 - Awarded FY 2020-2021 Local Events, Organizations, and Economic Development Grants

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
Budgeted Expenses	35,500		
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	35,500		
Use of Fund Balance			
Contingencies			
Total Sources	35,500		

Narrative Explanation of Fiscal Impacts:

Transient Occupancy funds and one-time general fund discretionary sources are programmed 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:

None

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

Community Investment Fund Policy