

**FY 17/18 Sonoma County Advertising Program Grants Awards**

| Entity   | Description of Funding Need | 16/17 Ad Grant | Amount Requested for FY 17/18 | Board of Supervisors Approved Awards |
|--|-----------------------------|----------------|-------------------------------|--------------------------------------|
| <b>Category A1 - Chambers of Commerce</b>            |                             |                |                               | <b>Max: \$40,000</b>                 |
| Cloverdale Chamber                                   | 10% Membership Match        | \$3,000        | \$2,800                       | \$2,604                              |
| Geyserville Chamber                                  | 10% Membership Match        | \$2,050        | \$2,253                       | \$2,095                              |
| Mark West Chamber                                    | 10% Membership Match        | \$2,000        | \$2,000                       | \$1,800                              |
| Monte Rio Chamber                                    | 10% Membership Match        | \$190          | \$240                         | \$223                                |
| North Bay Black Chamber                              | 10% Membership Match        | N/A            | \$1,200                       | \$1,116                              |
| Russian River Chamber and Visitor Center             | 10% Membership Match        | \$6,000        | \$4,776                       | \$4,442                              |
| Sebastopol Chamber and Visitors Center               | 10% Membership Match        | \$6,500        | \$7,000                       | \$5,766                              |
| Sonoma Valley Chamber                                | 10% Membership Match        | \$19,500       | \$17,500                      | \$16,151                             |
| Windsor Chamber                                      | 10% Membership Match        | N/A            | \$6,240                       | \$5,803                              |
| <b>Total</b>   |                             |                | \$44,009                      | \$40,000                             |
| <b>Category A2 - Visitors Center</b>                 |                             |                |                               | <b>Max: N/A</b>                      |
| Cloverdale Chamber of Commerce                       | Visitors Center Funding     | \$10,000       | \$21,950                      | \$10,000                             |
| Geyserville Chamber of Commerce                      | Visitors Center Funding     | \$6,500        | \$10,000                      | \$6,200                              |
| Healdsburg Chamber of Commerce and Visitor Center    | Visitors Center Funding     | \$10,000       | \$30,000                      | \$10,000                             |
| Petaluma Visitors Program                            | Visitors Center Funding     | \$10,000       | \$26,677                      | \$10,000                             |
| Redwood Coast Chamber of Commerce and Visitor Center | Visitors Center Funding     | \$6,750        | \$16,692                      | \$6,800                              |
| Russian River Chamber of Commerce and Visitor Center | Visitors Center Funding     | \$78,800       | \$100,000                     | \$78,800                             |
| Santa Rosa Visitor Center                            | Visitors Center Funding     | \$31,000       | \$31,000                      | \$31,000                             |

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| Sebastopol Area Chamber of Commerce            | Visitors Center Funding  | \$13,350       | \$30,000                      | \$12,700                             |
| Sonoma Coast Visitor Center                    | Visitors Center Funding  | \$82,000       | \$90,000                      | \$77,900                             |
| Sonoma Valley Visitor Bureau                   | Visitors Center Funding  | \$94,000       | \$130,000                     | \$94,000                             |
| Windsor Chamber of Commerce and Visitor Center | Visitors Center Funding  | N/A            | \$26,475                      | \$5,000                              |
| <b>Total</b>                                   |  |                | \$512,794                     | \$342,400                            |
| <b>Category A3 - Economic Development</b>      |  |                |                               | <b>Max: N/A</b>                      |
| Economic Development Board                     | The Economic Development Board provides business assistance services to enable local businesses to maintain and expand their operations.                             | \$2,476,215    | \$2,809,413                   | \$2,809,413                          |
| Sonoma County Lodging Association              | Funds used for part-time director.   | \$35,000       | \$35,000                      | \$0                                  |
| <b>Total</b>                                   |  |                | \$2,844,413                   | \$2,809,413                          |
| <b>Category A4 - Tourism Marketing Program</b> |  |                |                               | <b>Max: N/A</b>                      |
| Sonoma County Tourism                          | Advertising and promotional efforts. <i>Funding for Sonoma County Tourism is currently be evaluated by the Board of Supervisors and may be adjusted in FY 17-18.</i> | \$3,117,576    | \$3,346,444                   | \$3,117,576                          |
| <b>Total</b>                                   |  |                | \$3,346,444                   | \$3,117,576                          |

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| <b>Category A5 - Visitor Way Finding &amp; Signage</b> |  |                |                               | <b>Max: \$100,000</b>                |
| Fountaingrove District Winegrower Association          | Permit and install AVA boundary signage at 5 major entry points to Fountaingrove District.   | N/A            | \$14,000                      | <b>\$14,000</b>                      |
| Geyserville Chamber                                    | Business detail signs on main street of town, pointing tourists in the direction of businesses & visitor center.                                       | \$4,000        | \$5,000                       | <b>\$5,000</b>                       |
| Museums of Sonoma County                               | Permanent signage on B and 7th streets, identifying buildings of History and Art museums to direct public to entrances.                                | \$10,000       | \$15,000                      | <b>\$15,000</b>                      |
| Petaluma Visitors Program                              | Replacement of "I" banners on light poles adjacent to Visitors Center.   | \$10,000       | \$2,437                       | <b>\$2,500</b>                       |
| Russian River Chamber                                  | Kiosk in plaza, banners on light poles.  | \$20,000       | \$32,600                      | <b>\$16,000</b>                      |
| Sebastopol Center for the Arts                         | Second side of a two-sided monument sign with LED display to be placed in front of the Veterans Memorial and Sebastopol Center for the Arts buildings. | \$7,500        | \$13,000                      | <b>\$13,000</b>                      |
| Sonoma Ecology Center                                  | Sonoma Garden Park area identification signage.  | \$10,000       | \$12,000                      | <b>\$12,000</b>                      |
| Sonoma Valley Visitor Bureau                           | Signage to be located in rented advertising areas of BART stations and trains.   | \$20,500       | \$40,000                      | <b>\$0</b>                           |
| Windsor Chamber of Commerce                            | Outdoor, all weather kiosk.  | N/A            | \$7,500                       | <b>\$7,500</b>                       |
| Winegrowers of Dry Creek Valley                        | Replacement of 130 Winegrape Grower signs to include "Dry Creek Valley"  | \$10,000       | \$15,000                      | <b>\$15,000</b>                      |
| <b>Total</b>   |  |                | <b>\$156,537</b>              | <b>\$100,000</b>                     |

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| <b>Category A6 - Workforce Development and Scholarships</b>  |   |                |                               | <b>Max: \$400,000</b>                |
| 10,000 Degrees   | This is a Multi-Year grant through FY 20-21. 10,000 Degrees Sonoma County College Prep, Access & Success Expansion Program  | \$150,000      | \$100,000                     | <b>\$100,000</b>                     |
| Career Technical Education Foundation - Regional Advanced    | This is a Multi-Year grant through FY 17-18. Regional Advanced Mechanics Program: Regional manufacturing training program to support local manufacturing needs for technicians and mechanics. Funding for program development, grants to high schools and SRJC for equipment, new course implementation, teacher externships and internship opportunities for students. | \$50,000       | \$50,000                      | <b>\$50,000</b>                      |
| Creative Sonoma Summer Arts Grants                           | Summer Arts Youth Grants  | \$100,000      | \$100,000                     | <b>\$100,000</b>                     |
| Creative Sonoma Arts Education Grants                        | Program to support equitable access arts education for underserved Sonoma County schools  | \$24,000       | \$24,000                      | <b>\$24,000</b>                      |
| Community Foundation: Education/Mentorship (CTE)             | This is a Multi-Year grant through FY 17-18. Career Technical Education: "New" courses at high schools and off campuses to develop local workforce in engineering/design or Advanced Tech & Manufacturing (STEM) county-wide.   | \$51,000       | \$51,000                      | <b>\$51,000</b>                      |
| Santa Rosa Chamber of Commerce - Mike Hauser Algebra Academy | This is a Multi-Year grant through FY 18-19. Algebra prep program and expansion for 8th & 9th graders in Sonoma County for whom English is a second language. 60% of enrolled students qualify as low income.   | \$25,000       | \$25,000                      | <b>\$25,000</b>                      |
| Sonoma County Grape Growers Foundation                       | Latino Vineyard Employee Management and Job Training Program: Sonoma County Ag Management Training (SCAMT). Request is for \$150,000 over 3 years (\$50,000 per year)   | N/A            | \$150,000                     | <b>\$0</b>                           |
| Becoming Independent   | Employing Abilities Workforce Program. Request is for \$132,600 over 2 years (\$66,300 per year).   | N/A            | \$132,600                     | <b>\$0</b>                           |
| <b>Total</b>   |   |                | <b>\$632,600</b>              | <b>\$350,000</b>                     |

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| <b>Category B1 - Parks, Recreation and Event Facilities</b>         |   |                |                               | <b>Max: N/A</b>                      |
| Regional Parks Department   | Operations and Maintenance of existing facilities                                     | \$2,651,507    | \$2,651,507                   | <b>\$2,651,507</b>                   |
| <b>Total</b>  |   |                | <b>\$2,651,507</b>            | <b>\$2,651,507</b>                   |
| <b>Category B2 - Community Impacts - Public Safety</b>              |   |                |                               | <b>Max: \$90,000</b>                 |
| Bodega Bay Fire Protection District                                 | Marine Electronics, Communications, Rescue Equipment/PPE, Training, Medical Equipment | \$15,000       | \$90,000                      | <b>\$15,000</b>                      |
| Cazadero Community Services District                                | New roof and exhaust system for Station #1 Fire Hall and 4x4 brush truck              | \$10,000       | \$90,000                      | <b>\$10,500</b>                      |
| Geyserville Chamber of Commerce                                     | Traffic sign  | N/A            | \$5,000                       | <b>\$0</b>                           |
| Monte Rio Fire Foundation   | Two jet skis, trailer, and related equipment.   | \$10,000       | \$25,000                      | <b>\$10,500</b>                      |
| Russian River FPD   | Purchase additional/upgrade swiftwater rescue equipment                               | \$20,000       | \$36,330                      | <b>\$15,000</b>                      |
| Sonoma County FES (representing Volunteer Fire Companies in CSA#40) | Automatic External Defibrillators (AEDs)  | N/A            | \$39,060                      | <b>\$39,000</b>                      |
| <b>Total</b>  |   |                | <b>\$285,390</b>              | <b>\$90,000</b>                      |

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| <b>Category C - Agricultural Promotion</b>                               |  |                |                               | <b>Max: \$185,000</b>                |
| Sonoma County Vintners group   | Funds are managed by Sonoma County Vintners to promote collaborative advertising and promotional efforts with the agricultural sector. Sub-grant awards are distributed from the Sonoma County Vintners to: Sonoma County Winegrowers, Sonoma Valley Vintners and Growers, Sonoma County Farm Trails, Sonoma County Harvest Fair, Sonoma Wine Country Weekend, Wine Road Northern Sonoma County, and Winegrowers of Dry Creek Valley | \$185,000      | \$185,000                     | \$160,000                            |
| <b>Total</b>   |  |                | \$185,000                     | \$160,000                            |
| <b>Category D - Historical Commissions</b>                               |  |                |                               | <b>Max: \$60,000</b>                 |
| Landmarks Commission   | Funding for preservation and restoration of historically significant buildings.  | \$50,000       | \$50,000                      | \$50,000                             |
| Historical Records Commission  | Ongoing historical record preservation   | \$10,000       | \$15,000                      | \$10,000                             |
| Museums of Sonoma County   | Restoration project  | N/A            | \$4,000                       | \$0                                  |
| <b>Total</b>   |  |                | \$69,000                      | \$60,000                             |
| <b>Category E - Local Events, Organizations and Economic Development</b> |  |                |                               | <b>Max: \$250,000</b>                |
| District 1   | Assists small cultural, artistic, and countywide events and organizations with funding for advertising and economic development efforts to promote Sonoma County and encourage visitors to frequent the county throughout the entire year.   | \$46,472       | \$50,000                      | \$50,000                             |
| District 2   |  | \$18,216       | \$50,000                      | \$50,000                             |
| District 3   |  | \$20,280       | \$50,000                      | \$50,000                             |
| District 4   |  | \$31,504       | \$50,000                      | \$50,000                             |
| District 5   |  | \$53,528       | \$50,000                      | \$50,000                             |
| <b>Total</b>   |  |                | \$250,000                     | \$250,000                            |

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| <b>Category F - Major County Events and Organizations</b> |   |                |                               | <b>Max: \$300,000</b>                |
| 6th Street Playhouse                                      | 2017-18 Season  | \$10,000       | \$50,000                      | <b>\$10,000</b>                      |
| California Artisan Cheese Festival                        | California Artisan Cheese Festival  | n/a            | \$10,000                      | <b>\$0</b>                           |
| Cruisin' the Boulevard                                    | Petaluma's Salute to American Graffiti  | \$4,000        | \$6,000                       | <b>\$4,000</b>                       |
| Green Music Center  | 2017-2018 Season  | \$17,500       | \$50,000                      | <b>\$18,000</b>                      |
| Healdsburg Jazz Festival, Inc.                            | Year round programming and 2018 Healdsburg Jazz Festival  | \$10,000       | \$45,000                      | <b>\$10,000</b>                      |
| King Ridge Foundation                                     | Levi's GranFondo  | n/a            | \$50,000                      | <b>\$0</b>                           |
| Luther Burbank Center for the Arts                        | Luther Burbank Center for the Arts 2017-18 Season   | \$45,000       | \$50,000                      | <b>\$50,000</b>                      |
| Luther Burbank Rose Parade & Festival                     | Rose Parade and Festival  | \$5,000        | \$7,000                       | <b>\$5,000</b>                       |
| Museums of Sonoma County                                  | 10 major exhibitions  | \$40,000       | \$50,000                      | <b>\$40,000</b>                      |
| Pacific Coast Air Museum                                  | Event series including Climb Aboards, Museum Open House, Flight Wing Hangar Talks, June Car Show, Aviation Summer School, September 11th Commemoration, Veteran's Day, and Santa Fly-in | \$10,000       | \$10,000                      | <b>\$10,000</b>                      |
| Petaluma Downtown Association                             | 4 Events: Art & Garden Festival, 2 Antique Faires, Butter & Egg Days Parade   | \$5,000        | \$14,000                      | <b>\$5,000</b>                       |
| Santa Rosa Symphony                                       | 90th Season - year round concert series and special events  | \$50,000       | \$50,000                      | <b>\$50,000</b>                      |
| Sebastopol Center for the Arts                            | 20 art exhibitions, 12 music performances, 6 poetry events, 156 classes, film series, and at least 3 major events   | \$25,000       | \$50,000                      | <b>\$25,000</b>                      |
| Sonoma County Fair & Exposition, Inc.                     | Sonoma County Fair  | \$40,000       | \$50,000                      | <b>\$40,000</b>                      |
| Sonoma County Farm Trails                                 | 44th Annual Gravenstein Apple Fair  | \$13,000       | \$15,000                      | <b>\$13,000</b>                      |
| Sonoma International Film Festival                        | Sonoma International Film Festival  | N/A            | \$15,000                      | <b>\$10,000</b>                      |
| Sonoma Valley Visitors Bureau                             | Holidays in Sonoma Valley and Sonoma Valley Delicious!  | N/A            | \$50,000                      | <b>\$0</b>                           |

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| Summer Repertory Theatre Festival               | Summer Repertory Theatre Festival 2017 Season    | \$5,000        | \$15,000                      | \$10,000                             |
| Visit Santa Rosa (California Welcome Center SR) | IRONMAN triathlon events                         | N/A            | \$50,000                      | \$50,000                             |
| <b>Total</b>                                    |  |                | \$637,000                     | \$350,000                            |
| <b>Category G1 - Department Activities</b>      |  |                |                               | <b>Max: N/A</b>                      |
| Agricultural Commissioner                       | 2018 CA State Fair Exhibit                       | \$20,000       | \$27,098                      | \$14,000                             |
| Health Services Department                      | Russian River Blue Green Algae Monitoring        | \$40,000       | \$113,937                     | \$0                                  |
| Sonoma County Fire and Emergency Services       | SoCoAlert Marketing and Advertising              | N/A            | \$92,000                      | \$0                                  |
| Sonoma County Library                           | Digital Photo Collection                         | \$25,000       | \$50,000                      | \$0                                  |
| Sonoma County Library                           | Table Top Scribe System and ST View Scan III     | N/A            | \$27,000                      | \$0                                  |
| <b>Total</b>                                    |  |                | \$196,098                     | \$14,000                             |
| <b>Category G2 - Affordable Housing</b>         |  |                |                               | <b>Max: N/A</b>                      |
| Set Aside Fund for Emergency Shelter            | Maintained in Advertising Fund                   | \$60,000       | \$60,000                      | \$60,000                             |
| Community Development Commission                | Homeless Services - Funds Jones Hall (\$165,000) | \$165,000      | \$165,000                     | \$165,000                            |
| Permit and Resource Management                  | Housing Element Implementation                   | \$150,000      | \$150,000                     | \$150,000                            |
| <b>Total</b>                                    |  |                | \$375,000                     | \$375,000                            |



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| <b>Category G3 - Collections/Audit Services</b> |   |                  |                               | <b>Max: N/A</b>                      |
| ACTTC - Collections                             | Tax collection administration activities. Includes 40,000 for Extra Help for collections activities.              | <b>\$367,819</b> | \$407,819                     | <b>\$407,819</b>                     |
| ACTTC - Audit                                   | Audit services including program grant audits, collection audits and VRBO. Increased costs for audit in FY 17/18. | <b>\$99,850</b>  | \$114,100                     | <b>\$114,100</b>                     |
| <b>Total</b>                                    |   |                  | <b>\$521,919</b>              | <b>\$521,919</b>                     |
| <b>Category G4 - Legal Services</b>             |   |                  |                               | <b>Max: N/A</b>                      |
| County Counsel                                  | Program and collections legal services  | \$51,810         | \$41,810                      | <b>\$41,810</b>                      |
| <b>Total</b>                                    |   |                  | <b>\$1,085,648</b>            | <b>\$41,810</b>                      |
| <b>Category G5 - Program Administration</b>     |   |                  |                               | <b>Max: N/A</b>                      |
| CAO/BOS   | Program staff support   | \$432,093        | \$576,068                     | <b>\$576,068</b>                     |
| Permit and Resource Management                  | Code Enforcement Vacation Rental Services   | \$150,000        | \$150,000                     | <b>\$150,000</b>                     |
| <b>Total</b>                                    |   |                  | <b>\$726,068</b>              | <b>\$726,068</b>                     |

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| <b>Category H - Documentary Films</b>                |   |                |                               | <b>Max: \$30,000</b>                 |
| Daily Acts Organization (application 1 of 2)         | Film documenting the work done by Daily Acts Organization since its inception in 2002 | N/A            | \$10,000                      | \$0                                  |
| Daily Acts Organization (application 2 of 2)         | Community Resilience Challenge documentary  | N/A            | \$10,000                      | \$10,000                             |
| Human Rights Commission and KRCB                     | My American DREAMs Documentary films and Social Media Project                         | \$7,500        | \$10,000                      | \$0                                  |
| Inquiring Systems                                    | Documentary film tracing the history of Sonoma Valley                                 | N/A            | \$10,000                      | \$10,000                             |
| KRCB North Bay Public Media                          | Three 3-minute documentary shorts promoting Sonoma County Regional Parks              | \$10,000       | \$10,000                      | \$0                                  |
| Sonoma County Vintners                               | "Our Roots Grow Deep" - two or three 5-minute documentary videos                      | N/A            | \$10,000                      | \$10,000                             |
| Winegrowers of Dry Creek Valley                      | Continue to document oral histories and evolution of the Dry Creek Valley wine region | \$5,000        | \$10,000                      | \$0                                  |
| <b>Total</b>   |   |                | <b>\$70,000</b>               | <b>\$30,000</b>                      |
| <b>Category I - Seasonal and Off Peak Programs</b>   |   |                |                               | <b>Max: \$50,000</b>                 |
| Alexander Valley Film Society                        | Alexander Valley Film Festival  | \$5,000        | \$5,000                       | \$5,000                              |
| Russian River Chamber of Commerce and Visitor Center | Spring Fling, Stumptown Daze Parade, Christmas Events                                 | n/a            | \$5,000                       | \$2,500                              |
| Sebastopol Center for the Arts (Art Trails)          | Sonoma County Art Trails  | \$5,000        | \$5,000                       | \$5,000                              |
| Sebastopol Chamber of Commerce and Visitor Center    | Apple Blossom Festival and Parade   | \$5,000        | \$5,000                       | \$5,000                              |
| Sonoma Arts Live Theater Company                     | Full Theatrical Season  | n/a            | \$5,000                       | \$2,500                              |

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| Sonoma County Farm Trails                            | Holidays Along the Farm Trails   | \$4,000               | \$5,000                              | \$5,000                                     |
| Sonoma County Vintners                               | Sonoma County Vintners Holiday Wine promotion                            | n/a                   | \$5,000                              | \$0   |
| Sonoma Valley Vintners & Growers Alliance            | Signature Sonoma Valley  | n/a                   | \$15,000                             | \$0   |
| Winegrowers of Dry Creek Valley                      | Dry Creek Valley - Winter Getaway Promotion                              | n/a                   | \$5,000                              | \$0   |
| <b>Total</b>   |  |                       | <b>\$55,000</b>                      | <b>\$25,000</b>                             |
| <b>Reserves</b>                                      |  |                       |                                      |   |
| <b>Allocate to Economic Uncertainty Reserve Fund</b> |  | <b>\$300,000</b>      | N/A                                  | <b>\$0</b>                                  |
| <b>Allocate to Contingencies</b>                     | \$50,000 of available contingencies utilized on 6/20/17 (Balance is \$0) | <b>\$300,000</b>      | N/A                                  | <b>\$0</b>                                  |
| <b>Total to Reserves</b>                             | <b>Total Recommended</b>   |                       |                                      | <b>\$0</b>                                  |
| <b>Total Expenditures</b>                            |  |                       |                                      | <b>\$12,054,693</b>                         |
| <b>Revenues</b>                                      |  |                       |                                      |   |
| TOT Projected Collections                            | 9% of the total 12% Transient Occupancy Tax collections                  |                       |                                      | <b>\$11,292,000</b>                         |
| Utilized Available Fund Balance                      |  |                       |                                      | <b>\$682,693</b>                            |
| One-Time Funds                                       | Approved by the Board of Supervisors during FY 17-18 Budget Hearings     |                       |                                      | <b>\$80,000</b>                             |
| <b>Total Revenues</b>                                |  |                       |                                      | <b>\$12,054,693</b>                         |