

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category A1 - Chambers of Commerce				Max: \$40,000
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
Total			\$44,009	\$40,000
Category A2 - Visitors Center				Max: N/A
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

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
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
Total			\$512,794	\$342,400
Category A3 - Economic Development				Max: N/A
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
Total			\$2,844,413	\$2,809,413
Category A4 - Tourism Marketing Program				Max: N/A
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
Total			\$3,346,444	\$3,117,576

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category A5 - Visitor Way Finding & Signage				Max: \$100,000
Fountaingrove District Winegrower Association	Permit and install AVA boundary signage at 5 major entry points to Fountaingrove District.	N/A	\$14,000	\$14,000
Geyserville Chamber	Business detail signs on main street of town, pointing tourists in the direction of businesses & visitor center.	\$4,000	\$5,000	\$5,000
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	\$15,000
Petaluma Visitors Program	Replacement of "I" banners on light poles adjacent to Visitors Center.	\$10,000	\$2,437	\$2,500
Russian River Chamber	Kiosk in plaza, banners on light poles.	\$20,000	\$32,600	\$16,000
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	\$13,000
Sonoma Ecology Center	Sonoma Garden Park area identification signage.	\$10,000	\$12,000	\$12,000
Sonoma Valley Visitor Bureau	Signage to be located in rented advertising areas of BART stations and trains.	\$20,500	\$40,000	\$0
Windsor Chamber of Commerce	Outdoor, all weather kiosk.	N/A	\$7,500	\$7,500
Winegrowers of Dry Creek Valley	Replacement of 130 Winegrape Grower signs to include "Dry Creek Valley"	\$10,000	\$15,000	\$15,000
Total			\$156,537	\$100,000

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category A6 - Workforce Development and Scholarships				Max: \$400,000
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	\$100,000
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	\$50,000
Creative Sonoma Summer Arts Grants	Summer Arts Youth Grants	\$100,000	\$100,000	\$100,000
Creative Sonoma Arts Education Grants	Program to support equitable access arts education for underserved Sonoma County schools	\$24,000	\$24,000	\$24,000
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	\$51,000
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	\$25,000
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	\$0
Becoming Independent	Employing Abilities Workforce Program. Request is for \$132,600 over 2 years (\$66,300 per year).	N/A	\$132,600	\$0
Total			\$632,600	\$350,000

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category B1 - Parks, Recreation and Event Facilities				Max: N/A
Regional Parks Department	Operations and Maintenance of existing facilities	\$2,651,507	\$2,651,507	\$2,651,507
Total			\$2,651,507	\$2,651,507
Category B2 - Community Impacts - Public Safety				Max: \$90,000
Bodega Bay Fire Protection District	Marine Electronics, Communications, Rescue Equipment/PPE, Training, Medical Equipment	\$15,000	\$90,000	\$15,000
Cazadero Community Services District	New roof and exhaust system for Station #1 Fire Hall and 4x4 brush truck	\$10,000	\$90,000	\$10,500
Geyserville Chamber of Commerce	Traffic sign	N/A	\$5,000	\$0
Monte Rio Fire Foundation	Two jet skis, trailer, and related equipment.	\$10,000	\$25,000	\$10,500
Russian River FPD	Purchase additional/upgrade swiftwater rescue equipment	\$20,000	\$36,330	\$15,000
Sonoma County FES (representing Volunteer Fire Companies in CSA#40)	Automatic External Defibrillators (AEDs)	N/A	\$39,060	\$39,000
Total			\$285,390	\$90,000

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category C - Agricultural Promotion				Max: \$185,000
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
Total			\$185,000	\$160,000
Category D - Historical Commissions				Max: \$60,000
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
Total			\$69,000	\$60,000
Category E - Local Events, Organizations and Economic Development				Max: \$250,000
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
Total			\$250,000	\$250,000

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category F - Major County Events and Organizations				Max: \$300,000
6th Street Playhouse	2017-18 Season	\$10,000	\$50,000	\$10,000
California Artisan Cheese Festival	California Artisan Cheese Festival	N/A	\$10,000	\$0
Cruisin' the Boulevard	Petaluma's Salute to American Graffiti	\$4,000	\$6,000	\$4,000
Green Music Center	2017-2018 Season	\$17,500	\$50,000	\$18,000
Healdsburg Jazz Festival, Inc.	Year round programming and 2018 Healdsburg Jazz Festival	\$10,000	\$45,000	\$10,000
King Ridge Foundation	Levi's GranFondo	N/A	\$50,000	\$0
Luther Burbank Center for the Arts	Luther Burbank Center for the Arts 2017-18 Season	\$45,000	\$50,000	\$50,000
Luther Burbank Rose Parade & Festival	Rose Parade and Festival	\$5,000	\$7,000	\$5,000
Museums of Sonoma County	10 major exhibitions	\$40,000	\$50,000	\$40,000
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	\$10,000
Petaluma Downtown Association	4 Events: Art & Garden Festival, 2 Antique Faires, Butter & Egg Days Parade	\$5,000	\$14,000	\$5,000
Santa Rosa Symphony	90th Season - year round concert series and special events	\$50,000	\$50,000	\$50,000
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	\$25,000
Sonoma County Fair & Exposition, Inc.	Sonoma County Fair	\$40,000	\$50,000	\$40,000
Sonoma County Farm Trails	44th Annual Gravenstein Apple Fair	\$13,000	\$15,000	\$13,000
Sonoma International Film Festival	Sonoma International Film Festival	N/A	\$15,000	\$10,000
Sonoma Valley Visitors Bureau	Holidays in Sonoma Valley and Sonoma Valley Delicious!	N/A	\$50,000	\$0

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
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
Total			\$637,000	\$350,000
Category G1 - Department Activities				Max: N/A
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
Total			\$196,098	\$14,000
Category G2 - Affordable Housing				Max: N/A
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
Total			\$375,000	\$375,000

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category G3 - Collections/Audit Services				Max: N/A
ACTTC - Collections	Tax collection administration activities. Includes 40,000 for Extra Help for collections activities.	\$367,819	\$407,819	\$407,819
ACTTC - Audit	Audit services including program grant audits, collection audits and VRBO. Increased costs for audit in FY 17/18.	\$99,850	\$114,100	\$114,100
Total			\$521,919	\$521,919
Category G4 - Legal Services				Max: N/A
County Counsel	Program and collections legal services	\$51,810	\$41,810	\$41,810
Total			\$1,085,648	\$41,810
Category G5 - Program Administration				Max: N/A
CAO/BOS	Program staff support	\$432,093	\$576,068	\$576,068
Permit and Resource Management	Code Enforcement Vacation Rental Services	\$150,000	\$150,000	\$150,000
Total			\$726,068	\$726,068

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
Category H - Documentary Films				Max: \$30,000
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
Total			\$70,000	\$30,000
Category I - Seasonal and Off Peak Programs				Max: \$50,000
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

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
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
Total			\$55,000	\$25,000
Reserves				
Allocate to Economic Uncertainty Reserve Fund		\$300,000	N/A	\$0
Allocate to Contingencies	\$50,000 of available contingencies utilized on 6/20/17 (Balance is \$0)	\$300,000	N/A	\$0
Total to Reserves	Total Recommended			\$0
Total Expenditures				\$12,054,693
Revenues				
TOT Projected Collections	9% of the total 12% Transient Occupancy Tax collections			\$11,292,000
Utilized Available Fund Balance				\$682,693
One-Time Funds	Approved by the Board of Supervisors during FY 17-18 Budget Hearings			\$80,000
Total Revenues				\$12,054,693

FY 17/18 Sonoma County Community Investment Program Grants Awards

Entity	Description of Funding Need	16/17 Ad Grant	Amount Requested for FY 17/18	Board of Supervisors Approved Awards
MEASURE L - 3% FUNDING				Total Available: \$4,966,000
Roads Repair and Improvement	Allocated to Transportation and Public Works for improvements to local roads			\$1,000,000
Regional Parks Department	Funding will be prioritized to increase public access and support the development of new park facilities.			\$1,000,000
Fire and Emergency Services	To help alleviate the strain and to encourage greater regional consolidation within the county's fire system, funds will be available to support the Board's approval of a plan to establish and efficient, effective, and sustainable fire services delivery model.			\$1,000,000
Affordable Housing	Funds shall be allocated to the existing County Fund for Housing as well as to homeless service needs, administrated by the Community Development Commission.			\$621,000
Event Facilities Improvements	Funds will be used to enhance recreational activities that benefit local tourism and the tourist industry, including, but not limited to, Veterans Halls (under contract or managed by the General Services Department)			\$460,000
ACTTC - Collections	Add an additional 2.0 FTE's to enhance capacity to collect TOT.			\$218,000
Permit and Resource Management	PRMD - ACTTC shared staff, creating a "one-stop shop" for vacation rentals and TOT collections.			\$61,000
Permit and Resource Management	"Data scrape" that will search internet hosting sites to identify non-compliant TOT operators (service to be provided through a contracted entity).			\$76,000
Permit and Resource Management	Night/Weekend Code Enforcement for Vacation Rental Services - Code Enforcement by a private contractor for night/weekend vacation rentals.			\$30,000
Tourism Impact Fund	Funds will be used to meet unique and urgent needs of areas within unincorporated Sonoma County that are most impacted by tourism.			\$500,000
Total				\$4,966,000