

Attachments to EDAC Presentation

1. A draft of a Community ID format being developed by the Future Planning Department. A Summary of tasks to be performed by ICF with regards to community design standards is included.
2. A compilation of representative types of Grants available to support community development, including the following:
 - a. Broadband - Nevada County awarded \$ 2.5 million 2012.
 - b. El Dorado Winery Association awarded \$ 179,000 by USDA 2011
 - c. History Museum - San Joaquin County awarded \$ 2.5 million 2012
 - d. California State Parks: Recreation Trails Fund to be awarded 2013
 - e. Mammoth Lakes awarded \$ 318,000 zoning ordinance
 - f. Yreka awarded \$ 70,000 biomass feasibility study
 - g. Gridley awarded \$ 445,000 for zoning code, development standards, studies
 - h. Colusa County awarded \$ 5 m to support mushroom plant
 - i. Weed awarded \$ 500,000 block economic development
 - j. \$ 42.8 m to 54 cities and counties (Amador, Butte, Colusa, Del Norte, Glenn, Humboldt, Imperial, Lassen, Mariposa, Mendocino, Mono, Monterey, Plumas, San Benito, Santa Cruz, Shasta, Siskiyou, Solano, Tulare, Tuolumne, Yuba.) for Community Development.
3. Transit Occupancy Tax (TOT) collection is authorized for cities and counties by Revenue and Taxation Code section 7280 et seq. Many cities and counties grant all or a portion of TOT funds collected to benefit and promote the jurisdiction. Following are examples of how other jurisdictions use TOT funds for promotion and improvement:
 - a. \$ 1.8 million of the Placer County in TOT collected in North Tahoe over the past 15 years has been used to secure matching grant funds from state, federal, county and local sources to generate \$ 160,000,000 to support public improvement projects. These projects include, bike trails, parks, lakeshore, Museums while creating local jobs and promoting the community.

b. Jackson grants \$ 1,500 or more of TOT funds to businesses within Jackson that "improve the appearance of individual building facades, signs and awning, as well as the overall look of the surrounding area". These funds must be matched by the property owner .

c. San Diego County annually grants \$ 2.5 million of TOT funds to about 250 groups. The 2012-2013 "Community Enhancement Program District Awards" is attached. Recipients include historical, social, trails, parks, chambers of commerce, art groups among many others. Around 125 of these groups receive \$ 5,000 or less and the balance average about \$ 15,000. Each Board of Supervisor member is allocated half a million of these funds to ensure a fairly equal geographic representation of groups benefitted within each supervisorial district.

d. City of San Luis Obispo grants approximately \$ 100,000 per year of the TOT through a Promotional Coordinating Committee to local groups that promote and benefit the community. The 21 recipients of the 2012-2013 awards shown on the attached document total \$ 86,385 and range from a low of \$ 800 to a high of \$ 10,000 with an average of \$ 4,100 per grant.

e. City of San Jose TOT grants totaled \$ 4,240,136 for "Cultural Development" went to about 100 recipients.

f. Sonoma County revised their TOT grant policy in 2012-2013. TOT funds are made available *"for the promotional activities of private nonprofit organizations in Sonoma County whose purposes are to provide cultural, historical preservation, and other activities which enhance tourism and industry; and/or local community events which encourage a sense of community. Matching funds are also available for Unincorporated Chambers of Commerce."* The uses of the fund for 2012-2013 as shown on the attachment indicates around 40 recipients to agriculture promotion, historical, parks, arts, chambers, fire protection among other. Grants to organizations started at \$ 800. Administratively, the CAOs office reviews the applications and makes a recommendation on the award with written comments and reasons as shown on the attached worksheet and then forwards the recommendation to a 2 member committee of the Board of Supervisors who make adjustments and then present the revised list to the entire Board for vote on the total.

Community Identity

The General Plan Statement of Vision and Plan Strategies encourage growth to reflect the character and scale of the community in which it occurs. General Plan Goal 2.4 promotes the enhancement of the character of existing rural and urban communities. A Community's identity is protected and enhanced when projects place an emphasis on both the natural setting and architectural design of a community. Detailing specific qualities and features unique to the community for which a project is proposed and requiring design to reflect these qualities help ensure that growth contributes to the quality of life, economic health, and the community.

While the General Plan land use map and zoning adequately regulates the type and location of land uses within the County, these rules do not fully address the appearance of development related to such uses. With this in mind, General Plan Policy 2.4.1.2 directs the County to develop community design guidelines for each Community identified in General Plan Policy 2.1.1.1 and Rural Centers identified in 2.1.2.1 to the extent possible, to be used in project site review of all discretionary project permits.

Phase One

To implement Policy 2.4.1.2, the Board of Supervisors adopts the following format for the development of Community Design Guidelines for Communities identified in General Plan Policy 2.1.1.1 and/or Rural Centers to the extent possible

1. Guidelines for each Community may be developed for discretionary and ministerial projects setting forth standards for landscaping, architecture and other design elements within Commercial and Multi Family land uses and zoning.
2. The Guidelines include, but are not limited to, the following criteria: Historic Preservation; Streetscape elements and improvements; Signage; Maintenance of existing scenic road and riparian corridors; compatible architectural design; Designs for landmark land uses; Outdoor art, Recreation, and Open Space.
3. Guidelines shall be consistent with General Plan Policies, Zoning and all ordinances of the County of El Dorado.
4. The Board of Supervisors may appoint, by Resolution, a Community Advisory Committee for each community region to assist with development of community design guidelines.
5. The Community Advisory Committee will determine appropriate specific planning areas within each Community Region with the assistance of Planning Staff, local landowners and community input. Criteria will include historical patterns, General Plan policies,

community services, neighborhood walkability, transit and general economic stability of the area. The Advisory Committee may also identify a neutral facilitator/moderator for a community workshops or charrette.* Seek if necessary, outside funding for staff assistance. Planning areas and process require approval by the Board of Supervisors prior to moving forward with community design guidelines.

6. The Advisory Committee should facilitate the development of community design guidelines through the following general process:
 - a. Identify the Commercial and Multi-Family designated land areas within each community;
 - b. Outreach for assistance in developing the guidelines to, at minimum, the following groups within each community : Historical Societies; design professionals; landscape professionals; engineers, land owners, agriculture, recreation advocates, health professionals, transit and other public and business/community planning groups;
 - c. Assist in preparation for community workshops or charrettes that will harness the talents and energies of all interested parties and supports a feasible plan that best represents the community's vision.
 - d. When the preparation work has been completed arrange for community meetings or charrettes;
 - e. Provide direct notice of the meeting to all property owners and businesses within the planning area; and all known social, fraternal, political and business groups within the Community Region. Provide notice, for example by publication, public service announcements and posters;
 - f. Participate in the community workshops or charrettes; and
 - g. Prepare Design Guidelines in a format best fitting and consistent with the outcome of the workshops or charrettes.
 - h. Return to the Board of Supervisors through the agenda process for a review of community workshops/charrettes outcome possible adoption of Community Design Guidelines and next steps.

Upon adoption of the Design Guidelines for a community, the Board of Supervisors should adopt design standards, a form base code, or an ordinance codifying the guidelines. A Design Guideline checklist could be developed that lists specific "yes/no" questions for each design element to determine whether a proposed project conforms to pictures, fixed standards and objectives embodied in the adopted Design Guidelines.

Phase Two

After adoption of the Design Guidelines, the Board of Supervisors may direct the Community Advisors Committee to consider additional proposals for community action developed during the Design Guideline process, including but not limited to:

1. Zoning amendments;

2. Form based codes;
3. Formation of special districts (LLD, CSD);
4. Parks;
5. Historical preservation;
6. Amendment of GP text and maps;
7. Incorporation;
8. Funding Sources for further community action: including but not limited to Transportation funds; Façade Improvement Grants; other grants; private contributions; Government; Economic Development funds.

* A “charrette” is a technique used for consulting with all interested stakeholders when creating a design solution. A charrette typically involves intense multi-day meetings, that involve public officials, developers, and residents in a collaborative session in which a group of designers create a design concept. A successful charrette provides early input into the planning process and promotes joint ownership of solutions and attempts to defuse typical confrontational positions between residents and developers.

**COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM
ECONOMIC DEVELOPMENT ALLOCATION**

**FISCAL YEAR 2010-2011 CALIFORNIA COMMUNITY ENTERPRISE
FUND AWARDS**

City Awards	Activity	Grant Award
Anderson, City of	ME (TA) (L) (GS)	\$215,000
Calexico, City of	ME (TA) (FI)	\$500,000
Crescent, City of	ME (TA)	\$500,000
Eureka, City of	BA (L)	\$500,000
Marina, City of	ME (TA)	\$500,000
Montague, City of	BA (L) & ME (TA) (L)	\$500,000
Mount Shasta, City of	BA (L) & ME (TA) (L) (GS)	\$500,000
Oroville, City of	BA (L)	\$500,000
Shasta Lake, City of	ME (TA) (L)(GS)	\$215,000
Sonora, City of	ME (TA) (L)	\$400,000
Ukiah, City of	BA (L)	\$500,000
Weed, City of	BA (L) & ME (TA) (L)	\$500,000
West Sacramento, City of	BA (L) & ME (TA)	\$500,000
County Awards	Activity	Grant Award
Del Norte, County of	ME (L)	\$247,250
Humboldt, County of	ME (TA) (L) (GS)	\$500,000
Lassen, County of	BA (L) & ME (TA) (L)	\$500,000
Madera, County of	BA (L)	\$500,000
Mariposa, County of	BA (L)	\$500,000
Siskiyou, County of	BA (L) & ME (TA) (L)	\$189,105
Tuolumne, County of	BA (L)	\$300,000
Yuba, County of	BA (L)	\$300,000
	Total Awards	\$8,866,355

Notes:

BA (L) - Business Assistance Loans

BA (L) & ME (TA) (L) - Business Assistance Loans & Microenterprise Technical Assistance and Loans

BA (L) & ME (TA) (L) (GS) - Business Assistance Loans & Microenterprise Technical Assistance, Loans and General Support

ME (TA) - Microenterprise Technical Assistance

ME (L) - Microenterprise Loans

ME (TA) (L) - Microenterprise Technical Assistance and Loans

ME (TA) (FI) - Microenterprise Technical Assistance and Façade Improvement

ME (TA) (L) (GS) - Microenterprise Technical Assistance, Loans and General Support

**2012 CDBG PROGRAM
ECONOMIC DEVELOPMENT OVER-THE-COUNTER ALLOCATION AWARD**

- COUNTY OF COLUSA -

APPLICANT	2012 FUNDING	2013 FUNDING	TOTAL GRANT AWARD	ACTIVITY
County of Colusa	\$3,000,000	\$2,016,216	\$5,016,216	<p align="center">ED - Direct Financial Assistance to For-Profits*</p> <p><i>*The County of Colusa received a \$5,016,216 CDBG award to provide a loan to Premier Mushrooms, Inc. to restructure existing private financing and expand the business. This loan will enable Premier Mushrooms, Inc. to remain in business and retain 166 full-time employees.</i></p>

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FOR IMMEDIATE RELEASE**Date:** August 29, 2012**Contact:** Colin Parent
Director of External Affairs
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cparent@hcd.ca.gov**The California Department of Housing and Community Development Announces
\$51.6 Million in Federal Funds to California Cities and Counties for CDBG Program**

Sacramento - Today the Department of Housing and Community Development (HCD) announced awards totaling more than \$42.8 million in federal Community Development Block Grant (CDBG) funds for eligible Economic Development, Community Development, and Colonia Allocations. \$8.8 million will also be made available for Economic Development Over-the-Counter (OTC) awards to be made over the coming fiscal year.

The \$42.8 million in funding will go to the following 54 California communities:

<u>County</u> of Amador	<u>County</u> of Glenn	City of Portola
City of Arcata	City of Gonzales	<u>County</u> of San Benito
City of Avenal	<u>County</u> of Humboldt	<u>County</u> of Santa Cruz
<u>County</u> of Butte	City of Huron	<u>County</u> of Shasta
City of Calimesa	<u>County</u> of Imperial	City of Shasta Lake
City of Calistoga	<u>County</u> of Lake	<u>County</u> of Siskiyou
<u>County</u> of Colusa	<u>County</u> of Lassen	<u>County</u> of Solano
City of Corcoran	City of Marina	City of St. Helena
City of Corning	<u>County</u> of Mariposa	City of Tehama
City of Crescent City	<u>County</u> of Mendocino	Town of Truckee
<u>County</u> of Del Norte	<u>County</u> of Mono	<u>County</u> of Tulare
City of Dinuba	<u>County</u> of Monterey	City of Tulelake
City of Dorris	City of Nevada City	<u>County</u> of Tuolumne
City of Etna	City of Orange Cove	City of West
City of Eureka	City of Orland	Sacramento
City of Exeter	City of Oroville	City of Woodlake
City of Firebaugh	City of Parlier	<u>County</u> of Yuba
City of Fort Bragg	<u>County</u> of Plumas	
Town of Fort Jones	City of Plymouth	

"These awards will significantly impact the ability of small cities and counties to improve the lives of their citizens. We're proud to help fund upgrades to housing, infrastructure, and

**2012 CDBG PROGRAM
COMMUNITY DEVELOPMENT AND ECONOMIC DEVELOPMENT ALLOCATIONS
AWARD LISTING**

	APPLICANT	GRANT AWARD	COMMUNITY DEVELOPMENT, ECONOMIC DEVELOPMENT, COLONIA AND SET-ASIDE ACTIVITIES
1	County of Amador	\$600,000	Public Services & Set-Aside Public Services Business Assistance & Set-Aside Public Improvements
2	City of Arcata	\$400,000	Homeownership Assistance/Housing Rehabilitation Combo & Set-Aside Public Services
3	City of Avenal	\$1,100,000	Microenterprise & Planning and Technical Assistance
4	County of Butte	\$252,703	Planning and Technical Assistance
5	City of Calimesa	\$44,245	Planning and Technical Assistance
6	City of Calistoga	\$46,073	Public Improvements & Set-Aside Public Facilities Homeownership Assistance/Housing Rehabilitation Combo & Set-Aside Public Services
7	County of Colusa	\$1,583,920	Planning and Technical Assistance
8	City of Corcoran	\$1,100,000	Public Improvements, Public Services & Set-Aside Public Services
9	City of Corning	\$100,000	Public Services
10	City of Crescent City	\$2,000,000	Homeownership Assistance Housing Rehabilitation & Set-Aside Public Improvements
11	County of Del Norte	\$500,000	Housing Rehabilitation & Business Assistance/Microenterprise Combo
12	City of Dinuba	\$540,541	Homeownership Assistance/Housing Rehabilitation Combo & Planning and Technical Assistance
13	City of Dorris	\$448,931	Homeownership Assistance/Housing Rehabilitation Combo & Set-Aside Public Improvements
14	City of Etna	\$800,000	Public Improvements & Set-Aside Public Services
15	City of Eureka	\$1,100,000	Microenterprise, Public Facilities & Public Services
16	City of Exeter	\$1,100,000	Housing Rehabilitation & Set-Aside Public Services
17	City of Firebaugh	\$794,703	Microenterprise, Public Improvements & Planning and Technical Assistance
18	City of Fort Bragg	\$1,525,000	Business Assistance & Set-Aside Business Assistance Homeownership Assistance & Planning and Technical Assistance
19	Town of Fort Jones	\$500,000	Public Improvements, Public Facilities & Public Services
20	County of Glenn	\$1,900,000	Public Services & Set-Aside Public Facilities Colonia Housing Rehabilitation & Colonia Public Improvements
21	City of Gonzales	\$400,000	Public Improvements & Planning and Technical Assistance
22	County of Humboldt	\$700,000	Business Assistance/Microenterprise Combo & Planning and Technical Assistance
23	City of Huron	\$1,983,375	Microenterprise & Set-Aside Microenterprise Technical Assistance
24	County of Imperial	\$2,370,000	Public Improvements & Set-Aside Public Services
25	County of Lake	\$1,557,000	Public Services & Set-Aside Public Facilities Colonia Housing Rehabilitation & Colonia Public Improvements
26	County of Lassen	\$583,909	Public Improvements & Planning and Technical Assistance
	City of Marina	\$400,000	Business Assistance/Microenterprise Combo & Planning and Technical Assistance
	County of Mariposa	\$1,630,000	Microenterprise & Set-Aside Microenterprise Technical Assistance
			Public Improvements & Set-Aside Public Services

**2012 CDBG PROGRAM
COMMUNITY DEVELOPMENT AND ECONOMIC DEVELOPMENT ALLOCATIONS
AWARD LISTING**

29	County of Mendocino	\$1,000,000	Microenterprise, Homeownership Assistance & Planning and Technical Assistance
30	County of Mono	\$52,500	Planning and Technical Assistance
31	County of Monterey	\$1,036,400	Multi-Family Housing Rehabilitation & Planning and Technical Assistance
32	City of Nevada City	\$600,000	Business Assistance/Microenterprise Combo & Set-Aside Public Improvements
33	City of Orange Cove	\$1,056,664	Public Improvements & Planning and Technical Assistance
34	City of Orland	\$877,195	Public Improvements & Planning and Technical Assistance
35	City of Oroville	\$1,400,000	Business Assistance, Homeownership Assistance/Housing Rehabilitation Combo & Public Services
36	City of Parlier	\$500,000	Housing Rehabilitation
37	County of Plumas	\$391,892	Microenterprise & Planning and Technical Assistance
38	City of Plymouth	\$100,000	Planning and Technical Assistance
39	City of Portola	\$540,541	Public Facilities & Set-Aside Public Facilities
40	County of San Benito	\$500,000	Public Services
41	County of Santa Cruz	\$1,600,000	Public Facilities & Planning and Technical Assistance
42	County of Shasta	\$50,000	Planning and Technical Assistance
43	City of Shasta Lake	\$311,398	Public Improvements
44	County of Siskiyou	\$600,000	Business Assistance/Microenterprise Combo & Set-Aside Public Services
45	County of Solano	\$400,000	Microenterprise & Set-Aside Business Assistance
46	City of St. Helena	\$99,948	Planning and Technical Assistance
47	City of Tehama	\$52,595	Planning and Technical Assistance
48	Town of Truckee	\$100,000	Planning and Technical Assistance
49	County of Tulare	\$1,100,000	Multi-Family Housing Rehabilitation & Set-Aside Public Services
50	City of Tulelake	\$777,838	Public Improvements & Set-Aside Public Facilities
51	County of Tuolumne	\$1,643,310	Public Improvements, Public Services & Set-Aside Public Services
52	City of West Sacramento	\$100,000	Planning and Technical Assistance
53	City of Woodlake	\$1,000,000	Homeownership Assistance/Housing Rehabilitation Combo
54	County of Yuba	\$900,000	Business Assistance & Homeownership Assistance/Housing Rehabilitation Combo
TOTAL 2012 AWARDS		\$42,850,679	

2009-10 PTA ED AWARD LIST
- ROUND 2 FUNDING -

ECONOMIC DEVELOPMENT ALLOCATION	Applicant	PROPOSED ACTIVITY	AWARD AMOUNT
1	Fort Bragg, City of	Compost Facility Feasibility Study; Industrial and Fine Arts Center Feasibility Analysis, Phase 2	\$43,000
2	Grass Valley, City of	Sewer Line Extension Study	\$35,000
3	Lindsay, City of	Downtown Façade Renovation Study	\$35,000
4	Taft, City of	Downtown Plan	\$35,000
5	Yreka, City of	BIO-MASS Feasibility Study	\$70,000
6	Butte, County of	Entrepreneurial, Knowledge-Based Enterprise Action Plan	\$35,000
7	Imperial, County of	Redevelopment Feasibility Study (Phase II)	\$35,000
8	Lake, County of	Lake Co Economic Development and Marketing Plan Update; Holiday Harbor Market Development Plan	\$35,000
9	Lassen, County of	Economic Development Strategic Plan; Commercial Revitalization Plan	\$70,000
TOTAL			\$393,000

SUSTAINABLE COMMUNITY PLANNING GRANTS

Focus Area 1 (Cities and Counties)

APPLICANT	COUNTY	PROPOSAL TITLE	DESCRIPTION	AMOUNT	SCORE
Ventura County	Ventura	Saticoy Area Plan Update: Creating a Sustainable and Vital Community	Comprehensive update to the Saticoy Area Plan that includes Zoning Ordinance amendments and Design Guidelines. Will introduce a variety of innovative circulation and land use policies that meet the goals of AB32, SB375, and the Sustainable Communities Planning Grant program. (EDC)	\$412,964	96.33
Gridley, City of	Butte	City of Gridley Greenhouse Gas Reduction Plan, Development Code Update, and Infill Design Guidelines	Four components: (1) Greenhouse Gas Reduction Plan; (2) Updates to the Development Code and Improvement Standards; (3) Infill Design Guidelines; and (4) Custom tool to estimate VMT reductions associated with land use mix, density, design, and transit access. These components are necessary to implement the vision of the forward-thinking 2030 General Plan. (EDC)	\$445,973	96.33
Oakland, City of	Alameda	The Oakland Sustainable Neighborhoods Initiative	Integrates different affordable housing, public transit, and neighborhood revitalization efforts in the International Boulevard Corridor. Will result in the identification of priority projects, plans, and proposed policies, as well as collaborative investments. Includes collaboration with many other organizations. (EDC)	\$999,836	96.00
Merced, City of	Merced	City of Merced Programmatic Climate Action Plan and Implementing Codes	The project streamlines the City's development review process and includes the adoption of three interrelated components: a Programmatic Climate Action Plan; amended code and standards; and a Unified Design Manual. (EDC)	\$294,268	94.33
Tulare, City of	Tulare	Tulare Improvement Standards (TIS) Update Project	Includes the following components: (1) Update both the Subdivision Ordinance (SO) and Engineering Improvement Standards (EI Standards); (2) Incorporate transit-oriented design criteria in the SO and EI Standards; (3) Integrate the goals and action steps of the Climate Action Plan with the SO and EI Standards; (4) Incorporate complete streets concepts into both the SO and EI Standards.	\$192,575	94.33
Vallejo, City of	Solano	Integrated Revitalization Program for Sustainable Progress	The Program consists of preparing a Sonoma Boulevard corridor specific plan and integrating this plan with the existing Downtown, Waterfront and Mare Island plans. To implement these planning efforts, the Program updates targeted elements of the Vallejo General Plan and zoning regulations to support GHG reductions and improve the linkage between land use and transportation. (EDC)	\$742,500	94.00

Focus Area 1 (continued)

APPLICANT	COUNTY	PROPOSAL TITLE	DESCRIPTION	AMOUNT	SCORE
Hermosa Beach, City of	Los Angeles	Comprehensive Blueprint for Sustainability and a Low Carbon Future	Will update and integrate its General Plan and Coastal Land Use Plan centered on the vision of a 'Comprehensive Blueprint for Sustainability and a Low Carbon Future'. The reinvented General Plan will advance sustainability and build resiliency into a tourism-dependent coastal city that can serve as a model for others.	\$410,400	92.00
Tulare County	Tulare	AAA Water and MT Sewer Project (Allensworth, Alpaugh, Angiola, and Matheny Tract)	Consists of two pilots that will demonstrate sustainable models to improve living conditions in disadvantaged rural communities: (1) A plan to address arsenic contamination in drinking water by combining resources from Allensworth, Alpaugh, and the Angiola Water District; (2) A plan to eliminate polluting onsite septic systems in Matheny Tract by connecting existing homes to City of Tulare's wastewater system. (EDC)	\$939,861	91.67
Mono County	Mono	Mono County Sustainable Communities Policy Project	Includes targeted General Plan Update (GPU), Climate Action Plan (CAP) and sage grouse conservation policy development. The GPU will target policy issues addressing sustainable communities, and the CAP and sage grouse conservation work provide the necessary information for effective GHG emission reduction, climate change adaptation, and targeted candidate species protection policies, as well as future CEQA tiering.	\$326,514	91.67
Brawley, City of	Imperial	Climate Action Plan and General Plan Amendments	Will develop (1) A Climate Action Plan (CAP) to serve as a comprehensive implementation strategy to reduce community-wide and municipal GHG emissions; and (2) Amendments to General Plan elements that will support and reinforce the goals of the CAP. The CAP will follow the ICLEI 5-step climate action planning process. (EDC)	\$127,600	90.67
Clovis, City of	Fresno	Central Clovis Specific Plan Update	Comprehensive update of the Central Clovis Specific Plan, a focused land use planning, regulatory, and financing effort to supplement the City's General Plan update process. This effort will continue the city's success in revitalizing its central business district, and will provide a replicable model for other Central Valley cities.	\$149,211	90.67

Focus Area 1 (continued)

APPLICANT	COUNTY	PROPOSAL TITLE	DESCRIPTION	AMOUNT	SCORE
Baldwin Park, City of	Los Angeles	Development of a Sustainable Community Element	Creates a Sustainability Element to incorporate the City's many sustainable community goals and policies into a single authoritative resource and guide for City planning. The proposed project will also afford incorporation of the Sustainability Element into the General Plan to help ensure that sustainability goals and principles are incorporated in all City planning and operations.	\$376,292	90.67
Mountain View, City of	Santa Clara	Mountain View Zoning Updates	Targeted zoning updates will implement key General Plan strategies that support sustainable communities. This project will focus on addressing community values articulated in the General Plan for Quality of Life, Sustainability, Diversity, Health and Wellness, and Economics. The project also includes analysis of how to incorporate "Eco-Districts" into the planning process.	\$503,850	90.67
South Gate, City of	Los Angeles	South Gate Specific Plan For Tweedy Mile And Hollydale Areas	Will complete a Specific Plan for two commercial districts: Tweedy Boulevard and Hollydale Village. The Specific Plan will be based on sustainability and GHG emission reduction strategies, advocating a new and compact urban form of higher density, mixed-use, transit-oriented developments. Will include key indicators that will be regularly monitored to measure its rate of implementation resulting in GHG emission reduction. (EDC)	\$570,000	90.33
Oroville, City of	Butte	City of Oroville's Sustainable Code Update and Climate Action Plan	The Sustainable Code Update and a Climate Action Plan (Targeted Updates) will promote sustainable land use decisions and will allow the City to revise the Zoning Code and amend the General Plan making them consistent. The CAP will meet the City's General Plan and the States climate change policies and provide a model for other rural communities. (EDC)	\$390,000	89.67
Los Angeles County	Los Angeles	County of Los Angeles Master Plan for Sustainable Parks and Recreation - Phase One	Phase One of a Master Plan for Sustainable Parks and Recreation will be comprised of individual parks and recreation plans for unincorporated areas, focusing on six of the most underserved communities in the County: East Los Angeles, East Rancho Dominguez, Lennox, Walnut Park, West Athens, and Willowbrook. (EDC)	\$1,000,000	89.67
Hawthorne, City of	Los Angeles	Downtown Hawthorne Specific Plan	Completion of a Revitalization Plan for the City's historic downtown, which will lead to the creation of new urban forms and development patterns that are sustainable and energy efficient. The built environment will be more compact and built at greater densities. The implementation of the Revitalization Plan and GHG emission reductions will be monitored by key indicators.	\$277,000	89.33

Focus Area 1 (continued)

APPLICANT	COUNTY	PROPOSAL TITLE	DESCRIPTION	AMOUNT	SCORE
Long Beach, City of	Los Angeles	Southeast Area Specific Plan	The Southeast Area Specific Plan is an amendment to the City's Local Coastal Program and the Southeast Area Development and Improvement Plan area. The Specific Plan will refine and implement the community's vision, define community benefits, identify locations for infill development, formulate strategies to preserve thriving wetlands resources, and reduce vehicle miles traveled and greenhouse gas emissions.	\$929,000	89.00
Blue Lake, City of	Humboldt	City of Blue Lake Climate Action Plan and targeted General Plan/Zoning Ordinance Update	The City will perform a citywide GHG inventory, develop a Climate Action Plan, and make targeted General Plan and Zoning Ordinance. This will include developing local action strategies that reduce GHG emissions, updating targeted elements of the General Plan to incorporate sustainable community strategies, and adding an Energy element to the General Plan. (EDC)	\$134,385	88.67
Calexico, City of	Imperial	Climate Action Plan, Agricultural Element and Targeted General Plan Update	Consists of a Climate Action Plan, an Agricultural Element, and a General Plan Update. The CAP will follow the ICLEI 5-Step Process. The General Plan Update and Agricultural Element will incorporate goals, policies and programs that will reinforce the actions included in the CAP. The Circulation Element Update will include a "complete streets" component. (EDC)	\$259,700	88.67
East Palo Alto, City of	San Mateo	East Palo Alto General Plan and Zoning Code Update	Revised General Plan policies and implementation measures, accompanied by zoning code revisions consistent with the SGC's objectives, will establish a safe compact community serving not only local residents but also regional needs. (EDC)	\$1,000,000	88.33
Tulare County	Tulare	Sustainable Highway Corridor Plan	The Sustainable Highway Corridor Plan will serve as a foundation planning document to guide the preparation of future community plans for unincorporated and economically disadvantaged communities along the Highway 99 corridor, and provide sustainable planning practices, standards and strategies for the abundant agricultural and natural lands in between the communities.	\$383,853	88.33

Subtotal for Focus Area 1: \$12,289,629

proposed MPMP is a critical component of an award-winning General Plan Land Use and Circulation Element.

Contact: Peter James, Senior Planner (310) 450-8341 Peter.James@smogov.net

Mendocino County Health and Human Services Agency – Collaborative Sustainable Communities Program \$461,340 This project includes development of the Mendocino County Sustainable Land Use Code and Stormwater Ordinance and several projects for the Cities of Ukiah and Fort Bragg – Climate Action Plans, Gen. Plan Sustainability Element, Greenhouse Gas Emissions Inventory and a Downtown Zoning Code.

Contact: Linda Helland, Coordinator (707) 472-2727 hellandl@co.mendocino.ca.us

City of Merced – Bellevue Corridor Community Plan \$251,345

Creation of the Bellevue Corridor Community Plan to communicate a vision for a compact, transit-oriented “urban village.” Identification of potential barriers to implementation, and consideration of planning tools.

Contact: William King, Principal Planner (209)385-6858 kingb@cityofmerced.org

Town of Mammoth Lakes – Zoning Code Update \$318,245

Completion of a comprehensive update of the zoning code to reflect recent changes in the General Plan that encourages smart growth and sustainability. The project also codifies the results of Neighborhood District Planning studies.

Contact: Mark Wardlaw, Community Development Director (760)934-8989 x 238
mwardlaw@ci.mammoth-lakes.ca.us

City of Anaheim – The Canyon Specific Plan \$334,850

To update the current 15 year-old plan allowing the City to transform an aging business complex into a Green Manufacturing and Business Zone through a variety of land use strategies and incentives.

Contact: Jonathan Borrego, Principal Planner (714) 765-5016 iborrego@anaheim.net

City of Dana Point – Doheny Village Plan \$340,000

Development of the Doheny Village Plan to act as a catalyst for economic revitalization through the provision of effective development incentives, a realistic mix of land uses and a variety of measures aimed at improving the Village's physical appearance. The Plan will also provide development criteria for sustainability.

Contact: Kyle Butterwick, Director of Community Development (949) 248-3563

City of Calimesa – City of Calimesa Sustainability Planning Targeted General Plan Update \$325,360

Request to fund a targeted sustainability update to existing Land-use, Circulation, and Safety General Plan Elements and to create a Sustainability Element for the City's General Plan.

Contact: Gus Romo, Community Development Director (909) 795-9801
gromo@cityofcalimesa.net

From: nmartin@sbcouncil.org
To: jlb87@aol.com
Sent: 7/6/2011 6:20:29 P.M. Pacific Daylight Time
Subj: El Dorado County GHG Inventory

Hello Jim,

I spoke with you earlier today about the status of El Dorado County's climate action planning. I received an email back from my former program manager and she stated that she received resistance from the County in participating in our Phase 1 program (municipal-only GHG inventory). So it was not an elective exclusion on SBC's part. We would love to have them on board for Phase 2 of the program (community-wide GHG inventory), and could likely complete both the municipal and community-wide inventories at the same time during this phase. However, without the proper support from the local government staff, it is not possible for us to access the data needed to complete the inventory. So if you have a staff contact that would be willing to speak with me about the program, then you may just be our saving grace!

Thanks!

Nicholas Martin
Energy Associate
Sierra Business Council

Value: $\$30,000^{00} - 50,000^{00}$



[Home](#) > [Information and General Services](#)

Broadband: Local Grant Funded Projects

Published on: 7/22/2012 12:00 AM

Our community was fortunate to have two of three proposed local/regional broadband projects receive Federal American Recovery and Reinvestment Act (ARRA) stimulus funding. The first project is a last-mile one with a local Wireless Internet Service Provider (WISP), SmarterBroadband, from the Department of Agriculture's Rural Utility Service Broadband Initiative Program. They have been awarded \$2.5M in stimulus funds (75% grant / 25% loan) to expand their wireless infrastructure across Western Nevada County. Their project is expected to be completed in Fall of 2015. You can find more grant details and track the project progress at the [Federal site here](#).

The second project funded is the [Central Valley Next Generation Broadband Infrastructure Project \(CVNGBIP\)](#). This \$60M project was funded by the Department of Commerce's Broadband Technology Opportunities program and is building a middle-mile fiber optic network across 18 California counties and will initially connect our two local high schools and main library with 1Gbs Internet broadband connections. The open access network will then be leveraged and used by local broadband providers as a source for wholesale affordable Internet bandwidth that they can then resell and provide via their last-mile services to local residents and businesses. The portion of the project that is coming through Western Nevada County is expected to be completed sometime in 2013.



El Dorado News & Info

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Press Releases

What's up in El Dorado's wine country? Find out in the following press releases.

TASTE AT A HIGHER LEVEL

El Dorado Winery Association Launches New Marketing Campaign

October 10, 2012 MEDIA CONTACT: Stacie Jacob, Solterra Strategies T: 805-286-6874, sjacob@solterrastrategies.com

The El Dorado Winery Association, located in the foothills of the Sierra Nevada Mountains, was awarded a Specialty Crop Block Grant in the amount of \$179,000 from the California Department of Food and Agriculture. The funds will help the 35-member winery association move its new marketing campaign—"Taste At A Higher Level" forward during the next three years.

"Receiving this grant is a vote of confidence for El Dorado Wine Country," said Beth Jones EDWA President and co-owner of Lava Cap Winery. "We are excited to share our unique assets, which is part of our new marketing campaign targeting key markets important to our constituents."

The association's marketing campaign will educate media, trades and consumers about the wines and vineyards of the growing El Dorado American Viticulture. The grant allows EDWA to gather new marketing data, use new technology to enhance its website, create an annual communications plan to build awareness, enhance its social media efforts, conduct familiarization tours for media and wine buyers, open new target markets, and leverage partnerships with tourism partners.

These programs will help El Dorado showcase the region's distinctive wine qualities and build awareness for this emerging California AVA within Reno, Sacramento and the San Francisco Bay Area metro markets.

"The timing of the grant couldn't be better," said Terrie Prod'hon, EDWA's Public Relations and Marketing Committee Chair and owner of Mt. Aukum Winery. "Our association is growing and we're seeing how popular our wines are becoming. The grant will help us build a complete, coordinated effort to get the word out about El Dorado Wine County."

Historical Society Awarded Grant

BY DAVID STUART, ON APRIL 20TH, 2011



The San Joaquin County Historical Society has been awarded \$499,650 to pay for new and upgraded exhibits at the Museum. Last week, the Society received a letter from the California State Parks Office of Grants and Local Services, which administers the ninety-three million dollar Nature Education Facilities Program. The money comes from Proposition 84, a bond measure passed by California voters in 2006. The Museum project was one of forty-four projects

selected for funding from more than three hundred applicants.

The grant will be used for several related projects at the Museum. It will expand and upgrade the existing exhibition gallery on the Native peoples of San Joaquin County and their use of natural resources. The living native plant exhibition at the Museum, the Sunshine Trail, will also be improved. Enhancements to the trail will include about one dozen new stations with audio messages about the habitats represented along the Trail. These improvements continue the legacy of the Sunshine Trail, developed more than twenty-five years ago with the help of designer Mike Schneider and the Lodi Soroptimists, to be accessible to people with visual impairments or other challenges.

A new "interpretive walkway" on the San Joaquin Delta will be added to an existing pond at the Museum (pictured at left) built by the Historical Society twenty years ago when relocated the 1847 Captain Charles Weber cottage—the oldest building in the county—to the Museum. Native Delta plants will be added to the pond, as will a walkway along the pond's levees, which will include stops with graphic panels and

development since the beginning. The Historical Society most recently applied for and was awarded a \$1.45 million state grant from the California Cultural and Historical Endowment. This grant, coupled with matching funds provided by the Tulare County Board of Supervisors, made possible construction of the new farm labor museum. The Historical Society has a 60-plus year track record of raising funds for countless museum improvements, and members have also generously given of their time and effort to restore aged structures. The Tulare County Historical Society is a non-profit organization and all donations are welcome to our Museum Improvement Fund!

*Museum fees are included in the Mooney Grove Park admission fees.



Click image above to tour the Tulare County Museum's Native American basket collection.



Click image above to tour exhibits in the Tulare County Museum's main gallery.



PERMIT AND RESOURCE MANAGEMENT DEPARTMENT

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Historic Preservation Grants

Advertising Program Grant

The County Administrator's Office (CAO) established the Advertising Program in 1986. The program makes funds from Transient Occupancy Tax (TOT; charged for accommodations at lodging and camping facilities in the unincorporated areas) available for the promotional activities of private, non-profit organizations in Sonoma County whose purposes are to provide cultural, historical preservation, and other activities which enhance tourism and industry; and/or local community events which encourage a sense of community.

How is the Advertising Grant Used?

On a yearly basis the Landmarks Commission applies and competes for an Advertising Grant under the Advertising Program. The Commission does not receive a grant every year. The Commission has used the grants for the following historic preservation projects:

- historic resource surveys and evaluations needed to designate additional Historic Landmarks and/or Historic Districts
- subsequent grants to the owners of public buildings or buildings open to the public for historic rehabilitation or restoration projects
- developing the Sonoma County Historic Resources section of the PRMD website
- cost-sharing for constructing plaques for properties containing Historic Landmarks

More information: [County Administrator's Office Advertising Program](#)

Although every effort is made to provide complete and accurate information on this website, users are advised to contact appropriate PRMD staff before making project decisions. This may involve contacting more than one section within PRMD (e.g. Building, Plan Check, Zoning, Well & Septic, etc.), since each section implements specific codes or ordinances which may affect your project.



...enhancing the quality of life.

Parks and Recreation

[Home](#) * [County Government](#) * [Parks & Recreation](#) * [Tulare County Museum](#)

- Adopt-An-Arbor Program
- County Parks
- Handouts
- Lake Patrol
- Links
- Map
- Park Information & Hours
- Rules & Regulations
- Tulare County Museum**

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Tulare County Museum

Tulare County Museum, Mooney Grove Park
27000 S. Mooney Blvd. Visalia, CA (559)733-6616
[Amy King](#), Tulare County Museum Curator

Hours of Operation:

Monday, Thursday & Friday 10 a.m. - 4 p.m.

Saturday & Sunday 12 p.m. - 3 p.m.

Closed Tuesday and Wednesday

[Tulare County Museum Website](#)

As early as the 1920s, an effort was made to establish a museum to preserve and share Tulare County history. This goal became a reality in 1936 with a \$5,000 bequest from Hugh Mooney to build a museum in Mooney Grove Park - once the site of the Mooney family home. The original museum building was finished in 1948 despite construction delays due to the Great Depression and World War II. The original building has been expanded, and the museum grounds currently house a pioneer village of vintage structures, including a blacksmith's shop, livery stable, the Surprise Schoolhouse and a vast collection of historically significant farm equipment.

Mooney Grove Park is also home to the new History of Farm Labor & Agriculture Museum - a 17,000 square foot structure that utilizes state-of-the-art green building technology while paying architectural homage to the traditional barn structures of days long past.

Included In the History of Farm Labor & Agriculture Museum is a formal theater-style learning center jointly operated by the Tulare County Office of Education and partially funded by a generous grant provided by Southern California Edison.

The museum has partnered with the Tulare County Office of Education to ensure schoolchildren touring the museum receive information about both local and California history included in the California State Standards. Through collaboration and the use of innovative technology, the museum is guaranteed continued growth. Many widescreen presentations are available for viewing in the Learning Center that explore the evolution of agriculture in Tulare County and provide insight into the many cultural groups that have helped grow Tulare County from a pioneering farm community that predates statehood into the world's second largest agricultural production area.

Museum exhibits and technology presentations document the contributions made by the Armenian, African-American and Hispanic communities and Dust Bowl migrants. Future exhibits will help educate the public about the many contributions other ethnic groups have made to Tulare County history, such as the Native American, Japanese, Portuguese, among others.

The Tulare County Historical Society has been actively involved in the museum's

MEASURE F

**PROPOSAL TO REAUTHORIZE THE TRANSIENT OCCUPANCY TAX FOR THE NORTH LAKE
TAHOE TRANSIENT OCCUPANCY TAX AREA**

NORTH LAKE TAHOE T-O-T CONTINUATION MEASURE WITH NO TAX INCREASE. To reduce traffic congestion/tourist impacts, support transportation services, build/maintain local bike trails, parks, indoor recreation opportunities, sidewalks, and beaches, and other public services, shall Placer County continue for 10 additional years, with no increase, the existing 2% North Lake Tahoe portion of the Transient Occupancy Tax – paid only by lodging guests, not by local taxpayers – with annual independent audits, continued local oversight, and all funds exclusively for North Lake Tahoe?

YES _____

NO _____

IMPARTIAL ANALYSIS BY PLACER COUNTY COUNSEL

The County of Placer collects a transient occupancy tax on occupancy of overnight lodging within the County of Placer. A Transient Occupancy Tax (TOT) is a general tax that is charged for the privilege of occupancy in any hotel or motel.

The TOT rate for the County as a whole is 8%, but in 1996 the rate was increased by 2% to 10% in that portion of Placer County described as the "North Lake Tahoe Transient Occupancy Tax Area." The additional 2% of the 10% rate was subsequently extended by the voters in 2002, and will expire on September 20, 2012, unless an additional extension is approved by the voters.

If the current measure is passed, the TOT rate would remain at 10% in the North Lake Tahoe Transient Occupancy Tax Area for an additional ten years. The County states that the tax proceeds from the 2% increase (over the existing 8% county-wide rate) would be used to reduce traffic congestion/tourist impacts, support transportation services, build/maintain local bike trails, parks, indoor recreation opportunities, sidewalks, beaches, and other public services.

The TOT tax is authorized by Revenue & Taxation Code section 7280 et seq. Since this is a general tax, the measure will pass if approved by more than 50% of those voting on the measure.

A "Yes" vote is a vote to authorize continuing the 2% increase of the 10% TOT tax in the North Lake Tahoe Transient Occupancy Tax Area.

A "No" vote is a vote against continuing the increased tax in the North Lake Tahoe Transient Occupancy Tax Area, which would result in an 8% TOT rate for this area.

This analysis is submitted by the Office of the County Counsel of Placer County, pursuant to the requirements of section 9160 of the Elections Code of the State of California.

Anthony J. La Bouff
County Counsel

By: Brian R. Wirtz
Deputy County Counsel

ARGUMENT IN FAVOR OF MEASURE F

In 1996, the voters of North Lake Tahoe approved a local 2% Transient Occupancy Tax (TOT) paid only by visitors who spend the night at local lodging.

Over the past 15 years, \$30 million dollars collected from the 2% TOT has been used to secure matching grant funds from state, federal, county and local sources to generate \$160 million dollars to support public improvement projects and services that could not otherwise be afforded.

This local source of revenue is set to expire September 2012 unless renewed by voters.

Many of us choose to live in North Lake Tahoe because it offers a high quality of life and outstanding community services. TOT Funds have helped:

- Build Bike Trails –on the West Shore, Midway Bridge to Squaw Valley, Tahoe City Lakeside, and those being planned on the North Shore, Northstar/Martis Valley, and along the Truckee River
- Improve Public Parks and the Lakeshore – such as Squaw Valley Community Park, Commons Beach and Tahoe Vista Recreation Area
- Support Public Infrastructure – such as Tahoe City and Kings Beach sidewalk projects, North Tahoe Events Center, Tahoe Maritime Museum and the Historic Fish Hatchery Interpretive Center

- Increase Transportation Services -- including airport and free night time shuttles and bus shelters

We conducted a community survey to determine whether our voters would support continuing a North Lake Tahoe No Tax Increase TOT Measure that tourists, not residents, would pay.

We learned that **85%** of those surveyed support continuing our TOT at the same rate for an additional 10 years. If approved, funds from a Measure F renewal will help:

- ***Maintain public beaches and shoreline recreational areas***
- ***Maintain existing bike trails, parks and public facilities***
- ***Help create local jobs***
- ***Avoid impacts on natural habitats***
- ***Insure Visitor Tax with Local Approval, Local Input, Local Projects***

Please join us and vote Yes on Measure F.

Ron Parson, President/CEO Granlibakken Resort
Stephanie Welsh Foucek, Principal, Tahoe Lake School
Dave Ferrari, G.M. Ferrari's Crown Resort
Randy Pomin, Owner – Pomin's Tahoe Hot Tubs
Jennifer Montgomery, Placer County Supervisor

**NO ARGUMENT AGAINST MEASURE F
WAS SUBMITTED BY THE DEADLINE**



**CITY OF JACKSON
JACKSON REVITALIZATION PROJECT
FAÇADE IMPROVEMENT
PROGRAM GUIDELINES AND APPLICATION**



"Preserving Our Past, Enriching Our Present, Building Our Future"

What is the Jackson Façade Improvement Program?

The program offers up to \$1,500 in matching City funds and, in certain cases, design assistance to all businesses in the city limits of Jackson in order to improve the appearance of individual building facades, signs and awnings, as well as the overall look of the surrounding area. All areas in the City are now eligible!

The City Council has reserved \$15,000 to assist as many qualified projects as our funds allow in this round of funding. The intent is to provide an incentive for those otherwise unable to proceed. Visual appearance improvements to areas visible from the street or highway are the top priority. This grant will be offered on an ongoing basis as funding permits. The program is funded with transient occupancy tax revenue generated by Measure E, approved by Jackson voters in 2002 for economic development purposes.

The award amount is based on available funds, applicants, and other variables. For this round, the grants will be allocated to building rehabilitation/renovation projects in the form of a one-third matching grant (maximum) to merchants and business property owners. The goal is to have the City fund one-third, the merchant one-third and the property owner one-third. How the two-thirds non-City share is divided is at the discretion of the applicant. If your project exceeds the \$1,500 maximum City match for this round, please discuss your project with us a part of the application process. If there are sufficient funds available for projects that exceed the \$1,500 match (\$4,500 total project), then the project would go to City Council for approval of grant funds exceeding the \$1,500 match limit.

Who can apply for funding?

Any building owner or store proprietor/tenant with lease authority or authorization from the owner can apply for funding. Properties must be commercial properties located within the city limits of Jackson. Tenants must have a minimum of one year remaining on their lease or an option to renew. A maximum of one grant per merchant or property location will be approved.

What types of improvements are eligible for funds?

- Exterior cleaning, painting, and/or paint removal
- Masonry repair and repainting
- Repair and replacement of architectural details or materials
- Rehabilitation or compatible reconstruction of storefronts
- Removal of metal siding and exterior slip covers (surfaces)
- Restoration or replacement of deteriorated or hazards sidewalks

TOT

2012-13 Community Enhancement Program District Awards

Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
A Reason To Survive, Inc.	5,000					5,000
Accessible San Diego	3,000			2,000		5,000
Agua Hedionda Lagoon Foundation					10,000	10,000
Aguinaldo Foundation	2,000		3,500	2,000		7,500
Alpine Chamber of Commerce		40,000				40,000
Alpine Historical and Conservation Society		5,000				5,000
Alpine Woman's Club		5,000				5,000
American Youth Hostels, Inc. San Diego Council	4,000					4,000
America's Finest City Dixieland Jazz Society				2,500		2,500
Antique Gas & Steam Engine Museum					12,820	12,820
Anza Borrego Desert Natural History Association					2,500	2,500
Anza Borrego Foundation					2,500	2,500
Art of Elan			1,000	1,000		2,000
ArtSplash					2,000	2,000
Asian Story Theater	4,800					4,800
Basic Assistance to Students In The Community					4,000	4,000
Batiquitos Lagoon Foundation					3,000	3,000
Bon Temps Social Club of San Diego	3,500					3,500
Bonita Business & Professional Association, Inc.	8,500					8,500
Bonita Historical Society	16,000					16,000
Bonita Optimist Club	3,500					3,500
Bonsall Chamber of Commerce					8,000	8,000
Booster of Old Town San Diego State Historic Park				2,000		2,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
Borrego Springs Chamber of Commerce					55,000	55,000
Borrego Springs Performing Arts Center					2,500	2,500
Business Improvement District Council	4,000					4,000
Cabrillo Festival, Inc.	5,000					5,000
California Ballet Association, Inc.			10,000	3,000		13,000
California Center for the Arts Escondido					10,000	10,000
California State Games	2,000			1,500		3,500
California Surf Museum			10,000		4,000	14,000
Camarada, Inc.				1,000		1,000
Camp Pendleton Historical Society, Inc.					3,000	3,000
Cardiff Chamber of Commerce			14,000			14,000
Carlsbad Music Festival			3,000		7,000	10,000
Casa Familiar, Inc.	9,000					9,000
Center for Community Solutions				2,000		2,000
Central Commercial District Revitalization Corp	2,000					2,000
Chicano Federation of San Diego	9,000			2,500		11,500
Children's Museum of San Diego	5,000			2,000		7,000
CHIRP for Garden Wildlife, Inc.		4,000				4,000
Christmas Circle Community Park					35,000	35,000
Chula Vista Chamber of Commerce	20,000					20,000
City Ballet, Inc.			10,000			10,000
Classics for Kids, Inc.	2,000			2,000	2,000	6,000
College Area Economic Development Corporation		3,000				3,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
College of Borrego					5,000	5,000
Committee of One Hundred			6,000	4,000		10,000
CONNECT Foundation				4,000		4,000
Coronado Community Theatre, Inc.	3,000					3,000
Coronado Historical Association	3,000					3,000
Cortez Racing Association	1,700					1,700
Cygnnet Theatre			10,000			10,000
Del Mar Regional Chamber of Commerce			5,000			5,000
Del Mar Village Association			10,000			10,000
Diversionsary Theatre Productions, Inc.				1,000		1,000
Downtown Encinitas Mainstreet Association			6,000			6,000
Downtown San Diego Partnership	5,000			4,000		9,000
East County Economic Development Council		40,000				40,000
El Cajon Boulevard Business Improvement Associations, Inc.				3,500		3,500
El Cajon Historical Society		3,000				3,000
El Cajon Valley Mother Goose Parade Association		5,000				5,000
Elite DVBE Network	2,000			2,000		4,000
Escondido Arts Partnership			3,000			3,000
Escondido History Center			5,000			5,000
Eveoke Dance Theatre			4,000			4,000
Fallbrook Art Association					10,000	10,000
Fallbrook Center for the Arts, Inc.					19,280	19,280
Fallbrook Chamber of Commerce					60,000	60,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
Fallbrook Food Pantry					4,000	4,000
Fallbrook Gem and Mineral Society, Inc.					3,000	3,000
Fallbrook Land Conservancy Foundation					8,000	8,000
Fallbrook Music Society					8,000	8,000
Finest City Performing Arts, Inc.				2,500		2,500
Firefighters Advisory Council to the Burn Institute	2,000		5,000	2,000		9,000
Flying Leatherneck Historical Foundation					4,000	4,000
Food & Beverage Association of San Diego County			5,000	2,000		7,000
Fourth District Seniors Resource Center				10,000		10,000
Friends of San Diego Wildlife Refuges, Inc.	3,500					3,500
Friends of Scott Foundation				2,000		2,000
Friends of the Rancho Buena Vista Adobe					2,000	2,000
Gaslamp Quarter Association, Inc.				3,000		3,000
Greater San Diego Chamber of Commerce	30,000			20,000		50,000
Heritage of the Americas Museum, Inc.		15,000				15,000
Hillcrest Business Improvement Association				5,000		5,000
Historic Highway 80 Corporation		5,000				5,000
Historic Old Town Community Foundation				2,000		2,000
I Love A Clean San Diego	15,000					15,000
Imperial Beach Chamber of Commerce, Inc.	4,000					4,000
Japan Society of San Diego and Tijuana				2,000		2,000
Japanese Friendship Garden Society of San Diego			5,000	4,000		9,000
Julian 4th of July Parade, Inc.		4,000				4,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
Julian Arts Guild		2,000				2,000
Julian Chamber of Commerce		80,000				80,000
Julian Historical Society		10,000				10,000
Julian Merchants Association		12,500				12,500
Julian Pioneer Museum		10,000				10,000
Justice Overcoming Boundaries in San Diego County	4,000					4,000
Kalusugan Community Services	3,000			1,500		4,500
Korean American Senior Association of San Diego County				2,000		2,000
La Jolla Chapter, SPEBQSA, Inc.				2,000		2,000
La Jolla Music Society			25,000	4,000		29,000
La Jolla Symphony & Chorus Association			13,000	4,000		17,000
La Maestra Family Clinic	3,000					3,000
Lakeside Chamber of Commerce		40,000				40,000
Lakeside Historical Society		3,500				3,500
Lamb's Players Theatre	6,000					6,000
Lemon Grove Historical Society, Inc.		2,000				2,000
Leucadia-Encinitas Hwy 101 Mainstreet Association			10,000			10,000
Library Association of La Jolla			18,000	2,000		20,000
Lincoln Prep Boys Basketball Foundation	2,000			2,000		4,000
Linda Vista Multicultural Fair, Inc.				10,000		10,000
Live Oak Questers #1166					2,500	2,500
Lux Art Institute			15,000			15,000
Maine Avenue Revitalization Association		6,000				6,000

2012-13 Community Enhancement Program District Awards

Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
Mainly Mozart, Inc.	4,000		31,000	5,000	30,000	70,000
Mainstreet Coronado Ltd.	2,000					2,000
Maritime Museum Association of San Diego	25,000			2,000		27,000
MCRD Museum Historical Society					1,000	1,000
Media Arts Center San Diego	5,000			2,000		7,000
Mingei International, Inc.				5,000		5,000
Mission Trails Regional Park Foundation, Inc.		2,500				2,500
Mojalet Dance Collective			5,000			5,000
Mountain Empire Historical Society		7,900				7,900
Museum of Contemporary Art San Diego	5,000			15,000		20,000
Museum of Photographic Arts				5,000		5,000
National City Chamber of Commerce	12,500					12,500
New Village Arts, Inc.					5,000	5,000
North Coast Repertory Theater			25,000			25,000
North Park Historical Society				1,500		1,500
North Park Organization of Businesses, Inc.				4,000		4,000
NTC Foundation				2,500		2,500
Ocean Beach Community Foundation, Inc.				2,000		2,000
Ocean Beach Merchant's Association				8,000		8,000
Ocean Beach Town Council, Inc.				2,000		2,000
Oceanside CERT					3,700	3,700
Oceanside Chamber of Commerce					28,000	28,000
Olaf Wieghorst Museum Foundation		7,000				7,000

2012-13 Community Enhancement Program District Awards

Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
Old Globe Theatre				15,000	10,000	25,000
Old Town San Diego Chamber of Commerce				2,000		2,000
Onstage Playhouse	4,500					4,500
Otay Mesa Chamber of Commerce	10,000					10,000
Pagasa-Tumainisha-Esperanza-Hope, Inc.	2,500			2,000		4,500
Parade Band Foundation, Inc.	5,500					5,500
PASACAT, Inc.	3,500					3,500
Pauma Valley Community Association					3,000	3,000
Peninsula Chamber of Commerce	6,000			2,500		8,500
Point Loma Nazarene University	3,000					3,000
Point Loma Summer Concerts	5,000			2,000		7,000
Poway Center for the Performing Arts Foundation		2,400				2,400
Poway Performing Arts Company		1,000				1,000
Prime Motivation	2,500					2,500
Ramona Chamber of Commerce		42,000				42,000
Ramona Pioneer Historical Society		15,000				15,000
Rancho Santa Fe Historical Society					3,700	3,700
Reuben H. Fleet Science Center			10,000	15,000		25,000
Riding Emphasizing Individual Needs & Strengths					6,000	6,000
SAMAHAN Filipino American Performing Arts & Education Center	2,000			4,000		6,000
San Diego Air & Space Museum				12,000	4,000	16,000
San Diego Alliance For Asian Pacific Islander Americans, Inc.				2,000		2,000
San Diego Archaeological Center					4,000	4,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
San Diego Armed Services YMCA	7,000			2,500		9,500
San Diego Asian Film Foundation	5,000		5,000	10,000		20,000
San Diego Automotive Museum				5,000	4,000	9,000
San Diego Ballet	2,000			2,000		4,000
San Diego Bowl Game Association	8,000			20,000		28,000
San Diego Center for Jewish Culture				3,000		3,000
San Diego Chamber Orchestra				1,500		1,500
San Diego Children's Choir				1,500		1,500
San Diego Chinese Historical Society & Museum	2,000			8,000		10,000
San Diego Civic Youth Ballet				2,000		2,000
San Diego Coastkeeper	5,000			5,000		10,000
San Diego Convention & Visitors Bureau	40,000			32,000		72,000
San Diego County Bicycle Coalition	3,000			2,000		5,000
San Diego Dance Theater	2,000		10,000			12,000
San Diego East Visitor's Bureau		80,000				80,000
San Diego Filipino-American Humanitarian Foundation, Inc.	2,500			6,000		8,500
San Diego Film Commission					3,000	3,000
San Diego Hall of Champions, Inc.				15,000		15,000
San Diego Historical Society	4,000			6,000		10,000
San Diego Junior Theatre	2,000			2,500		4,500
San Diego Master Chorale			4,000			4,000
San Diego Model Railroad Museum				3,000	3,000	6,000
San Diego Museum Council	2,000					2,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
San Diego Museum of Art				15,000		15,000
San Diego Museum of Man			13,000	12,000		25,000
San Diego North Chamber of Commerce			15,000			15,000
San Diego North Economic Development Council					60,000	60,000
San Diego Opera Association			60,000	15,000		75,000
San Diego Performing Arts League	3,000			2,000		5,000
San Diego Regional Economic Development Corporation	5,000					5,000
San Diego Repertory Theatre				1,500		1,500
San Diego Second Chance Program				2,000		2,000
San Diego Shakespeare Society, Inc.			4,500			4,500
San Diego Society of Natural History			20,000	15,000		35,000
San Diego Sportfishing Council	6,000					6,000
San Diego Sports Commission	2,500			7,500		10,000
San Diego Symphony Orchestra Association	5,000		30,000	15,000		50,000
San Diego Young Artists Symphony Orchestra				1,500		1,500
San Diego Youth Symphony and Conservatory	3,500			12,000	2,000	17,500
San Dieguito Heritage Museum, Inc.			5,000			5,000
San Dieguito River Valley JPA			12,000			12,000
San Elijo Lagoon Conservancy			20,000			20,000
San Ysidro Chamber of Commerce	7,000					7,000
Santee Historical Society		2,200				2,200
Serving Youth Through Education and Support	3,000					3,000
Shelter Care Providers of San Diego, Inc.				4,000		4,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
Sherman Heights Community Center	5,000					5,000
Solana Beach Chamber of Commerce			2,500			2,500
South County Economic Development Council	30,000					30,000
Spreckels Organ Society				2,000		2,000
Spring Valley Chamber of Commerce		40,000				40,000
Spring Valley Historical Society		3,000				3,000
Springfest Inc.		2,000				2,000
Starlings Volleyball Clubs, USA	1,500					1,500
Theatre & Arts Foundation of San Diego County			20,000			20,000
Third Avenue Village Association	5,000					5,000
Tierrasanta Community Council			3,500			3,500
Travelers Aid Society of San Diego, Inc.	7,000			3,000		10,000
University Heights Community Development Corporation				3,000		3,000
Valley Center Pageant Association					5,000	5,000
Visit Oceanside, Inc.					10,000	10,000
Vista Chamber of Commerce					15,000	15,000
Vista Historical Society, Inc.					3,000	3,000
Vista Town Center Association, Inc.					2,500	2,500
Vista Townsite Community Partnership					2,000	2,000
Voices for Children, Inc.	7,000					7,000
WalkSanDiego	5,000			2,000		7,000
Warner Springs Community Resource Board					3,000	3,000
Westwind Brass, Inc.	2,000		2,000			4,000

2012-13 Community Enhancement Program District Awards
Summarized by Organization *

Organization Name	District 1	District 2	District 3	District 4	District 5	Total District Awards
WILD Coast	7,000					7,000
World Trade Center San Diego	12,000			20,000		32,000
Young Audiences of San Diego	3,500		6,000			9,500
Zeta Sigma Lambda Foundation, Inc.	2,000			6,000		8,000
TOTAL CEP Funds Allocated	500,000	500,000	500,000	500,000	500,000	2,500,000

* See individual Board Member recommendations for specific activities to be funded for each organization.

Transient Occupancy Tax Fund

Budget Category: Cultural Development

Budget Category Overview

	Total TOT Allocation
Cultural Grants/Programs and Services	
Abhinaya Dance Company of San José	\$23,223
African American Community Service Agency	5,242
Alameda Business Association	5,242
Almaden Valley Women's Club	7,862
Alum Rock Village Business Association	7,862
American Beethoven Society	11,126
Arab Film Festival	12,980
Arts Exposure Transition Support	10,000
Arts Marketing	50,000
Ballet San José	97,420
Bay Area Glass Institute	22,406
Cambodian Cultural Dance Group	2,833
Campus Community Association	9,173
Center for Literary Arts, SJSU	7,726
Children's Discovery Museum of San José	134,455
Children's Musical Theater San José	115,199
Chinese Performing Artists	22,619
Chinese Performing Artists Spring Festival Silicon Valley	3,276
Christmas in the Park, Inc.	12,096
Cinequest, Inc.	73,495
Cinequest Film Festival	28,275
City Lights Theater Company of San José	32,516
Creative Entrepreneur Project Implementation	35,000
CreaTV San José	14,834
Cultural Development Administration	986,159
Cultural Funding Portfolio Review	20,000
Cultural Strategy Implementation	65,000
Firebird Youth Chinese Orchestra	18,095
Friends of Guadalupe River Park & Gardens Pumpkins in the Park	3,863
Friends of Guadalupe River Park & Gardens Spring in Guadalupe Gardens	4,536
Grant Review Expenses	22,500
International Russian Music Piano Competition	10,199
Italian American Heritage Foundation	11,340
Japantown Community Congress of San José	9,173
Kaisahan of San José Dance Company	16,651
Lyric Theatre	9,271
MACLA/Movimiento de Arte y Cultura Latino Americana	43,651
Mexican Heritage and Mariachi Festival	13,608
Mexican Heritage Corporation	58,701
Mission Chamber Orchestra	10,508
New Pathways Innovation Grants	30,000
North 13th Street Business Association	3,863
Northside Theatre Company	9,957
Opera San José	182,357
Poetry Center San José	4,121

Transient Occupancy Tax Fund

Budget Category: Cultural Development

Budget Category Overview

	Total TOT Allocation
Cultural Grants/Programs and Services	
Portuguese Heritage Society of California	\$5,242
Programmatic Reserve	80,000
Public Art Conservation and Maintenance	50,000
Renegade Theatre Experiment	7,159
San José Chamber Music Society	11,126
San José Chamber Orchestra	20,674
San José Dance Theatre	11,126
San José Downtown Association - Downtown Ice	29,133
San José Downtown Association - Music in the Park	14,364
San José Downtown Association - Starlight Cinemas	9,173
San José Downtown Foundation - Downtown Doors	8,241
San José Institute of Contemporary Art	43,246
San José Jazz	66,202
San José Jazz Festival	28,275
San José Jazz Society Winter Fest	4,536
San José Multicultural Artists Guild Dia de los Muertos Celebration	4,536
San José Multicultural Artists Guild	11,892
San José Museum of Art	178,595
San José Museum of Quilts & Textiles	45,243
San José Repertory Theatre	100,482
San José Stage Company	38,564
San José Symphonic Choir	11,180
San José Taiko	45,018
San José Youth Symphony	27,666
Silicon Valley Jewish Film Festival	11,126
sjDANCEco	12,710
Somos Mayfair	9,271
South Bay Guitar Society - Guitar Solo and Ensemble Festival	3,863
South Bay Guitar Society	11,126
Special Event Incentive Initiative	35,000
Steinway Society - The Bay Area	11,121
Symphony Silicon Valley Summer Pops Festival	11,340
Symphony Silicon Valley	124,253
Teatro Vision	27,182
Technical Assistance and Grant Writing Workshop	35,000
The Tabard Theatre Company	10,199
TOT Long-Term Reserve	477,808
TOT Revenue Shortfall Contingency	241,158
United Veterans of Santa Clara County, Inc.	3,276
Vivace Youth Chorus	10,199
Willow Glen Business and Professional Assoc.	12,852
Winchester Orchestra	7,726
Works/San José	6,438
Zero1	48,402
TOTAL	\$4,240,136



City of San Luis Obispo

Choose a Destination...



About the Department
Programs & Services
FAQs
How are we doing?
Department Home

Cultural Grants Program

The Promotional Coordinating Committee administers the City's cultural grants program. Approximately \$100,000 in grants are awarded to non-profit organizations under the following criteria:

- Of tourism promotion advantage to the City of San Luis Obispo (determined by the increases to the City's revenues, especially transient occupancy tax revenues); or
- Of local cultural benefit to the residents of the City of San Luis Obispo (determined by the event's popularity, its accessibility to residents, its affordability and its uniqueness in the community).

Congratulations to the 2012-13 Grant Recipients!

The City awarded \$86,385 to 21 organizations

Ballet Theatre	\$4,950
Canzona Women's Ensemble	\$3,000
Central Cost Children's Choir	\$1,500
Children's Creative Project	\$750
Civic Ballet	\$5,000
Cuesta College: City to the Sea Half Marathon	\$2,000
Cuesta College Community Programs	\$2,000
Ecologistics: Central Coast Bioneers	\$9,825
Festival Mozaic	\$4,000
Foundation for the Performing Arts Center	\$5,600
Friends of SLO Botanical Garden	\$7,500
GALA	\$2,000
History Center	\$4,800
Jewish Community Center	\$3,600
San Luis Obispo Blues Society	\$800
San Luis Obispo County Band	\$2,060
San Luis Obispo Downtown Association	\$5,000
San Luis Obispo Museum of Art	\$2,000
San Luis Obispo Soccer Club	\$4,000
San Luis Obispo Symphony	\$10,000
Vocal Arts Ensemble	\$6,000

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County Administrator's Office

COUNTY OF SONOMA

ADVERTISING PROGRAM

Application Window is now Closed For FY 2012-2013 Grants

[Fiscal Year 2012-2013 Funding Request Letter to Advertisers](#) (PDF: 73kB)

[Advertising Grant Application FY 2012-2013](#) (Word document: 69kB)

Advertising Policies

[FY 2012-2013 Advertising & Promotions Policy](#) (PDF: 80kB)

[Advertising & Promotions Policy Through FY 2011-2012](#) (PDF: 129kB)

Claim Information

- [Submitting a Claim for Payment](#) (PDF: 43kB)
- [Advertising Claim Form](#) (PDF: 192kB)
- [Sample of Advertising Claim Form](#) (PDF: 22kB)

Advertising Program Contacts

Jennifer Rogers
Administrative Assistant
(707) 565-2431

The Sonoma County Board of Supervisors established the advertising program and policy in 1986 utilizing Transient Occupancy Tax (TOT) funds. Funds from this source are made available for the promotional activities of private nonprofit organizations in Sonoma County whose purposes are to provide cultural, historical preservation, and other activities which enhance tourism and industry; and/or local community events which encourage a sense of community. Matching funds are also available for Unincorporated Chambers of Commerce.

In addition, the advertising program also provides funds for county department activities including, but not limited to, education and promotion of Sonoma County, and recreational opportunities provided to both citizens of and visitors to Sonoma County.

TOT is charged at 9% for accommodations at lodging and camping facilities in the unincorporated areas of the county. TOT funds are discretionary, in that the Board of Supervisors may direct use of these funds for any legitimate county expense. The promotion of tourism and visitor service centers are the primary uses of the funds. These programs are administered by the [Economic Development Board](#).

For questions or comments, please e-mail

ADVERTISING PROGRAM GRANT AWARDS

		FY 12-13 Awards
A1	<i>Chambers of Commerce</i>	
	Geyserville Chamber of Commerce	1,900
	Russian River Chamber of Commerce	4,600
	Sonoma Valley Chamber of Commerce	16,000
	Mone Rio Chamber of Commerce	800
	Sebastopol Area Chamber of Commerce and Visitors Center	7,100
B2	<i>Community Safety</i>	
	Bodega Bay Fire Protection District	25,000
	Geyserville Fire Protection District	20,000
	Schell-Vista Fire Protection District	11,100
	Valley of the Moon Fire Protection District	3,500
C	<i>Agricultural Promotion</i>	
	Sonoma County AgGregate	150,000
D	<i>Historical Commissions</i>	
	Historical Records Commission	3,000
	Sonoma County Landmarks Commission	26,700
	Western Sonoma County Historical Society	300
F	<i>Major County Events and Organizations</i>	
	Sonoma County Fair & Exhibition	20,000
	Healdsburg Jazz Festival	10,000
	Luther Burbank Rose Parade & Festival	5,000
	Sonoma County Harvest Fair	10,000
	Sonoma International Film Festival	8,000
	Sebastopol Area Chamber of Commerce & Visitor Center	5,000
	Sonoma County Farm Trails	10,000
	Sonoma Valley Visitors Bureau	10,000
	Sonoma County Regional Parks - Discover Sonoma campaign	10,000
	Wells Fargo Center for the Arts	35,000
	Sebastopol Center for the Arts	30,000
	Santa Rosa Symphony	25,000
	Cultural Arts Council of Sonoma County	25,000
	Pacific Coast Air Museum	19,000
	6th Street Playhouse	15,000
	Cinnabar Theater	15,000
	Sonoma County Regional Parks - camping campaign	10,000
	Sonoma County Regional Parks - iPhone application development	50,000
	Sonoma County Museum	30,000
	Sonoma Valley Museum of Art	10,000

ADVERTISING PROGRAM GRANT AWARDS (Cont'd)

		FY 12-13 Awards
G	<i>County Governmernt Departmental Activities</i>	
	Agricultural Commissioner's Office - State Fair	14,000
	Sonoma County Library - History & Genealogy Library	22,840
	<i>Signage Funds</i>	
	Sonoma Valley Visitors Bureau	20,000
	Cloverdale Chamber of Commerce & Visitors Center	10,000

ATTACHMENT 1 - ADVERTISING

June 2012 Estimate FY 2011-12	Final Budget Hearings FY 2012-13
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BEGINNING OPERATING FUND BALANCE	1,558,130	1,042,704
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SOURCES

Interest	25,000	25,000
Transient Occupancy Tax	5,971,017	6,602,796
Release of O&M Reserve	149,975	n/a
Release of LT Receivables	-	15,000

Revenues 6,145,992 6,642,796

USES

Chambers of Commerce	27,500	30,000
Agricultural Promotion	153,000	150,000
Historical Groups	44,500	30,000
Cultural & Community	10,980	-
County Wide Events	5,400	-
Cultural Organizations	6,750	-
Local Events/Organizations	-	100,000
Departmental Activities	43,540	54,991
Major County Events & Org	350,020	300,000
Community Impacts	-	90,000

Advertisers Awards 641,690 754,991

Regional Parks 2,231,768 2,163,768

Tourist Safety & Mgmt of Community Impacts (*Special 11/12 projects*) 200,000 -

PRMD - Housing Element Project 100,000 65,000

Economic Dev. Department & Visitors Centers 1,108,458 1,531,115

Economic Development Initiatives 218,000 100,000

Sonoma County Tourism Bureau 1,659,713 1,929,487

Economic Development 3,286,171 3,625,602

Affordable Housing Set Aside 126,706 180,000

CAO 52,544 75,918

ACTTC Collection 130,819 130,819

ACTTC Audit 200,000 181,500

Consultant - -

Legal Services 77,500 77,500

Vacation Rentals Enforcement 100,000 -

Collection & Program Admin 560,863 465,737

Contingency - 129,643

Increase to EUR - 16,481

Total Expenses 6,847,198 7,336,222

Increase/(Decrease) to Fund (701,207) (693,426)

ENDING OPERATING FUND BALANCE	856,923	349,278
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Restricted Designations (not included in Operating FB)

EUR 313,659 330,140

Parks O&M Reserve Released to FB

LT Receivables 15,000 Release to FB

ATTACHMENT 1 - ADVERTISING

June 2012 Estimate FY 2011-12	Final Budget Hearings FY 2012-13
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BEGINNING OPERATING FUND BALANCE	1,558,130	1,042,704
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SOURCES

Interest	25,000	25,000
Transient Occupancy Tax	5,971,017	6,602,796
Release of O&M Reserve	149,975	n/a
Release of LT Receivables	-	15,000

Revenues	6,145,992	6,642,796
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USES

Chambers of Commerce	27,500	30,000
Agricultural Promotion	153,000	150,000
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Cultural & Community	10,980	-
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Local Events/Organizations	-	100,000
Departmental Activities	43,540	54,991
Major County Events & Org	350,020	300,000
Community Impacts	-	90,000

Advertisers Awards	641,690	754,991
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Regional Parks	2,231,768	2,163,768
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Tourist Safety & Mgmt of Community Impacts (<i>Special 11/12 projects</i>)	200,000	-
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PRMD - Housing Element Project	100,000	65,000
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Economic Dev. Department & Visitors Centers	1,108,458	1,531,115
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Economic Development Initiatives	218,000	100,000
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Sonoma County Tourism Bureau	1,659,713	1,929,487
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Economic Development	3,286,171	3,625,602
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Affordable Housing Set Aside	126,706	180,000
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CAO	52,544	75,918
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ACTTC Collection	130,819	130,819
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ACTTC Audit	200,000	181,500
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Consultant	-	-
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Legal Services	77,500	77,500
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Vacation Rentals Enforcement	100,000	-
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Collection & Program Admin	560,863	465,737
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Contingency	-	129,643
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Increase to EUR	-	16,481
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Total Expenses	6,847,198	7,336,222
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Increase/(Decrease) to Fund	(701,207)	(693,426)
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ENDING OPERATING FUND BALANCE	856,923	349,278
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Restricted Designations (not included in Operating FB)

EUR	313,659	330,140
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Parks O&M Reserve	Released to FB	-
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LT Receivables	15,000	Release to FB
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Exhibit A - Attachment 1 - FY 12-13 Funding Recommendations for Advertising Program Grants

* Indicates entities new to the Program.

Entity	Event/Purpose	Category	Amount Requested		Recommendation	Notes
Category A1		Budgeted:	\$30,000			
Geyserville Chamber of Commerce	10% membership match	A1	\$1,900		\$1,900	
Russian River Chamber of Commerce	10% membership match	A1	\$4,600		\$4,600	
Sonoma Valley Chamber of Commerce	10% membership match	A1	\$16,000		\$16,000	
Monte Rio Chamber of Commerce	10% membership match	A1	\$800		\$800	
Sebastopol Area Chamber of Commerce and Visitor Center*	10% membership match	A1	\$7,100		\$7,100	
		Total Requested	\$30,400	Total Recomm.	\$30,400	
Category A3		Budgeted:	\$0			
Petaluma Visitors Program*	Destination Marketing Program	A3	\$19,550		\$0	
		Total Requested	\$19,550	Total Recomm.	\$0	
Category B1		Budgeted:	\$0			
Sonoma Ecology Center*	Mobile Application for hand-held devices highlight Sonoma Valley Parks to visitors	B1	\$17,500		\$0	
Sonoma Ecology Center*	Parks advertising on behalf of SoCo Parks Alliance	B1	\$22,000		\$0	
		Total Requested	\$39,500	Total Recomm.	\$0	
Category B2		Budgeted:	\$90,000			
Bodega Bay Fire Protection District	Paramedic training of one FTE and one volunteer, STAT training manikin, voice operated microphone/receiver, waterproof two way radio, automobile extrication tools	B2	\$90,000		\$25,000	
Bodega Volunteer Fire Dept.*	Complete construction of fire station	B2	\$85,700		\$0	
Geyserville Fire Protection District*	Quick Response Vehicle	B2	\$50,000		\$20,000	
Schell-Vista Fire Protection District*	Bullard Thermal Imaging Camera	B2	\$10,000		\$10,000	
Schell-Vista Fire Protection District*	UNI-MED Quick Access Pack (2)	B2	\$1,100		\$1,100	
Valley of the Moon Fire Protection District*	Fire Safety Surveillance Equipment	B2	\$3,500		\$3,500	

Exhibit A - Attachment 1 - FY 12-13 Funding Recommendations for Advertising Program Grants

Entity	Event/Purpose	Category	Amount Requested		Recommendation	Notes
		Total Requested	\$240,300	Total Recomm.	\$59,600	
Category C		Budgeted:	\$150,000			
SoCo AgGregate (SoCo Vintners, SoCo Winegrape Commission, Sonoma Valley Vintners & Growers Alliance, SoCo Farm Trails)	Advertising and promotion activities and campaigns; SoCo Farm Trails Map and Guide.	C	\$150,000		\$150,000	
		Total Requested	\$150,000	Total Recomm.	\$150,000	
Category D		Budgeted:	\$30,000			
Historical Records Commission	Historical Records Commission	D	\$5,000		\$3,000	
SoCo Landmarks Commission	SoCo Landmarks Commission	D	\$27,000		\$26,700	
Western SoCo Historical Society	Western SoCo Historical Society	D3, E	\$300		\$300	
		Total Requested	\$32,300	Total Recomm.	\$30,000	
Category F		Budgeted:	\$300,000			
Single Event						
SoCo Fair & Exhibition*	2012 SoCo Fair	F	\$50,000		\$20,000	
Assoc. for the Creative Endeavor	Harmony Festival	"A. Advertising"	\$15,000		\$0	
Progressive Source Communications*	Sonoma Go Local Festival to Save Annadel Park	F	\$40,000		\$0	
Healdsburg Jazz Festival	Healdsburg Jazz Festival	F	\$50,000		\$10,000	
LBR Parade & Festival	LBR Parade & Festival	F	\$7,000		\$5,000	
SoCo Harvest Fair	2012 SoCo Harvest Fair	F	\$48,500		\$10,000	
Sonoma International Film Festival	16th Annual Sonoma International Film Festival, April 10-13, 2013	E	\$10,000		\$8,000	
Sebastopol Area Chamber of Commerce & Visitor Center	67th Apple Blossom Festival & Parade	F	\$7,000		\$5,000	
Series (not year round)						
KRCB Public Media	County Farmers' Markets on KRCB Television	F	\$18,000		\$0	
SoCo Farm Trails*	Farm Trails	F	\$50,000		\$10,000	
Sonoma Valley Visitors Bureau	Sonoma Valley Season & Sonoma Valley Girlfriends getaway Month - Winter Promotion Marketing	F	\$30,000		\$10,000	
SoCo Regional Parks*	Discover Sonoma County Parks marketing campaign	F	\$32,000		\$10,000	
Year Round Series						

Exhibit A - Attachment 1 - FY 12-13 Funding Recommendations for Advertising Program Grants

Entity	Event/Purpose	Category	Amount Requested		Recommendation	Notes
Luther Burbank Memorial Foundation (Wells Fargo Center)	Wells Fargo Center for the Arts	F	\$50,000		\$35,000	
Sebastopol Center for the Arts	General Advertising of activities and events	F	\$50,000		\$30,000	
Santa Rosa Symphony Assoc.	Santa Rosa Symphony	F	\$50,000		\$25,000	
Cultural Arts Council of SoCo	ARTrails Open Studios; and general awareness advertising	F	\$50,000		\$25,000	
Pacific Coast Air Museum	Wings Over Wine Country Air Shoes 2012 (8/18-8/19); Museum event series and events	F	\$22,600		\$19,000	
6th Street Playhouse	2012-13 "Create & Celebrate" Season	F	\$20,000		\$15,000	
Cinnabar Theater	2012/13 Season of events/programs	F	\$15,000		\$15,000	
SoCo Fairgrounds*	Re-Branding & Major Public Event Outreach	F	\$45,000		\$0	
SoCo Regional Parks*	Sonoma camping advertising campaign	F	\$19,000		\$10,000	
SoCo Regional Parks*	Develop an iPhone-like application identifying parks locations	F	\$5,000		\$5,000	
SoCo Regional Parks*	Wedding/Milestone Event venues	F	\$10,000		\$0	
Sonoma County Museum	Annual Exhibition and Education Programs	F	\$50,000		\$30,000	
Sonoma Valley Museum of Art	Sonoma Valley Museum of Art	F	\$12,000		\$10,000	
Spreckels Performing Arts Center	2012-2013 Entertainment Season	F	\$30,000		\$0	
		Total Requested	\$786,100	Total Recomm.	\$307,000	
Category G		Budgeted:	\$30,040			
SoCo Agricultural Commissioner's Office	2012 Sonoma County Crop Report	G	\$4,000		\$0	
SoCo Agricultural Commissioner's Office	2013 State Fair Exhibit for county	B1	\$20,000		\$14,000	
SoCo Library-History & Genealogy Library	Historic Photograph Project	G	\$25,500		\$22,840	Contingent.
SoCo Regional Parks*	Regional Parks business system	G	\$22,000		\$0	
		Total Requested	\$71,500	Total Recomm.	\$36,840	

Exhibit A - Attachment 1 - FY 12-13 Funding Recommendations for Advertising Program Grants

Entity	Event/Purpose	Category	Amount Requested		Recommendation	Notes
Signage Program (from Visitors Centers available funding through Economic Development Board)						
Sonoma Valley Visitors Bureau	Highway 37 Billboard & Seasonal Signage Promotional Plan	F	\$20,000		\$20,000	
Cloverdale Chamber of Commerce & Visitors Center*	Welcome to Cloverdale Signage & Events Informational Board	E	\$10,000		\$10,000	
		Total Requested	\$30,000	Total Recomm.	\$30,000	



July 28, 2012

Wendy G. Tyler
County Administrative Officer
P.O. Box 1613, Weaverville, CA 96093-8365

Dear Wendy,

Humboldt /Trinity Recreation Alliance (HTRA), as the only recipient of TOT funding in District 5 is requesting \$1800 for 2012-2013 in order to increase promotion of Trinity County especially year round recreational amenities, chief of which are Ruth Lake and our forests ... drawing fishermen, boating and camping enthusiasts. Its forested environment, formerly supporting economic growth as a lumber producer has been severely curtailed; however residents are strongly rooted, fiercely independent, determined to remain, protect and develop this community they love.

This viral residential attitude is one of District 5's strengths, a strong root HTRA cultivates through local communication, and efforts to develop projects supported from within that reach out in liaison with the County, State and Federal governments.

An offer by the RLCSD to move the Festival date to Labor Day weekend is a positive sign for this community, providing family oriented activity and a larger venue to attract visitors, who purchase from vendors. Sponsorships continue to increase from outside the county benefitting the Volunteer Fire Department and Southern Trinity Area Rescue Service.

The newest opening of our forest to the public features use of trails by equestrians via the Trinity River Challenge Endurance Ride. Through the tenacity of volunteers cooperatively working with the US Forest Service this event has become a reality. A map of trails designated for specific uses is now becoming available.

A formal agreement signed between Six Rivers National Forest and HTRA, known as the 'Hunters' Sentinel program in operation for two years is renewable. The program offers an alert to detrimental forestry conditions observed when hunting as an HTRA member reporting to the web site. HTRA in turn reports to the Mad River Forest Station. The first year, the program increased HTRA membership income by \$100.

HTRA has increased advertising quality and quantity, and through volunteer donation of time and money professionals have developed a functional web site, (htraonline.org). For two years, volunteers have written a grant request from NEEF for funds to develop communication/advertising within our Forest community and it was reported from NEEF that the grant (even though information submitted received top rating) was denied because larger applicants offered more impact. HTRA feels the professionals who



have given their expertise need payment. Minimum estimate \$250 to web master and \$250 to designer and \$200 to grant writer.

HTRA, joining the Trinity County Chamber of Commerce, enthusiastically welcomes the opportunity to host the Chamber meeting August 15 and with them, seeks means to increase HTRA's effective contract work as a TOT recipient.

We are seeking means for repair and improvement of the HTRA Mobile building which HTRA also makes available to the Food Bank for commodity distribution. An offer from a business to provide a complete roof cover failed when the cover constructed did not fit properly. We estimate a cost of \$300 for supplies to seal the roof with a specially designed tape system. HTRA's base financial support comes from In-Kind volunteer contribution. TOT funds are an infusion of life support for HTRA's volunteers.

We appreciate the Board of Supervisors consideration of Southern Trinity area needs through HTRA.

HTRA Board of Directors:

Jacque Lawhead, President

Jim Ures, Vice-President

Karen Pursley, Secretary

Chrystle Engel, Treasurer

Jeannie Wilson, Board Member