

STAFF REPORT



Meeting Date: March 7, 2023
To: Foundation Board of Directors
From: Michael J. Aho, District Administrator
Subject: Sacramento Transient Occupancy & Tourism (TOT) Grant
Prepared By: Danielle Whitmore, Arts & Entertainment Manager

I. Recommendation

Approval to prepare and submit a grant application for the Sacramento TOT Grant under the Fair Oaks Parks Foundation 501c3 tax id. The grant would request funding to offset the purchase of chairs and chair risers for the new Black Box Theatre in Village Plaza/Park campus.

II. Background

The Transient Occupancy Tax (TOT) Grant was established in 2017. It is a project/program-based award providing support to non-profit organizations located in Sacramento County that carry out community-based programs and/or services in the areas of arts and culture, community development and services, economic or workforce development and health and human services. Once awarded, grant funds are administered on a reimbursement basis upon review and approval of an invoice submission with supporting documentation.

The TOT Grant funding support is designed for, but not limited to:

- Training, development, and education;
- Programs, projects and events that support tourism;
- Projects that address a community issue or problem; and/or
- Projects that extend the reach of services to underserved populations.

Annually the Sacramento County Board of Supervisors dedicates \$1,000,000 of the County's Transient Occupancy Tax (TOT) revenue to be allocated to the TOT Grant Program through a competitive application process. Fiscal Year (FY) 2023-24 marks the seventh consecutive year of awarding TOT Grant funding once approved in June during the recommended budget hearings.

Grant eligibility: To be eligible, the applicant organization must: Be a non-profit organization based in Sacramento County. Use of fiscal sponsors is allowed. Therefore, the Fair Oaks Recreation Foundation is the best applicant for this grant.

III. Problem /Situation/ Request

Creating an intimate, comfortable venue for guests to enjoy smaller theatrical and music productions is the backbone of a black box theatre. To maximize the seating space and visibility for our guests, we will need to purchase portable, stackable chairs and portable chair risers.

Both the chairs and risers are an essential part of our goal to maximize ticket sales in the months we will dedicate to black box entertainment. Both the chairs and the risers are flexible – allowing us to set up the black box in a number of configurations. Based on occupancy, the maximum configuration for a seated performance in the black box provides 160 seats.

Securing funding from the grant will assist in offsetting the cost of this equipment and help us maximize ticket sales for our venue and increase tourism for the Village and surrounding businesses.

The chairs, risers and storage dollies we have identified are estimated at \$162,000. We are working with our purchasing vendors to identify discounts that may be applicable. This estimate includes the cost of delivery, set up and a xx-year warranty.

IV. Financial Analysis

If awarded, the cost incurred by the District for chairs and theatre risers will be used to offset by the grant funds from the Sacramento TOT Grant at the time of purchase. In addition, the District will contribute the remaining cost of the chairs and chair risers Measure J funds.

Respectfully Submitted,

Michael J. Aho
District Administrator