



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: June 13, 2016

SUBJECT: **A Resolution Authorizing Acceptance of Grants for Market at the Square with First Federal Savings Bank**

A Resolution Authorizing Acceptance of Sprouts at the Market Grant and Farm Credit Illinois – SNAP Double Value Program at the Farmers Market

Introduction and Background

Urbana's Market at the Square was recently awarded two grants, one by First Federal Savings Bank of Champaign Urbana to support the Sprouts at the Market program, and the other by Farm Credit Illinois to support the SNAP Double Value Program.

Sprouts at the Market is the farm linkage and nutrition program for children ages 3-8 years old. Now in its 9th season, Sprouts at the Market provides opportunities for kids to taste fresh and in-season produce, and receive nutrition information about these foods, while also meeting the farmer/producer responsible for the food. In 2016 there are six events planned, occurring on the third Saturday of each month, and an anticipated 100 participants plus their families are expected to attend each event. Sprouts at the Market is a way of helping to reinforce the need for healthy eating habits beginning at a young age.

SNAP is the supplemental nutrition assistance program, formerly known as food stamps, administered through the United States Department of Agriculture (USDA) Office of Food and Nutrition Services. SNAP is a federal program that helps low-income individuals and their families buy the food they need for good health. In Illinois, these benefits are loaded onto a card call the LINK card through an EBT or electronic benefits transfer system. This allows recipients to access their SNAP benefits from their LINK card, similar to a debit card. Urbana's Market at the Square developed the "Market Scratch" program in 2010 in order to enable Market patrons receiving SNAP benefits to purchase fresh and local fruits and vegetables as well as food-bearing plants, fresh baked goods and other food items at the farmers market. In 2015, SNAP Double Value funds were awarded by a grant from LINK Up Illinois. During the 2015 season, Urbana's Market at the Square distributed \$15,414 in combined SNAP and double-value incentives, which

was an \$8,061 increase over the previous season in when no SNAP Double Value funds were available.

Discussion

While the grant funds have already been awarded to the City, it is necessary to adopt a resolution signifying their formal acceptance by the City Council and outlining the terms under which the funds were provided.

The first grant is an award in the amount of \$1,500 from First Federal Savings Bank of Champaign Urbana to support the Sprouts at the Market Program. A copy of the terms of understanding between First Federal and Urbana's Market at the Square is attached to the resolution. As indicated, funds received by First Federal will be used specifically to support the Sprouts at the Market program, including administrative and promotional costs with coordinating and administering the program.

The second grant is an \$8,000 award from Farm Credit Illinois to support the SNAP Double Value Program. A copy of the terms of understanding between Farm Credit and Urbana's Market at the Square is attached to the resolution. As noted, use of Farm Credit funds will go directly to support double value incentives at the farmers market. This means that a customer can request \$20 from their LINK Card, receive an additional \$20 from the Market (the award from Farm Credit), and have a total of \$40 to spend with local farmers on eligible Illinois grown and made products.

Fiscal Impact

Both awards will be received during the Fiscal Year 2015-2016, however, due to the Market season running May through November and spanning two fiscal years, the proposed Fiscal Year 2016-2017 budget will be amended to also include these awards as both revenues and expenditures.

Options

1. Approve the attached resolutions.
2. Approve the resolutions with changes.
3. Do not approve the resolutions.

Recommendation

Staff recommends that the City Council approve both resolutions authorizing acceptance of both grants to Urbana's Market at the Square.

Prepared by:

Natalie Kenny Marquez,
Marketing Coordinator/Director, Urbana's Market at the Square

- Attachment A: A Resolution Authorizing Acceptance of Grant for Market at the Square (First Federal Savings Bank – Sprouts at the Market Grant) and a copy of the terms of understanding between First Federal and Urbana's Market at the Square.
- Attachment B: A Resolution Authorizing Acceptance of Grant for Market at the Square (Farm Credit Illinois Grant – SNAP Double Value Program at the Market Grant) and a copy of the terms of understanding between Farm Credit and Urbana's Market at the Square.
- Attachment C: Sprouts at the Market Calendar and SNAP Double Value Program Information

Attachment A

RESOLUTION NO. 2016-06-035R

**A RESOLUTION AUTHORIZING ACCEPTANCE OF
GRANT FOR MARKET AT THE SQUARE**

(First Federal Savings Bank - Sprouts At The Market Grant)

WHEREAS, the City of Urbana (the "City") is a home rule unit of local government pursuant to Article VII, Section 6, of the Illinois Constitution, 1970, and may exercise any power and perform any function pertaining to its government and affairs, and the passage of this Resolution constitutes an exercise of the City's home rule powers and functions as granted in the Illinois Constitution, 1970; and

WHEREAS, the City operates a farmers market known as "Market at the Square" (the "Market") from early May through October; and

WHEREAS, the City arranges for activities and programs to occur at the Market including programs for children; and

WHEREAS, the City has for a number of years arranged a children's program known as "Sprouts at the Market"; and

WHEREAS, First Federal Savings Bank of Champaign-Urbana has offered a grant of \$3,000 (the "Grant") to be used in accordance with certain terms and conditions as provided in the exhibit attached hereto and made a part hereof; and

WHEREAS, the City is willing to accept the Grant on the terms and conditions provided by First Federal Savings Bank of Champaign-Urbana.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1. That First Federal Savings Bank's Grant in the amount of \$3,000 shall be and hereby is accepted by the City and that the City shall abide by the terms and conditions provided in the exhibit attached hereto and made a part hereof.

Attachment A

Section 2. That the Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to undertake such additional steps as may be necessary for the City to receive the Grant and to arrange for the City's compliance with the terms and conditions contained in the exhibit appended hereto and made a part hereof without further actions by the City Council.

PASSED by the City Council this _____ day of _____,
_____.

AYES:

NAYS:

ABSTAINS:

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____,
_____.

Laurel Lunt Prussing, Mayor

First Federal Savings Bank of Champaign-Urbana Presents Sprouts at the Market

A Program of Urbana's Market at the Square

Sprouts at the Market ("Sprouts"), a program of Urbana's Market at the Square ("Market") seeks the formation of a partnership with First Federal Savings Bank of Champaign-Urbana ("Bank"). The partnership in the amount of \$1500—will specifically be used to cover administrative and promotional costs with coordinating and administering the Sprouts program on the third Saturday of each month beginning in May 2016 and ending in October 2016. 2016 Sprouts themes will include the following:

May 21, 2016: JLCU Kids in the Kitchen

The Junior League of Champaign-Urbana and Sprouts will offer children the opportunity to promote healthy eating and nutrition and physical activity. The program will include sampling a healthy and locally-sourced snack, creating a kid-friendly cookbook and more

June 18, 2016: Farmers in Training

Sprouts will focus on farms and farmers to help teach children where their food comes from. Children will learn the benefits of local food versus food that has traveled a distance. Samples of goat cheese and honey will be offered and children can create a farmer hat or market tote bag to take home.

July 18, 2016: Sprouts Explores the Senses

Sprouts will focus on trying new things and exploring and having fun with new foods. Sprouts will create a dip station in which children can create their own dip 'base' to go alongside samples of fresh veggies and fruits. Engaging the children in the process will activate the senses of sight, smell and taste.

August 20, 2016: Sprouts Lab at the Market

Children will learn that foods aren't just great for eating! Sprouts will focus on other ways food can be used through activities like color-changing cabbage juice and natural plant dyes. Permission will be granted to play with food!

September 17, 2016: Grown in Illinois, Enjoyed Around the World

Sprouts will present children with the chance to explore locally-grown food enjoyed around the world. Stations will showcase a unique vegetable or ingredient found at the Market. A passport will take children from station to station to learn, sample, and participate in an around-the-world experience.

October 15, 2016: The "aMAIZEing" Evolution of Corn

Sprouts participants will follow corn's journey from dirt to dinner table through a hands-on platform. Children will learn about cornmeal, fresh corn, popcorn, corn chips, stalks of corn and ornamental corn.

Based on this partnership, the funding from the Bank is limited to the following conditions:

- Administrative costs in covering Sprouts at the Market registered dieticians Alex Lundquist and Ginger Reeser. These two create unique and creative curriculum, successfully execute each program with the assistance of Market staff and manage numerous University of Illinois nutrition and dietetics volunteers.
- Creating and distributing outreach materials specifically promoting Sprouts.
- Various supplies, produces and materials required to successfully execute each Sprouts program. This includes purchase of produce, paper materials, nutrition education worksheets, etc.
- Funding will not be used for any other purpose or operating costs associated with the Market.
- Market and Bank will work together to create a space for Bank to attend Market in a prominent location on the third Saturday of each month in order to distribute information and materials, including balloons.
- Market will include Bank logo in all promotions regarding Sprouts, including but not limited to Market Mail, Market Menu, printed posters, on-site marketing, and mention in Sprouts specific radio and television interviews.

Evaluation: Market will provide Bank a narrative report covering topics such as lessons learned from the program, ways to improve program implementation, and reaction from participating farmers and Sprouts participants.

Budget: Market will provide Bank with an accounting of total monies expended and remaining at the end of the Market season (within 60 days of November 5, 2016).

The partnership between the Market and the Bank will remain in effect throughout the Market season, ending November 5, 2016. Any questions or concerns may be directed to Market Director Natalie Kenny Marquez.

Attachment B

RESOLUTION NO. 2016-06-036R

**A RESOLUTION AUTHORIZING ACCEPTANCE OF
GRANT FOR MARKET AT THE SQUARE**

(Farm Credit Illinois Grant - SNAP Double Value Program At The Market Grant)

WHEREAS, the City of Urbana (the "City") is a home rule unit of local government pursuant to Article VII, Section 6, of the Illinois Constitution, 1970, and may exercise any power and perform any function pertaining to its government and affairs, and the passage of this Resolution constitutes an exercise of the City's home rule powers and functions as granted in the Illinois Constitution, 1970; and

WHEREAS, the City operates a farmers market known as "Market at the Square" (the "Market") from early May through October; and

WHEREAS, the City has in one or more years accepted funds from various grants, including Farm Credit Illinois, in order to fund the SNAP Double Value Program (the "SNAP Program") at the Market; and

WHEREAS, the SNAP Double Value Program means that when a Market patron uses his/her LINK card, the Market will match up to \$20 per day so that when a Market patron spends \$20 from his/her LINK card, he/she will receive an additional \$20 from the Market, and have a total of \$40 to spend at the Market on eligible Illinois grown and made products such as fruits, vegetables, meat, dairy, honey, and bread; and

WHEREAS, Farm Credit Illinois has offered a grant ("Grant") to allow the City to offer the matching portion of the SNAP Program at the Market for Market at the Square's 2016 season (May 5-November 7, 2016); and

WHEREAS, the City is willing to accept the Grant on the terms and conditions provided by Farm Credit Illinois as described in the exhibit appended hereto and made a part hereof.

Attachment B

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1. That Farm Credit Illinois' Grant to finance the Market's matching portion of the SNAP Program shall be and hereby is accepted by the City and that the City shall abide by the terms and conditions provided in the exhibit attached hereto and made a part hereof.

Section 2. That the Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to undertake such additional steps as may be necessary for the City to receive the Grant and to arrange for the City's compliance with the terms and conditions contained in the exhibit appended hereto and made a part hereof without further actions by the City Council.

PASSED by the City Council this _____ day of _____, _____.

AYES:

NAYS:

ABSTAINS:

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____, _____.

Laurel Lunt Prussing, Mayor

Farm Credit Illinois Presents the SNAP Double Value Program at Urbana's Market at the Square

Supplemental Nutrition Assistance Program (SNAP) benefits, formerly known as food stamps, are loaded onto a LINK card in the State of Illinois. Program participants may use their benefits at eligible farmers markets. Urbana's Market at the Square is eligible under the SNAP program to accept benefits and has held this status for six years. As one of the first farmers markets in the State of Illinois to offer this service to customers, Urbana's Market at the Square has been able to expand access to healthy local food.

Urbana's Market at the Square notes that during seasons in which a double value program is offered, recipients spend more of their benefits at the farmers market. A double value program means that when a market patron uses their LINK card, the Market will match up to \$20 per day. This means that a customer can spend \$20 from their LINK card, receive an additional \$20 from the Market, and have a total of \$40 to spend with local farmers on eligible Illinois grown and made products. Eligible products include fruits, vegetables, meat, dairy, honey, and bread.

Urbana's Market at the Square ("Market") seeks the formation of a partnership with Farm Credit Illinois ("Farm Credit") to offer a double value program during the 2016 season of Urbana's Market at the Square.

Based on this partnership, the funding from Farm Credit is limited to the following conditions:

- Use of funds is limited to double value incentives. This means that up to \$20 per customer will be matched per Market day.
- Funding will not be used for any other purpose or operating costs associated with the Market.
- Market and Farm Credit will work together to create a space for Farm Credit to attend Market in a prominent location on pre-arranged days and pending space availability.
- Market will include Farm Credit logo in all promotions regarding the double value program, including but not limited to Market Mail, Market Menu, printed posters, on-site marketing, and mention in radio and television interviews.

Evaluation: Market will provide Farm Credit with a narrative report covering topics such as lessons learned from the program, ways to improve program implementation, and reaction from participating farmers and program participants.

Budget: Market will provide Farm Credit with an accounting of total monies expended and remaining at the end of the Market season (within 60 days of November 5, 2016).

Record Keeping and Reporting: Market will generate and maintain records of weekly use of the Farm Credit proceeds and agrees to share aggregate Market data on a regular basis (as decided by Farm Credit) as well as number of vendors

The partnership between the Market and Farm Credit will remain in effect throughout the Market season, ending November 5, 2016. Any questions or concerns may be directed to Market Director Natalie Kenny Marquez.

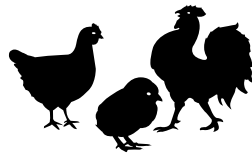


Urbana's Market at the Square



Urbana's Market at the Square is one of the largest and best-attended markets in the state of Illinois, with over 170 registered vendors in 2015 and an average of 4,500 visitors each week. The Market's vendors offer Illinois-grown fruits and vegetables, farm-raised meats, eggs, cheeses, and honey, baked goods, and a wide variety of other foods in addition to plants and flowers. The Market's vendors also offer an array of art, crafts, and other handmade products.

The Market starts the first weekend in May and runs through the first weekend in November. Hours of operation are every Saturday, rain or shine, from 7 AM—noon.



QUESTIONS?

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HOW TO USE LINK AT URBANA'S MARKET AT THE SQUARE



When SNAP benefits went from being issued as paper coupons to a debit-style plastic card several years ago, the convenience of the card also meant that most growers at farmers markets—the best place to purchase fresh fruits and vegetables directly from the person that grew them—were not able to accept SNAP as a method of payment.

That has changed! Urbana's Market at the Square now accepts LINK cards at the City tent. See inside this brochure for more details and how you can use your SNAP benefits at Urbana's Market at the Square.

HOW TO USE LINK CARDS AT URBANA'S MARKET AT THE SQUARE

LINK can be used at the Market to purchase all LINK-eligible foods at the Market.

These foods include:

Fresh fruits and vegetables, meats, cheese and dairy products, eggs, honey, baked goods, and seeds and plants which produce food for you and members of your household to eat.



HERE'S HOW IT WORKS:

1. The Market is open every Saturday, rain or shine, May 7 through November 5, 2016 from 7 AM until noon. It is located outdoors at the corner of Illinois and Vine Streets in Urbana. Bring your LINK card to the City tent, located at the northwest entrance of the Market. A Market staff person will ask you how much you would like to have your card swiped for.
2. Once the card is swiped, your PIN has been entered, and the transaction has been approved, the Market staff person will give you the number of \$1 tokens you requested to spend in the Market on LINK-eligible items. The tokens, which are printed in green and are only in \$1 amounts, look like this →
3. Spend your tokens on any LINK-eligible foods sold by any vendor within the Market. Be sure to get a listing of eligible vendors, and a market map, when you visit the City tent in the northwest corner. Vendors are not able to make change—make sure you get as close as you can to a round dollar amount with your tokens.



WHY USE THE LINK CARD AT THE MARKET?

- Fresher, tastier, and possibly more healthful produce and other foods
- Local food travels less of a distance, which is easier on the environment
- Buying from local producers helps support your local economy
- Buying from local producers helps establish relationships between producers and eaters

Sprouts at the Market

A farm linkage & nutrition program
for kiddos ages 3-8 years old
happening the **3rd Saturdays**
May-Oct from 9:30-11:30 AM at
Urbana's Market at the Square.

May 21: JLCU Kids in
the Kitchen

Join the Junior League of Champaign-Urbana for
healthy and locally-sourced snack, to create a fun
kid-friendly cookbook and more!

June 18: Farmers in
Training

Learn the benefits of local food versus food that has
traveled a distance, sample goat cheese and honey
and stick around for a fun farm craft!

July 16: Sprouts Explore
the Senses

Kiddos can create their own dip "base" to go alongside
samples of fresh fruit and veggies engaging their
senses of sight, smell and taste.

Aug 20: Sprouts Lab
at the Market

Permission will be granted to play with food when
kiddos learn that foods aren't just great for eating!

Sept 17: Grown in IL, Enjoyed
Around the World

Sprouts will showcase a unique ingredients found at
the Market and kiddos will get a passport to sample
and participate in an around-the-world experience.

Oct 15: The "aMAIZEing"
Evolution of Corn

Follow a corn's journey from dirt to dinner table
learning hands-on about cornmeal, fresh corn, popcorn,
corn chips, stalks of corn and ornamental corn.

Sprouts at the Market is made possible by:

