



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Diane Marlin, Mayor

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

DATE: May 8, 2017

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

A Resolution Authorizing Acceptance of Grants for SNAP Double Value Program with Farm Credit Illinois at the Farmers Market

A Resolution Authorizing Acceptance of Grants for SNAP Double Value Program with LINK Up Illinois at the Farmers Market

Introduction and Background

Urbana's Market at the Square was recently awarded three grants, one by First Federal Savings Bank of Champaign Urbana to support the Sprouts at the Market program, and the other two by Farm Credit Illinois and LINK Up 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 10th 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 2017 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 called 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 2016,

SNAP Double Value funds were awarded by a grant from Farm Credit Illinois and LINK Up Illinois. During the 2016 season, Urbana's Market at the Square distributed \$21,500 in combined SNAP and double-value incentives, which was a \$6,000+ increase over the 2015 season and a \$14,000+ increase over 2014 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 a \$5,000 award from Farm Credit Illinois and the third grant is a \$7,500 award from LINK Up Illinois, both specifically awarded to support the SNAP Double Value Program. Copies of the terms of understanding between Farm Credit and Urbana's Market at the Square and LINK Up Illinois and Urbana's Market at the Square are attached to the resolution. As noted, use of these 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 from LINK Up Illinois), and have a total of \$40 to spend with local farmers on eligible Illinois grown and made products.

Fiscal Impact

All increases in revenues and expenditures related to these grants will be included in the FY17 revised budget and FY18 proposed budget which will both be submitted to Council for approval later this month.

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 all the resolutions authorizing acceptance of these 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: A Resolution Authorizing Acceptance of Grant for Market at the Square (LINK Up Illinois – SNAP Double Value Program at the Market Grant) and a copy of the terms of understanding between LINK Up Illinois and Urbana's Market at the Square.

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

**(2017 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 \$1,500 (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 \$1,500 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:

Charlie Smyth, City Clerk

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

Diane Marlin, 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 associated with coordinating Sprouts at the Market Program in May, June and September, 2017.

May 20, 2017: From Seed to the Stem

Learn about a plant's growing cycle, plant seeds to start your own garden, and sample parts of plants you may never have thought to eat!

Details of event:

- Worksheets/displays on the lifecycle of a plant
- Examples of a plant from seed to stem
- Seed starting station
- Kids will explore seeds from different local fruits

June 17, 2017: Know your Farmers, Know your Food

Learn the benefits of local food versus food that has traveled a long distance and sample food grown right here in Illinois.

Details of event:

- Explore the distance food travels through an interactive board game (think: Fruit/Veggie version of CandyLand!)
- Show the distance food travels to market through a map of Illinois illustration where our vendors travel from
- Sample products from our vendors and tie it back to where there farm is located

September 16, 2017: Great Sprouts Exploration?

What is round, red, and people think I'm a vegetable but I'm really a fruit? Explore the market to find all of the clues to help you solve various puzzles just like this one!

Children will receive a prize for completing the Great Sprouts Exploration.

- Signage and wayfinding will be posted throughout the market
- Children will have to match to find clues
- Sprouts volunteers will be located throughout the market to help children find the clues and spot the answers

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 individuals 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, ingredients 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: If requested by Bank, Market will provide Bank with an accounting of total monies expended and remaining at the end of the Market season (within 90 days of November 4, 2017).

The partnership between the Market and the Bank will remain in effect throughout the Market season, ending November 4, 2017. Any questions or concerns may be directed to Market Director Natalie Kenny Marquez.

**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") in the amount of \$5,000 to allow the City to offer the matching portion of the SNAP Program at the Market for Market at the Square's 2017 season (May 6-November 4, 2017); 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.

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:

Charlie Smyth, City Clerk

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

Diane Marlin, 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 2017 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 4, 2017).

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 4, 2017. Any questions or concerns may be directed to Market Director Natalie Kenny Marquez.

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

**(2017 LINK Up 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 LINK Up 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, LINK Up Illinois has offered a grant ("Grant") in the amount of \$7,500 to allow the City to offer the matching portion of the SNAP Program at the Market for Market at the Square's 2017 season (May 6-November 4, 2017); and

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

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

Section 1. That LINK Up 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:

Charlie Smyth, City Clerk

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

Diane Marlin, Mayor



13 April 2017

Elizabeth Hannan
Finance Director
City of Urbana
400 S. Vine St.
Urbana, IL 61801

Dear Elizabeth,

LINK UP ILLINOIS "DOUBLE VALUE COUPON PROGRAM" GRANT AGREEMENT

Link Up Illinois, a program of Experimental Station (an Illinois nonprofit charitable corporation which is exempt under Section 501(c) 3), in partnership with Wholesome Wave and the Illinois Farmers Market Association, is pleased to announce formal approval of your grant application for \$7,500.00 to City of Urbana ("Program Partner"). The awarded funds are to be used to provide a monetary incentive in the form of Link Match currency (Double Value Coupons) for purchases of Link-approved locally grown fruits and vegetables only from vendors at the farmers markets listed in the attached APPENDIX A.

Based on your application to Link Up Illinois, a Link Up Illinois grant is made on the following conditions:

1. Program Partner's management and staff, working closely with the management team of the farmers market, will ensure that the farmers market has obtained FNS approval to accept Link and that an Electronic Benefits Transfer (EBT) system will be in place on each day of operation of the project's farmers market(s);
2. A minimum of 80% of grant funds will be spent on Link Match currency reimbursements to farmers and vendors for purchases of Link-approved, locally grown fruits and vegetables by eligible program recipients;
3. A maximum of 20% of grant funds will be spent to cover costs of Link Match program training, travel to trainings, program setup and production of alternative program currency, program outreach and publicity, data collection, program evaluation and reporting;
4. Link Match grant funds will be used to double the value of Link benefits by Link recipients using their EBT cards at the POS terminal at the farmers market;

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- 5. Link Match grant funds may be used to double the value of WIC Farmers Market Nutrition Program and Senior Farmers Market Nutrition Program coupons at the farmers market;
- 6. Link Match grant funds will only be used to reimburse farmers and vendors for purchases of Link, and WIC / Senior FMNP for locally grown fruits and vegetables;
- 7. Program Partner will abide by the record keeping, reporting, evaluation and acknowledgement requirements described in further detail below;
- 8. 100% of grant funds will be made upon receipt of grant agreement signed by the Program Partner.
- 9. Program Partner agrees that Link Up Illinois reserves the right to require the return of any grant monies not expended in the 2017 farmers market season for supporting direct purchases of locally grown fruits and vegetables by Link, WIC FMNP and Senior FMNP benefits unless otherwise previously agreed to by Link Up Illinois. Remaining funds may be requested for use in the subsequent season, but may not be utilized for administration without prior approval.
- 10. Program Partner agrees to use the Link Up Illinois Link Match currency template to produce Link Match currency. Template, and template guidelines, will be provided by Link Up Illinois. Program Partner agrees to provide a sample of the Link Match currency for approval prior to use for Partner market's Link Up Illinois Link Match Program. This template must be used unless written permission is given by Link Up Illinois to use an alternative currency system.
- 11. Program Partner agrees to include the Link Up Illinois logo on all Link Match Program promotional materials which include, flyers, website, brochures, and banners. Program Partner agrees to use Link Up Illinois logo (embedded with a link to the Experimental Station website) on all electronic media such as websites, e-flyers, and social media.
- 12. Link Up Illinois will provide an 8.5x11 inch sign describing overall program and bearing the logos of funding sources. Program Partner agrees to post sign at EBT/Link processing station in plain view of the public each market day at the markets EBT processing station.
- 13. Program partner will gather anecdotal accounts from its SNAP customer base and relay these stories back to Link Up Illinois. Program partner will also take photos during the market showcasing the SNAP redemption system and send them to Link Up Illinois.

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Record Keeping and Reporting: Link Up Illinois requires that Program Partner, by itself and through its farmers market management partners, generate and maintain records of weekly use of the proceeds of the grant, using a standardized report form provided by Link Up Illinois. Program Partner agrees to submit reports twice yearly as outlined in the process that will be provided to Program Partners by Link Up Illinois. Program Partner will continue to report even if the funding for the Link Match program is exhausted prematurely. Program Partner agrees to update the Wholesome Wave online data collection portal with aggregate market data on a weekly basis. Program Partner will gather anecdotal accounts from its SNAP/Link Match customer base and relay these stories back to Link Up Illinois.

Included in the final report, Program Partner shall provide Link Up Illinois with an accounting of total grant monies expended and remaining. Upon receipt of the accounting, Link Up Illinois shall determine whether unused grant monies shall be returned to Link Up Illinois or shall be used by Program Partner in the 2018 farmers market season.

Program Partner staff agrees to provide names and email addresses (or alternatively, mailing addresses) of market managers within 30 days of the start of the markets, as well as a count of the number of vendors and farmers by market.

Evaluation: Link Up Illinois requires that Program Partner staff complete a final narrative report using a standardized final narrative report form provided by Link Up Illinois no later than 30 days following the end of the 2017 season of the farmers market, or by December 31, 2017, whichever is earlier. The final report should be five pages or less and will cover topics including: lessons learned from the program, and reaction from participating farmers and vendors.

Budget: The budget outlined below is the budget agreed upon by Program Partner and Link Up Illinois. Reporting against this budget should be included in an end of year report.

| <i>Line Item</i> | <i>Amount</i> |
|----------------------------------------------------------------------------------------------------------------|---------------|
| Permissible administration cost (personnel, program outreach, publicity, creation of SNAP redemption currency) | \$1,500.00 |
| Incentive ("coupons" provided to clients) | \$6,000.00 |
| TOTAL | \$7,500.00 |

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Acknowledgement: As applicable, Program Partner shall post and distribute promotional materials bearing the Link Up Illinois logo and other sources of granted funds, as described above, at the farmer's market, and agrees to acknowledge Link Up Illinois' grant in any public statements or publicity relating to the Link Match Program.

Link Up Illinois understands that Program Partner may be seeking additional local and regional funding. We request information and confirmation of additional leveraged funds in support of your innovative programs to widen access to locally grown, raised and produced food products for LBT and other named federal and state nutrition benefit program clients.

This agreement shall remain in effect (1) throughout the market season or (2) so long as grant monies provided to Program Partner remain unexpended or (3) so long as Program Partner has not returned to Link Up Illinois an amount equal to any grant funds it has misused.

Sincerely,

Soeme Spreen
Co-founder / Executive Director
Experimental Station

Accepted and Agreed by:

Name Elizabeth Tyler
Title Community Devel Director
Organization City of Urbana