



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Mayor Diane Wolfe Marlin and City Council Members

FROM: Lorrie Pearson, AICP, Community Development Director
Stepheny McMahon, Economic Development Coordinator
Bryan Heaton, Market Coordinator, Urbana's Market at the Square

DATE: July 30, 2020

SUBJECT: A RESOLUTION AUTHORIZING ACCEPTANCE OF A GRANT FOR MARKET AT THE SQUARE (Farm Credit Illinois Grant – SNAP Double Value Program – 2020)

Introduction and Background

Urbana's Market at the Square was recently awarded a grant by Farm Credit Illinois to support the SNAP Double Value Program.

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. During the 2019 season, Urbana's Market at the Square distributed nearly \$23,326 in combined SNAP and double-value incentives.

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 grant is a \$5,000 award from Farm Credit Illinois awarded to support the SNAP Double Value Program. Copies of the terms of understanding between Farm Credit 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 \$25 from their LINK Card, receive an additional \$25 from the Market (the award from Farm Credit), and have a total of \$50 to spend with local farmers on eligible Illinois grown and made products.

Fiscal Impact

The grant is not anticipated to have any direct fiscal impact on the operation of Urbana's Market at the Square. All increases in revenues and expenditures related to this grant will be included in a future budget amendment brought before the City Council by the Finance Department.

Options

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

Recommendation

Staff recommends that the City Council approve the resolution authorizing acceptance of this grant to Urbana's Market at the Square.

Attachment: A Resolution Authorizing Acceptance of Grant for Market at the Square (Farm Credit Illinois Grant – SNAP Double Value Program - 2020)

RESOLUTION NO. 2020-08-035R

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

(Farm Credit Illinois Grant – SNAP Double Value Program - 2020)

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 \$25 per day so that when a Market patron spends \$25 from his/her LINK card, he/she will receive an additional \$25 from the Market, and have a total of \$50 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 2020 season (May 2 - October 31, 2020); 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 Date day of Month, Year.

AYES:

NAYS:

ABSTENTIONS:

Phyllis D. Clark, City Clerk

APPROVED BY THE MAYOR this Date day of Month, Year.

Diane Wolfe 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 eight 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 \$25 per day. This means that a customer can spend \$25 from their LINK card, receive an additional \$25 from the Market, and have a total of \$50 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 2020 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 \$25 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 within 60 days of the end of the Market season.

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 October 31, 2020. Any questions or concerns may be directed to Market Coordinator Bryan Heaton.