



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Administrative Division

Urbana's Market at the Square Staff Report

July 28, 2016

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Introduction

The following Market at the Square Staff Report describes activities of Urbana's Market at the Square. The report includes information regarding projects which are in progress, recent requests and recommendations from the public, staff activities, and upcoming events.

- **SNAP/EBT and WIC Update**

- The Market is in receipt of \$8,000 in SNAP double value funding from Farm Credit Illinois and, as of July, an additional nearly \$4,900 in SNAP double value funding for fruit and veggies only purchases from LINK Up Illinois. This is in addition to the \$5,000 in funding over two years from LINK Up Illinois for SNAP program administration and promotion.
- A short video was produced highlighting the Market's SNAP program. The video can be viewed here: <https://vimeo.com/174235491>.

- **Illinois Farmers Market Association**

- Market Staff are planning to host a workshop for farmers market vendors and managers in Urbana this coming November 2016. Registration will be available in the coming weeks by visiting <http://ilfarmersmarkets.org>.

- **Farmers Market Coalition**

- The Market Director was invited to attend a series of meetings with the Farmers Market Coalition, hosted by the Green City Market in Chicago. Topics at the meeting included: product mix, insurance, inspections, ensuring producer-only status, application processes, marketing, networking, etc. The meeting was very successful and included representatives from farmers markets across the country, such as Washington D.C., Sacramento, California Farmers Market Association, Vermont, New York, and locally including Aurora and Urbana, Illinois. Future meetings are being planned and the Market Director plans to participate as often as possible.

- **Promotional Events**

- Market at the Square staff are planning activities for the August 13th farmers market in celebration of National Farmers Market Week. Activities include: Art at the Market with the Urbana Public Arts Program, reading of a Mayoral Proclamation, and a Celebrity Kale Eating Contest. There will also be activities jointly planned with The Land Connection's Champaign Farmers Market.

- Urbana's Market at the Square is participating in the Central Illinois Eat Local Challenge to take place during the month of September. Participating farmers markets include: Springfield, Lincoln, Peoria Riverfront, Bloomington, Champaign and Urbana. More details on this program will be available after in early August.
- Urbana's Market at the Square is a sponsor of the Pygmalion Food Festival to take place in Champaign the weekend of September 16-17, 2016. Restaurants participating in the event include: Big Grove, Bacaro, Black Dog, Maize, Farren's and Watson's Shack and Rail. The Market will have a booth at the event to promote the farmers market and its vendors. Please let Natalie know if you are interested in participating in the Market's promotional booth at the event. This may include greeting festival attendees, passing out information about the farmers market, telling your "story", etc.
- **Programming**
 - "Read at the Market", "Bike to Market", "Art at the Market", and "Sprouts at the Market" have been very successful so far this season. In addition, chef demonstrations have been added to the programming line-up at the farmers markets and have been very well received.
 - Farm Fresh & Fast has continued in 2016 with 27 new recipes, one launched each week. Each recipe is easy to prepare, features seasonal ingredients, and comes in at just a few dollars per serving. Each recipe is cooked by the Market Director and Maria Ludeke of Creative Health on WCIA News Channel 3's afternoon lifestyle program, ciLiving. Copies of the recipe cards are available at the information tent and electronically at the Market website, www.urbanainillinois.us/market.
- **Budgeting**
 - The Fiscal Year 2016-2017 began on July 1, 2016 and runs through June 30, 2017. A copy of the final budget, approved by the Urbana City Council, may be found at <https://data.urbanainillinois.us/>.