



## 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

**FROM:** John A. Schneider, MPA, Community Development Manager  
Brandon S. Boys, AICP, Economic Development Manager

**DATE:** May 10, 2018

**SUBJECT:** **A RESOLUTION AUTHORIZING ACCEPTANCE OF A GRANT FOR MARKET AT THE SQUARE (Farm Credit Illinois Grant – SNAP Double Value Program, FY 2018-2019)**

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### **Introduction**

Urbana's Market at the Square was recently awarded a grant by Farm Credit Illinois to support the SNAP Double Value Program. The proposed resolution would formally accept the \$5,000 grant for use during the 2018 Market season. Copies of the terms of understanding between Farm Credit and Urbana's Market at the Square are attached to the resolution. (**Exhibit A: Draft Resolution**)

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.

### **Discussion**

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.

The City Council is asked to consider accepting a grant in the amount of \$5,000 from Farm Credit Illinois to be used exclusively to support the SNAP Double Value Program at Urbana's Market at the Square during the 2018 season. Since 2010, the SNAP Double Value Program at

the Market has allowed patrons receiving SNAP benefits to enhance their purchasing power when purchasing fresh and local fruits and vegetables as well as food-bearing plants, fresh baked goods and other food items using their LINK card.

Under the program, up to twenty dollars per customer will be matched per Market per day. This means that while matching funds are available a customer may expend \$20 on their LINK card and receive \$40 in LINK tokens which may then be used to purchase qualifying goods from Market vendors. During the 2017 season, \$24,500 in combined SNAP and double-value incentives was expended at the Market on Illinois-grown and made products. In 2016, \$22,500 was expended.

### **Fiscal Impact**

There is no matching requirement in association with this grant. A \$5,000 increase in both revenue and expenditures in the Farmers Market Fund are presented in a separate budget amendment on this agenda.

### **Options**

The City Council has the following options with respect to this agreement:

1. The City Council may approve the resolution as presented.
2. The City Council may approve the resolution with changes, understanding that any changes must be agreed to by Farm Credit Illinois.
3. The City Council may deny the resolution.

### **Recommendation**

Staff recommends that the City Council approve the attached resolution.

Prepared By:

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Bryan Heaton  
Market Coordinator, Urbana's Market at the Square

Exhibit A: Draft Resolution

**RESOLUTION NO. 2018-05-017R**

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

**(Farm Credit Illinois Grant – SNAP Double Value Program, FY 2018-2019)**

**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 seasonal farmers market known as “Urbana’s Market at the Square” (the “Market”); 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 Market’s SNAP Program during the 2018 Market; 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:

ABSTENTIONS:

\_\_\_\_\_  
Charles A. Smyth, City Clerk

**APPROVED BY THE MAYOR** this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
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 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 2018 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 after the end of the 2018 Market season and not later than December 31, 2018.

**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 2018 Market season which shall not end later than November 3, 2018.

Any questions or concerns may be directed to Market Coordinator Bryan Heaton.