



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: August 18, 2011

SUBJECT: An Ordinance Revising the Annual Budget Ordinance (Farmers' Market Linkup Grant)

Introduction and Background

Every state in the United States has a different way of distributing Supplemental Nutrition Assistance Program (SNAP), formerly known as “food stamp”, benefits. Illinois distributes benefits to recipients via a debit-style card, called the LINK card, which is swiped at a point of purchase. The balance on the card declines with each purchase, and every month provided the client is still eligible to receive SNAP - benefits are loaded onto the card.

In May 2010, Urbana’s Market at the Square began accepting LINK cards, as well as credit and debit cards. This alternative currency at the Market was very successful, with LINK sales to patrons and redemption by vendors totaling over \$5,000 each for the Market season.

Early in the 2011 season, the City of Urbana/Urbana’s Market at the Square was invited to apply for grant funding that would:

- Allow Market patrons using the LINK to double the value of their purchases for a certain amount per Market day.
- Allow the Market to offset certain promotional, staff, and other costs of administering the program.

The funder, LINK UP Illinois, is a program of Experimental Station in Chicago, in partnership with Wholesome Wave and the Illinois Farmers Market Network.

In July 2011, the City of Urbana submitted its proposal, requesting \$12,500, the maximum dollar amount allowed under the grant proposal guidelines. On July 26, 2011, Urbana’s Market at the Square was awarded \$10,000 by Link Up Illinois. Eighty percent of the grant award, or \$8,000,

will be used to match patron purchases using LINK by up to \$20 per card, per Market day. The remaining 20% of the grant award, or \$2,000, will be used to offset administrative costs, such as staff time, currency production, and promotion costs. If grant funds are not spent during the 2011 Market season, they may be rolled over into the 2012 season.

Urbana's Market at the Square received the first installment of grant funds on August 9, 2011, and on August 13, 2011, the Market implemented the Double Value Program. The program rollout was so successful that records were broken both for the number of LINK tokens sold to patrons and the number of LINK tokens redeemed by vendors in a single day. It is expected that the program will continue to be extremely popular and will help promote Market use by LINK recipients.

Fiscal Impact

As the grant funds will be budgeted as part of the FY 2011-2012 budget, a budget amendment for \$10,000 will be necessary to begin using the grant funds immediately. An ordinance approving a budget amendment is attached for Council review and approval.

Options

1. Forward the ordinance to City Council with a recommendation for approval.
2. Do not forward the ordinance to City Council.

Recommendation

Staff recommends that the City Council approve the attached budget amendment ordinance.

Prepared by:

Lisa Bralts, Economic Development Specialist/
Market at the Square Director

Attachments: Exhibit A: Grant award notice
 Exhibit B: Budget amendment ordinance

ORDINANCE 2011-08-105

AN ORDINANCE REVISING THE ANNUAL BUDGET ORDINANCE

(Farmer's Market Linkup Grant)

WHEREAS, the Annual Budget Ordinance of and for the City of Urbana, Champaign County, Illinois, for the fiscal year beginning July 1, 2011, and ending June 30, 2012, (the "Annual Budget Ordinance") has been duly adopted according to sections 8-2-9.1 et seq. of the Illinois Municipal Code (the "Municipal Code") and Division 2, entitled "Budget", of Article VI, entitled "Finances and Purchases", of Chapter 2, entitled "Administration", of the Code of Ordinances, City of Urbana, Illinois (the "City Code"); and

WHEREAS, the City Council of the said City of Urbana finds it necessary to revise said Annual Budget Ordinance by deleting, adding to, changing or creating sub-classes within object classes and object classes themselves; and

WHEREAS, funds are available to effectuate the purpose of such revision; and

WHEREAS, such revision is not one that may be made by the Budget Director under the authority so delegated to the Budget

Director pursuant to section 8-2-9.6 of the Municipal Code and section 2-133 of the City Code.

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

Section 1. That the Annual Budget be and the same is hereby revised to provide as follows:

FUND:	C.D. Special Fund, Farmer's Market	
ADD REVENUE:	Linkup Foundation Grant	\$10,000
ADD EXPENSE:	Underwriting of Link Food Purchases	\$ 8,000
ADD EXPENSE:	Administrative Costs (promotion etc.)	\$ 2,000

Section 2. This Ordinance shall be effective immediately upon passage and approval and shall not be published.

Section 3. This Ordinance is hereby passed by the affirmative vote of two-thirds of the members of the corporate authorities then holding office, the "ayes" and "nays" being called at a regular meeting of said Council.

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

AYES:

NAYS:

ABSTAINED:

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____,

_____.

Laurel Lunt Prussing, Mayor



July 26, 2011

Lisa Bralts
Economic Development Specialist
Director, Market at the Square
City of Urbana
400 South Vine Street
Urbana, IL 61801

Dear Ms. Bralts,

We are delighted to inform you that a grant of \$10,000 was approved by LINK Up Illinois to support your Double Value Link Program. The funds provided to implement your exciting proposal will focus on and be restricted to incentives, alternative currency, outreach & marketing and staff capacity.

At your convenience, please contact Dennis Ryan at (773) 241-6044 or dennisryan@experimentalstation.org to set up an exploratory discussion on a working partnership. This exchange will be the basis for preparation of a grant contract, and will cover items such as data collection, budget, media initiatives and community outreach.

We are truly excited to work with your organization in the upcoming 2011 season, and to support your efforts at improving access and affordability to fresh, locally grown food for your Double Value Link program.

Sincerely,

A handwritten signature in cursive script that reads "Connie Spreen".

Connie Spreen
Co-Founder/Executive Director
Experimental Station