



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, ^{GAT}FAICP, Director, Community Development Services

DATE: July 27, 2015

SUBJECT: **A Resolution Authorizing Entering Into and Execution of a LINK Up Illinois “Double Value Coupon Program” Grant Agreement**

Introduction

The purpose of this ordinance is to enter into and execute a LINK Up Illinois “Double Value Coupon Program” grant agreement. There is a separate ordinance also on this agenda revising the annual budget ordinance to reflect changes in both revenue and expenditures in order to receive funds in the amount of \$5,000 from LINK Up Illinois, a program of Experimental Station (to view the grant agreement please see Exhibit A). LINK Up Illinois is an Illinois nonprofit charitable corporation which is exempt under Section 501(c) (3) in partnership with Wholesome Wave and the Illinois Farmers Market Association. The Experimental Station seeks to increase the affordability and accessibility of nutritious foods sold at Illinois farmers markets for low-income Illinoisans, rebuilding linkages between local agricultural producers and consumers. LINK UP Illinois is a program that helps achieve this goal by providing farmers markets across the state, including Urbana’s Market at the Square, with funding for Double Value Coupon incentive programs for LINK Card shoppers.

Background

Urbana’s Market at the Square began accepting LINK tokens in 2010. LINK is Illinois’s Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps. Since the 2010 farmers market season, Urbana’s Market at the Square has been awarded three grants by LINK UP Illinois in order to provide Double Value Incentives for LINK shoppers. The last time a grant was received by LINK Up Illinois was during the 2013 farmers market season.

Staff is pleased to announce the recent approval of a grant application submitted to LINK Up Illinois in order to reinstate a Double Value Coupon (DVC) program at Urbana’s Market at the Square. The grant will award Urbana’s Market at the Square with \$5,000 to be used to provide monetary incentive in the form of DVCs for purchases of LINK-approved locally grown or produced foods from vendors at Urbana’s Market at the Square. In anticipation of Council ratification of the grant funds and due to the short period in which the funds are available (i.e. the

2015 Market season), staff has begun implementation of the program and began offering the DVCs as of July 18, 2015.

Fiscal Impact

There is a separate ordinance also on this agenda revising the annual budget ordinance for FY15-16 for the LINK UP Illinois Grant. There is no impact on overall fund balance since the expenditures will be in the form of DVC incentives to LINK Card shoppers, which will be offset by revenue from the grant.

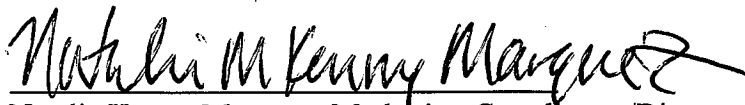
Options

1. Approve the attached resolution authorizing entering into and execution of a LINK Up Illinois “Double Value Coupon Program” grant agreement and the separate ordinance revising the annual budget ordinance for FY15-16 (LINK Up Illinois Grant).
2. Approve the attached resolution authorizing entering into and execution of a LINK Up Illinois “Double Value Coupon Program” grant agreement and the separate ordinance revising the annual budget ordinance for FY15-16 (LINK Up Illinois Grant) with changes.
3. Deny the attached resolution authorizing entering into and execution of a LINK Up Illinois “Double Value Coupon Program” grant agreement and the separate ordinance revising the annual budget ordinance for FY15-16 (LINK Up Illinois Grant).

Recommendation

Staff recommends that the City Council approve the attached resolution authorizing entering into and execution of a LINK Up Illinois “Double Value Coupon Program” grant agreement and the separate ordinance revising the annual budget ordinance for FY15-16 (LINK Up Illinois Grant).

Prepared by:



Natalie Kenny Marquez, Marketing Coordinator/Director, Urbana’s Market at the Square

Attachment: A: A Resolution Authorizing Entering Into and Execution of a LINK Up Illinois “Double Value Coupon Program” Grant Agreement and attached grant agreement.

RESOLUTION NO. 2015-07-034R

A RESOLUTION AUTHORIZING ENTERING INTO AND EXECUTION OF A LINK UP ILLINOIS “DOUBLE VALUE COUPON PROGRAM” GRANT AGREEMENT

(Double Value Coupons for Purchases of LINK-Approved Locally Grown or Produced Foods from Vendors at Urbana’s Market at the Square)

WHEREAS, the City of Urbana (hereinafter, 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, including the power to regulate for the protection of the public health, safety, and welfare; and

WHEREAS, the City operates the Urbana Market at the Square farmers market where vendors offer for sale locally grown or produced foods; and

WHEREAS, the City recognizes that not all patrons of the Urbana Market at the Square can afford to pay full price for locally grown or produced foods offered for sale at the Urbana Market at the Square; and

WHEREBY, the City seeks to provide a means where by those patrons of the Urbana Market at the Square who otherwise cannot afford to pay full price for locally grown or produced foods offered at the Urbana Market at the Square may be able to purchase such foods; and

WHEREAS, LINK UP Illinois, a program of Experimental Station (an Illinois not-for-profit charitable corporation which is exempt under Section 501(c)(3) of the Internal Revenue Code, in partnership with Wholesome Wave and the Illinois Farmers Market Association (hereinafter, the “LINK UP Grant Program”), makes available to local municipally operated farmers market a program whereby the dollar value of coupons used for purchases of LINK-approved locally grown or produced food from vendors at such farmers markets is double; and

WHEREAS, the City applied for a grant from the LINK UP Grant Program and the LINK UP Grant Program approved the City’s application for a grant in the amount of \$5,000; and

WHEREAS, the said grant will allow the City to double the value of coupons made available to qualified patrons of the Urbana Market at the Square so that qualified patrons of the Urbana Market at the Square may purchase locally grown or produced foods from vendors at the Urbana Market at the Square; and

WHEREAS, the City Council deems it appropriate for the City to accept, enter into and execute the LINK UP Illinois “Double Value Coupon Program” Grant Agreement.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Urbana, Champaign County, Illinois, as follows:

Section 1. The Mayor shall be and hereby is authorized to enter into and execute on behalf of the City of Urbana the LINK UP Illinois “Double Value Coupon Program” Grant Agreement in form and substance substantially similar to Exhibit A appended to and incorporated into this Resolution.

Section 2. The Mayor shall be and hereby is authorized to undertake such other actions as are or may be necessary in order to carry out the purpose and intent of this Resolution.

PASSED BY THE CITY COUNCIL this ____ day of _____, _____.

AYES:

NAYS:

ABSENT:

ABSTAINED:

Phyllis D. Clark, City Clerk

APPROVED BY THE MAYOR this ____ day of _____, _____.

Laurel Lunt Prussing, Mayor



30 June 2015

Natalie Kenny Marquez
Market Manager
Urbana's Market at the Square
400 S. Vine St.
Urbana, IL 61801

Dear Natalie,

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 \$5,000.00 to Urbana's Market at the Square ("Program Partner"). The awarded funds are to be used to provide a monetary incentive in the form of Double Value Coupons (DVCs) for purchases of LINK-approved locally grown or produced foods from vendors at the farmers markets listed in the attached APPENDIX A.

Based on your application to LINK Up Illinois, LINK Up Illinois' grant is made on the following conditions:

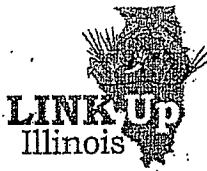
1. Program Partner's management and staff, working closely with the management team of the Farmers Market, will ensure that the Farmers Market has obtained FNS approval to accept LINK and that an EBT system will be in place on each day of operation of the project's Farmers Market(s);
2. 100% of grant funds will be spent on DVC reimbursements to farmers and vendors for purchases of LINK-approved, locally grown, raised and produced food products by eligible program recipients;
3. DVC 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;
4. DVC 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;
5. DVC grant funds will only be used to reimburse farmers and vendors for purchases of LINK, and WIC / Senior FMNP approved foods;
6. Program Partner will abide by the record keeping, reporting, evaluation and acknowledgement requirements described in further detail below;

LINK Up Illinois

A program of Experimental Station in partnership with Wholesome Wave
and Illinois Farmers Market Association

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7. Payment of initial 60% of grant funds will be made upon receipt of grant agreement signed by the Program Partner; payment of the final 40% of grant funds will be made upon receipt of Program Partner's mid-year report and significant exhaustion of initial payment.
8. Program Partner agrees that LINK Up Illinois reserves the right to require the return of any grant monies not expended in the 2015 Farmers Market season for supporting direct purchases of locally grown and produced food products 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.
9. Program Partner must include LINK Up Illinois logo on all DVCP promotional materials which include, flyers, website, brochures, and banners. Program Partner must use LINK Up Illinois logo (embedded with a link to the Experimental Station's website) on all electronic media such as websites, e-flyers, and social media.
10. 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.

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 Double Value Coupon Program is exhausted prematurely.

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 2016 Farmers Market season.

Program partner will gather anecdotal accounts from its SNAP/DVCP customer base and relay these stories back to LINK Up Illinois:

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 2015 season of the Farmers Market, or by December 31, 2015,

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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.

Line Item	Amount
Personnel	\$
Travel	\$
Program outreach and publicity	\$
Incentive Program ("coupons" provided to clients)	\$5,000.00
TOTAL	\$5,000.00

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 Farmers Market, and agrees to acknowledge LINK Up Illinois' grant in any public statements or publicity relating to the Double Value Coupon Program.

LINK Up Illinois understands that Program Partner will 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 EBT 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 funds 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,

Connie Spreen
Co-Founder / Executive Director
Experimental Station

Accepted and Agreed by:

Name Natalia M. Venny Marquez

Title Director, Urbana's market at the Square

Organization City of Urbana /
Urbana's market
at the Square



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Connie Spreen
Co-Founder / Executive Director
Experimental Station

Accepted and Agreed by:

Name Natalie M. Kenny Marquez
Title Director, Urbana's market at the Square
Organization City of Urbana / Urbana's market at the Square



APPENDIX A

Market Name	City, State
Urbana's Market at the Square	Urbana, IL