



**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:** John A. Schneider, MPA, Community Development Director  
Brandon S. Boys, AICP, Economic Development Manager  
Bryan Heaton, Market Coordinator, Urbana’s Market at the Square

**DATE:** June 6<sup>th</sup>, 2019

**SUBJECT:** **A RESOLUTION AUTHORIZING ACCEPTANCE OF A GRANT FOR MARKET AT THE SQUARE** (LINK Up Illinois Grant – SNAP Double Value Program – 2019)

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**Introduction and Background**

Urbana’s Market at the Square was recently awarded a grant by LINK Up Illinois, a program of Experimental Station, 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 2018 season, Urbana’s Market at the Square distributed \$24,405 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 LINK Up Illinois awarded to support the SNAP Double Value Program. Copies of the terms of understanding between LINK Up Illinois 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 LINK Up Illinois), 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 resolutions 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: A Resolution Authorizing Acceptance of a Grant for Market at the Square (LINK Up Illinois Grant – SNAP Double Value Program – 2019)

**RESOLUTION NO. 2019-06-021R**

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

**(LINK Up Illinois Grant – SNAP Double Value Program – 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 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 LINK Up 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**, LINK Up 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 2019 season (May 4 - October 26, 2019); and

**WHEREAS**, the City is willing to accept the Grant on the terms and conditions provided by LINK Up 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 LINK Up 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:

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Charles A. Smyth, City Clerk

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

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Diane Wolfe Marlin, Mayor



13 May 2019

Brandon Boys  
Economic Development Manager  
City of Urbana  
400 South Vine St.  
Urbana, IL 61801

Dear Brandon,

#### LINK UP ILLINOIS "LINK MATCH 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 a grant in the amount of **\$5,000.00** to **City of Urbana** ("Program Partner"). The awarded funds are to be used to provide a monetary incentive in the form of Link Match currency (formerly called Double Value Coupons) for purchases of Link-approved locally grown **fruits and vegetables only** from vendors at the direct marketing farmer location listed in the attached APPENDIX A.

Based on your application to Link Up Illinois, a 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 Electronic Benefits Transfer (EBT) system will be in place on each day of operation of the project's farmers market(s).
2. A minimum of 80% of grant funds will be spent on Link Match currency reimbursements to farmers and vendors for purchases of Link-approved, locally grown fruits and vegetables by eligible program recipients.
3. A maximum of 20% of grant funds will be spent to cover costs of Link Match program training, travel to trainings, program setup and production of alternative program currency, program outreach and publicity, data collection, program evaluation and reporting.
4. Link Match 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.

LINK Up Illinois

A program of Experimental Station in partnership with Wholesome Wave  
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5. Link Match grant funds will only be used to reimburse farmers and vendors for matching incentives. Link Match incentives can only be earned by a current SNAP recipient after they have spent SNAP or WIC Senior & Farmers Market Nutrition Program benefits at Program Partner's location. To meet this requirement, Program Partner agrees to verify that a customer is a current SNAP recipient in one of the 2 following ways.
  - a. For matching on SNAP benefits, completing a SNAP transaction/sale before issuing the incentive match.
  - b. For matching on WIC Senior & FMNP benefits, completing a balance inquiry on the customer's SNAP card.
6. Program Partner will abide by the recordkeeping, reporting, evaluation and acknowledgement requirements described in further detail below.
7. 100% of grant funds will be made upon receipt of grant agreement signed by the Program Partner.
8. Program Partner agrees that Link Up Illinois reserves the right to require the return of any grant monies not expended in the current farmers market season for supporting direct purchases of locally grown fruits and vegetables by Link, WIC, 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 agrees to use Link Up Illinois Universal Link Match provided by Link Up Illinois. Link Up Illinois will produce an amount of Universal Link Match currency equal to the amount of granted funds available for Link Match. Universal Link Match may be issued and redeemed at any partner market within Illinois **excluding Co-ops and Affiliate partners**. For example a SNAP participant can earn Link Match at the Carbondale Farmers Market (located in Carbondale - Southern Illinois) and can spend them at the 61st Street Farmers Market (located in Chicago - North East Illinois).
10. Program Partner agrees to include the Link Up Illinois logo on all Link Match Program promotional materials which include flyers, website, brochures, and banners. Program Partner agrees to use Link Up Illinois logo (embedded with a link to the Experimental Station website) on all electronic media such as websites, e-flyers, and social media.
11. Link Up Illinois will provide signage describing overall program and bearing the logos of funding sources. Program Partner agrees to post signage at EBT/Link processing station in plain view of the public each market day at the markets EBT processing station.
12. Program partner will gather anecdotal accounts from its SNAP customer base and relay these stories back to Link Up Illinois. Program partner will also take photos during the market showcasing the SNAP redemption system and send them to Link Up Illinois.

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**Record keeping and weekly 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 weekly reports via Wholesome Waves' FM Tracks online data collection portal. Program Partner will continue to report even if the funding for the Link Match program is exhausted prematurely.

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.

Program Partner will gather at least 1 anecdotal account demonstrating program impact from each of the following stakeholders.

- A SNAP customer or program supporter.
- A farmer that participates in the program.
- The farmer's market manager/organizer.

Program Partner will take photos during the market season showcasing the market's programming. Ideal photos will tell a story highlighting some of the following activities during the market:

- A customer using the Link Match redemption system, either being handed Link Match or using the Link Match to buy food from a farmer, with the market in the background.
- Chef Demos, healthy eating, and/or nutrition education with the market in the background.
- Nutrition / gardening classes, with or without the market in the background.
- Musicians or special events with the market in the background.

Anecdotes and photos shall be submitted with Program Partner's End of Season Report.

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**End of Season Report: (Evaluation)** Link Up Illinois requires that Program Partner staff complete an end of season narrative report, using a standardized report form provided by Link Up Illinois, no later than 30 days following the end of the 2019 season of the farmers market, or by December 31, 2019, 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. 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 final accounting of grant funds, Link Up Illinois shall determine whether unused grant monies shall be returned to Link Up Illinois or shall be used by Program Partner during the 2020 farmers market season.

**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 the Program Partner's End of Season report.

Line Item	Amount
Permissible administration cost (personnel, program outreach, publicity, creation of SNAP redemption currency) not to exceed 20% of total grant award.	\$1,000.00
Incentive ("coupons" provided to clients) must be at least 80% of total grant award.	\$4,000.00
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 Link Match Program.

Link Up Illinois understands that Program Partner may 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.

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Sincerely,

A handwritten signature in black ink that reads "Connie Spreen". The signature is written in a cursive style.

Connie Spreen  
Co-Founder / Executive Director  
Experimental Station

Accepted and Agreed by:

Name:   
Title: Economic Development Manager  
Organization: City of Urbana, IL



## APPENDIX A

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

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## APPENDIX B

### Link Up Illinois Link Match Universal Currency 2019

In an effort to make Link Match more user friendly to SNAP shoppers, Link Up Illinois is implementing a Universal currency for partner farmers markets and farm stands located in Illinois.

#### How the Universal Link Match works:

- A SNAP shopper visits their local participating Link Up Illinois Link Match farmers market or farm stand.
- The shopper makes a SNAP-eligible purchase with their SNAP/Link card.
- The shopper earns up to \$25 of Link Match on the first \$25 of SNAP/Link benefits that they spend at the participating farmers market or farm stand.
- The SNAP shopper then uses Link Match to purchase local fresh fruits or vegetables from a participating Link Up Illinois Link Match location.
- A SNAP shopper can use the Universal Link Match to purchase local fresh fruits and vegetables at any farmers market or farmstand offering Link Up Illinois' Link Match with the exception of Co-ops and Affiliate Partner Markets.
- Universal Link Match can only be earned and redeemed at a participating farmers market or farm stand located within the state of Illinois.
- Participating Link Up Illinois markets must redeem any valid Universal Link Match presented for redemption by a market shopper to a farmer for the purchase of local fruits and vegetables.
- All Link Match currency, once redeemed, is considered VOID. Old currency will not be placed back into circulation. This will prevent over-distribution of Link Match and over-extension of funds.

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