

Community GroundWorks at Troy Gardens
Application for Economic Development CDBG-R Stimulus Funds 2009

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Grow Local Project

501(c)(3) Non-Profit Organization

Program Design

The position that will be funded through this contract will work on the Grow Local Project at Community GroundWorks (CGW) at Troy Gardens. CGW is a nonprofit organization that teaches gardening, farming and natural areas restoration and is responsible for the development, management, and stewardship of 26 acres known as Troy Gardens on the north side of Madison. Troy Gardens is composed of a community garden, an organic CSA farm, restored natural areas, an edible forest and a large Kids' Garden. CGW promotes healthy communities and personal well-being through education, growing wholesome and organic food for local tables, and nurturing a relationship between people and the land. As an environmentally-focused nonprofit that emphasizes growing food locally, CGW is a true green business. Our aim to increase the amount of food grown locally will enhance our local economy and improve our community's environmental health.

The Grow Local Project includes Madison FarmWorks and the East High Community Farm programs. These programs are an extension of the successful Troy Community Farm, and will be coordinated by one FTE position. This position will greatly improve the long term viability of CGW's Troy Community Farm, which is a "green" business. Established in 2001, the Troy Community Farm has grown to be a self-supporting business with an operating budget of \$105,000 and serves 118 families with CSA shares throughout the growing season. The farm is now ready to expand its work beyond Troy Gardens into the greater Madison community.

In May 2009, the farm launched a new business, Madison FarmWorks. Madison FarmWorks designs, installs and maintains organic vegetable gardens at homes and businesses in Madison. The business is developing an educational program which will assist existing gardeners in maximizing their production in their home and community gardens.

Another aspect of the Grow Local Project is the East High Community Farm, launched in 2009. This is a small production farm located on Madison Metropolitan School District land. The farm is a partnership between Goodman Community Center, East High School and CGW. This is the pilot year of an innovative new project with the goal of creating a new model of sustainable agriculture education at the high school level. This program is an educational job training program for youth ages 14-17. The primary goals are to: 1) provide high school students with skill-building, leadership, and entrepreneurial opportunities through hands-on farm work, 2) increase the food security of our community by supplying food to the Goodman Community Center food pantry, meal programs and youth run café, and 3) to teach youth about larger issues of ecological and agricultural sustainability.

Both of these programs were launched this year and have received short term funding for 2009. These CDBG funds will allow this LTE position to become a full time position within CGW for 2010 and will allow us to leverage more funding to expand both programs next year. The continuation and expansion of these programs will further allow us to continue to hire employees to assist with Madison FarmWorks and the East High Farm. Currently, there are 6 paid farm workers at the Youth Farm with a lot of room for expansion. Madison FarmWorks contains one part time position for 2009. The business plan calls for an expansion of clients and services in the second year (2010) and the hiring of a work crew. The

location of services of Madison FarmWorks will be homes and businesses throughout Madison. The East High Farm is located on school district land on the east side of Madison and serves youth in the Madison Metropolitan School District.

The marketing of Madison FarmWorks mimics successful strategies used by the Troy Community Farm and CGW as a whole. Madison FarmWorks was launched with several ads in local newspapers, a press release, and advertising in all internal publications at CGW. We have also partnered with a local business, Stephenson Tree Care, to advertise our services to their clients. We are currently meeting with several other organizations and businesses to establish more partnerships in the community. East High Community Farm has marketed the youth program to the teachers and staff at East High, the job program at Commonwealth Development, students at Shabazz High School, and Native American youth in an employment program at the Urban League. Eventually, the program will be marketed to all high school students in the MMSD.

East High Community Farm will coordinate with our partner agencies to recruit, interview, hire and retain qualified applicants. Madison FarmWorks will advertise job postings to our current and past interns and volunteers as well as to the general public. The positions will be given ongoing support through CGW, which has an established staff infrastructure including an Executive Director, Bookkeeper, Education Director and Farm Manager. All of our programs currently have an evaluation plan in place. In addition, Madison FarmWorks has a two year business plan with specific monetary and client goals. The East High Community Farm tracks all hours worked on the farm as well as the amount of produce that is grown. All of our program statistics and evaluations are available to CDBG for review.

The staff person for this position is a moderate-income individual and is already hired as an LTE. Madison FarmWorks was launched in May 2009 and we are currently serving several clients. This funding would allow CGW to expand the business and hire additional employees. East High Community Farm has funding for the 2009 program and fundraising is under way for 2010. Currently, there are 6 paid employees on the youth farm. This funding would allow us to work towards doubling that number to 12 for next season.

The Grow Local Project represents collaboration within CGW and with other organizations in the community. The East High Community Farm trains youth in organic urban agriculture on a scale suited to their needs. One of the long term goals of these interlocking programs is to have youth trained at the East High Community Farm and then have them move into higher level positions at Troy Community Farm and Madison FarmWorks to build upon their skills and knowledge.

Troy Community Farm, Madison FarmWorks and the East High Community Farm have many partners in the community collaborating to reach program goals. Among the partners are: Goodman Community Center, East High School, Urban League, Commonwealth Development, UW-Madison, and Shabazz City High School.

Qualifications of Agency and Staff

CGW was incorporated in 2001 and has grown to house many educational and agricultural programs with a budget of \$343,000 and 7 staff members. CGW is experienced in administering private grants as well as public funds and has worked in collaboration with many community organizations. In 2009, CGW received the prestigious Morgridge Center for Public Service Community Partner Award through the University of Wisconsin.

Troy Community Farm was also started in 2001 and has grown steadily to become a self supporting business. One of the main goals of the farm is to be an educational resource in the community. It has been very successful at reaching this goal, serving hundreds of youth and adults in the past 8 years, and is now ready to branch out beyond Troy Gardens. The Grow Local Project has been created to work towards increasing urban organic agriculture in Madison and to expand the educational reach of CGW. Madison FarmWorks will serve as an income generating business that will help CGW diversify streams of income. Currently, CGW has no loans. Troy Community Farm has eight active grants and Madison FarmWorks and East High Community Farm each have one grant for 2009. Additional grant funding is being sought for the 2010 season of Grow Local.

Troy Community Farm serves 118 families throughout the growing season, runs a year-round wholesale sprout business, sells produce to several grocery stores, vends at the Northside Farmers Market, and has 10 interns, 10 worker shares, and dozens of volunteers. CGW has not received federal funding in the past but has collaborated with CDBG to extend our community gardens water system in 2007.

Troy Community Farm Manager – Claire Strader

Claire has worked in small-scale organic agriculture for 15 years, including 8 years at Troy Community Farm. In addition to starting the farm in 2001 she has added an herb business, a sprout business, and soon a greenhouse business to the farm's basic CSA and farmers' market model. Grow Local is one more piece of the farm, expanding its production and education systems into clients' yards and into the school district. Claire has managed employees and interns in a food production setting throughout her career.

Program Manager– Megan Cain

Megan started the Kids' Garden at Troy Gardens in 2003. She managed that garden and worked with the many children who visited it every year through the 2005 season. Megan is still an avid gardener and provides most of her family's food from her own garden. In 2006 she left Community GroundWorks to start her own mosaic business. She has returned to Community GroundWorks bringing business planning skills and excellent home gardening skills to help establish and expand these programs.

Interns

Troy Community Farm has an active and successful internship program focused on training new farmers in urban agriculture. There will be 10 interns on the farm in 2009. These interns will do rotating shifts with Grow Local to assist with the program and to increase their exposure to different urban agriculture models.

Outcomes

CGW is a green business and the Grow Local Project will help create more green jobs as it expands its reach. Outcomes are:

1. Expand LTE position into FTE position for a low- to moderate-income individual.
2. Create additional jobs in urban agriculture in Madison.
3. Increase and diversify program revenue and thereby retain jobs created.
4. Teach job skills to a diverse population of high school youth.
5. Develop a network of organizations to expand the market and increase job creation in the field of local organic agriculture.
6. Increase food security in Madison by giving low-income families access to fresh, healthy food.

Budget

2010 – Year Two of Project

Income	
CDBG Grant	35,000
Garden Consult & Design	4,050
Garden Maintenance	14,580
Start up Business Grant (Private Donor)	15,000
Other Grants & Funds (Foundations, Community Partners)	10,000
Total Income	78,630
Expense	
Salaries & Wages	
Troy Community Farm Manager (Project Advisor)	3,550
Program Coordinator for Madison FarmWorks/East High Community Farm	35,000
Business Employees	24,000
Bookkeeper	1,400
Benefits & Payroll Taxes	2,000
Farm Supplies	2,000
Truck	2,000
Total Expense	69,950
Net Income	8,410

References

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