

**2009 STAFF REVIEW OF PROPOSALS FOR  
COMMUNITY/NEIGHBORHOOD DEVELOPMENT RESERVE FUNDS  
(Futures Funds)**

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1. **Project Name/Title:** Southwest Farmer's Market
2. **Agency Name:** REAP Food Group
3. **Requested Amount:** \$10,835
4. **Project Type:** **XX** New or Continuing

**5. Framework Plan Objective Most Directly Addressed by Proposed Activity:**

G. Strengthening Madison's Neighborhoods: Civic places operated, sustained, and developed as neighborhood focal points.

**6. Product/Service Description:**

Proposes to utilize CDBG funds for start-up costs to establish a new Farmer's Market in the greater Meadowood neighborhood on the City's southwest side. A collaborative project involving Public Health Madison and Dane County, Meadowood residents, REAP Food Group, Northside Farmer's Market Group, and Orchard Ridge United Church of Christ, the proposed Farmer's Market would provide neighborhood residents with access to fresh and affordable food while simultaneously building social capital by strengthening connections and relationships within the neighborhood, and actively involving residents in the planning and operation of the market. The project seeks funding for the 2009 market season, with plans to establish infrastructure to independently maintain and operate the garden by 2010 season. Fees generated from operation of the market in 2009 will be applied toward the operation of 2010 market.

**7. Anticipated Accomplishments (Numbers/Type/Outcome):**

Establish and operate a market to serve the larger Meadowood area for 2009 market season, and establish a Board of Directors and formal market organization to oversee future market operations by start of 2010 market season. The proposal anticipates that a vibrant Farmer's Market will both increase resident access to affordable and fresh food as well as strengthen neighborhood involvement and connections.

The target population for this proposal are the 200 families with 500 children in the Meadowood neighborhood who meet federal poverty guidelines. In addition to these families, secondary beneficiaries of the project would include the larger neighborhood population of approximately 1,500 residences.

**8. Staff Review:**

The project addresses CDBG Framework goal to "expand opportunities that promote neighborhood cohesion, stability and sustainable development" and further complies with Framework priorities for collaborative projects that include neighborhood involvement as well important organizational partnerships. The proposal also supports the recommendations of the recent Southwest Neighborhood Plan for additional community building events and venues.

The project design, anticipated costs, and articulated goals are appropriate and reasonable for the proposed start-up of a new Farmer's Market. In particular, the collaborative partners and community resources identified in the application reflect relevant technical expertise and community connections for a successful start-up.

The primary targeted beneficiaries for the project are low and moderate-income families eligible for CDBG funds. And secondary benefits will apply to the larger Meadowood neighborhood population, which reflects a more economically diverse population. In addition to the benefits derived from the involvement and connections created through the market, the participation by diverse income representations enhances the market's potential for financial viability.

**Total Cost/Total Beneficiaries Equals:** \$14,345/1,500 families = \$9.50 per family in larger Meadowood area

**CD Office Funds/CD-Eligible Beneficiaries Equals:** \$10,835/200 families = \$54 per family

**CD Office Funds as Percentage of Total Budget:** 75%

**9. Staff recommendation:**

Recommend full funding.

Given timing of application, necessary approvals and contract development should be completed as quickly as possible. Project Management should monitor level of seller activity; and alternate site consideration for 1010, if opportunities present.

| <b>Technical and Regulatory Issues</b>      | <b>Project information</b> |
|---|----------------------------|
| Within unit, capital, mortgage limits       |                            |
| Within Subsidy layering limits/<br>analysis |                            |
| Environmental Review issues                 |                            |
| Eligible project                            |                            |
| Conflict of interest                        |                            |
| Church/State issues                         |                            |
| Accessibility of program                    |                            |
| Accessibility of structure                  |                            |
| Lead-based paint issues                     |                            |
| Relocation/displacement                     |                            |
| Zoning restrictions                         |                            |
| Fair Labor Standards                        |                            |
| Vulnerable populations                      |                            |
| Matching Requirement                        |                            |
| Period of Affordability for HOME<br>funds   |                            |
| Site and neighborhood Standards             |                            |
| IZ Enhancement Benefits or issues           |                            |
| Supplanting issues                          |                            |
| Living wage issues                          |                            |
| B.A.D. building process                     |                            |
| MBE goal                                    |                            |
| Aldermanic/neighborhood<br>communication    |                            |
| Management issues:                          |                            |