

ORGANIZATION:
PROGRAM/LETTER:

Community GroundWorks at Troy Gardens	
A	Program A

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0			0
USER FEES	0	0	0	0	0
OTHER	35,360	4,000	0	0	31,360
TOTAL REVENUE	35,360	4,000	0	0	31,360

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	55,410	26,813	4,900	2,280	21,417
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	9,750	9,750	0	0	
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	25,760	0	0	0	25,760
TOTAL REVENUE	90,920	36,563	4,900	2,280	47,177

*OTHER GOVT 2011

Source	Amount	Terms
USDA/DATCP Risk Managemer	9,750	Grant requested by WI Dept of Ag (DATCP) for Green Carts Facilitator Salary
	0	
	0	
	0	
	0	
TOTAL	9,750	

**OTHER 2011

Source	Amount	Terms
TBD	5,000	WWBIC training to write business plans + \$2000 for cart licensing
TBD	6,000	Private funding to double value of FoodShare and WIC coupons
TBD	4,000	Allied Wellness Cooperative - train and support neighborhood residents as Gree
TBD	8,000	Centro Hispano - train and support neighborhood residents as Green Carts appr
TBD	2,760	CGW Administrative & Fiscal Management at 12%
TOTAL	25,760	

ORGANIZATION:	Community GroundWorks at Troy Gardens
PROGRAM/LETTER:	A Program A

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

Green Carts will open 2 new carts in 2012, but the 2 original carts will be self-sustaining, so the budget will remain the same. 8 new farmers & 4 new cart operators will train in 2012.

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
TOTAL	0	

ORGANIZATION:	Community GroundWorks at Troy Gardens
PROGRAM/LETTER:	A Program A
PRIORITY STATEMENT:	CDBG: E. Business Development - Business creating jobs (CDBG)

DESCRIPTION OF SERVICES

6. **NEED FOR PROGRAM:** Please identify local community need or gap in service that the proposed program will address.

Green Carts will create jobs for cart operators in CDBG target neighborhoods, support small farm businesses owned by and employing Madison residents, and make healthy produce available in low-income neighborhoods.

Each cart will serve a “food desert” neighborhood, without grocery stores and with many residents who receive WIC and FoodShare. Green Carts will build on the farmers market model, but provide longer hours of access, so that healthy food can compete with junk food that is all too available. WIC Farmers Market Nutrition Program provides coupons for free produce. In 2009, only 53% of those coupons were redeemed in WI, so about \$500,000 was unspent. More will be redeemed by families that need the convenience of a Green Cart. Immigrant farmers seek new markets for their produce. Profits at farmers markets in low-income neighborhoods are often very low. Koua Vang, of United Asian Services, estimates that Hmong farmers earn as little as \$1 an hour.

7. **SERVICE DESCRIPTION -** Describe the service(s) provided including your expectations of the impact of your activities.

Green Carts will bring produce into underserved Madison neighborhoods. Farmers from the Farley Center Farm Incubator will supply culturally-appropriate produce. Green Carts will make our Madison food system more sustainable. In 2010, our business advisor will produce a feasibility study with financials, to include review of these factors:

- Lessons from Green Carts in NYC, administered by Karp Resources & Acción
- Options for cart design, ownership, contracts, insurance, micro-loans
- Staff - number & skill sets for entrepreneurs /cart operators
- Scale - number & neighborhood locations of carts
- Amount & types of produce needed
- Hours open, best sites within the neighborhoods
- Vendor permitting & licensing

In 2011, our strong Advisory Team will guide the design of program plans. Then partners at MATC will build carts, WWBIC will train entrepreneurs, and new operators will launch carts in pilot neighborhoods. In 2012, additional carts will be opened. By 2013, start up investment will be complete, links to farmers will be strong, and entrepreneurs will run the carts sustainably.

8. **PROPOSED PROGRAM CONTRACT GOALS:** Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

- Hire Green Carts Marketing Facilitator
- Design operational procedures with Green Carts Advisory Team
- Recruit cart entrepreneurs/operators
- With WWBIC, provide business plan development class, special components for agricultural related business, job training, microlending & support for 4 cart operators in 2011, 4 more in 2012 & 6 farmers in 2011, 8 more in 2012
- Get permits, build carts with MATC, set up sales procedures, schedule deliveries of produce, launch

9. **SERVICE HOURS:** Frequency, duration of service and hours and days of service availability.

Prep & training in winter; sales May-Nov. Carts open 7 days/wk, 10 hrs/day = 1960 hours/season
 Jobs created for cart operators: 8 new jobs, each .58 FTE = 4.64 FTE (4 carts, 2 staff/cart, 40 hrs/wk, 7 months per year = 1204 hours per year @ \$12/hour = \$14,448) (All of the 6 current Farley Center farmers are Madison residents. We will expand to serve 8 new farmers in 2012, likely also Madisonites.

ORGANIZATION:
PROGRAM/LETTER:

Community GroundWorks at Troy Gardens	
A	Program A

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

A range of ages from children to elderly will be involved as employees, entrepreneurs and customers. Most customers will be low-income, while new hires and entrepreneurs will be in moderate income brackets since they earn a living wage. Most of the farmers and likely some of the cart operators will be LEP, and their skills in Spanish and Hmong will be vital since many of the farmers and customers are recent immigrants and LEP. Carts may be staffed by low-literacy workers, and many of the customers and farmers will be low-literacy and illiterate.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Training at WWBIC & Farley Center. Carts in CDBG target areas, based on market demand & partner groups - Allied-CT 6, South Transfer Point/Harambee/Centro Hispano-CT 14.01, Darbo-CT 20 & TBD.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

In May we received a Willy Street Coop Grant to begin the groundwork and outreach for Green Carts. This summer, the Allied Wellness Cooperative is surveying Allied residents to assess interest and spread the word about Green Carts. We have already heard interest from potential cart entrepreneurs/operators in Allied, and we will recruit qualified applicants through our other community partner agencies. Partners Centro Hispano and United Asian Services will help us publicize through Spanish-language media, Hmong Radio on WORT and by word of mouth. Cart location will be crucial for good visibility in our walkable, densely populated neighborhoods. Our community partner groups that are co-creating this project will spread the word when each cart opens for business. WIC staff suggest locating carts at their sites in Darbo and South Madison. Judging from the success of mobile produce vending in New York and LA, we expect that the news will spread quickly when carts open.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

A broad collaboration of agencies have committed to helping launch Green Carts: Farley Center for Peace, Justice & Sustainability (hire staff, own carts, office home base, farmer supply links), WWBIC (training and micro-lending for entrepreneurs), Thrive - UW-Extension's Agricultural Innovation Center (business planning), Allied Wellness Cooperative (neighborhood partners, recruit, publicize, manage apprentices), Community GroundWorks at Troy Gardens (fiscal agent), United Asian Services (outreach), Centro Hispano of Madison (neighborhood partner and outreach), Madison Area Technical College Carpentry (design & build Green Carts, with neighborhood apprentices), WI Dept of Ag, Trade & Consumer Protection (farm & marketing programs), WI Dept of Health Services (help vendors accept WIC FMNP & FoodShare), UW-Madison Center for Cooperatives (business planning). Staff of some of these groups will form the Advisory Team, and others will consult with staff one-on-one in program development.

14. VOLUNTEERS: How are volunteers utilized in this program?

The Farley Center Director, Gene Farley, is a full-time volunteer. We expect to have 1 - 3 volunteer interns each semester starting in fall of 2010, likely MATC and UW-Madison students in business, sustainability, agriculture, and food systems.

15. Number of volunteers utilized in 2010?

2
2,140

Number of volunteer hours utilized in this program in 2010?

ORGANIZATION:	Community GroundWorks at Troy Gardens
PROGRAM/LETTER:	A Program A

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

The neighborhoods where Green Carts will sell produce were selected because they are some of the most culturally diverse in Madison and include high concentrations of low income individuals. The project will be culturally responsive and accessible:

- With our partner organizations, we will reach out to LEP and low income people as both workers & customers.
- Cart operators will be recruited from the pilot cart communities, reflect the cultural diversity of their neighborhoods, and many will be bilingual.
- All of our program staff will be bilingual.
- Unemployed or underemployed people will be a focus of recruitment for cart operators.
- Most of the current farmers at Farley Center are immigrants, some LEP, most low income; new farmers will likely be similar.
- Many of our customers will be LEP, so bilingual cart operators will be vital.
- Carts will have EBT card swipe machines so that customers can pay with food stamps (FoodShare) or bank cards.
- Carts will accept WIC Farmers Market Nutrition coupons.
- Carts will be much more accessible than farmers markets - in densely populated neighborhoods,

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Community GroundWorks at Troy Gardens (CGW) in Madison, a national model of sustainability and cross-cultural integration through gardening and farming, is the fiscal agent for the Farley Center Farm Incubator and its Green Carts initiative.

The Farley Center will manage Green Carts, working closely with an Advisory Team and community partners including WWBIC, Allied Wellness Cooperative, and Cooperative Extension. Please note that with the CGW Board of Directors list (section 6), we included the Farley Center Farm Incubator's Advisory Committee. Many institutional and community partners are supporting Green Carts and have committed resources (section 13). To design a strong and realistic program, we have put together a Green Carts Advisory Team:

- Ruth Rohlich, Wisconsin Women's Business Initiative Corporation (WWBIC)
- Greg Lawless, Thrive - UW-Extension's Agricultural Innovation Center
- Jeff Glazer, Allied Wellness Cooperative & Dunns Marsh Neighborhood Assoc President
- John Stephany, Madison Area Technical College Carpentry
- Alfonso Morales, Assistant Professor of Urban and Regional Planning, UW-Madison (research focus is public markets)

WWBIC will offer Green Carts entrepreneurs business planning and business management/operations as requested. If there is a need for micro-lending to any for-profit entities, a WWBIC representative will meet one-on-

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Green Carts will be licensed as farmers markets if they are on private property, or as food carts if they are on public property, for instance street terraces, sidewalks, etc.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Green Carts Marketing Facilitator	0.5	Yes	Business background (preferably related to fresh produce and/or mobile vending)
Farley Center Farm Incubator Facilitator	0.5	Yes	Masters in Land Resources, Exp in food system & organic farming activism;
Farley Center Director	1	No	Nonprofit administration; peace, justice and sustainability activism

ORGANIZATION:	Community GroundWorks at Troy Gardens
PROGRAM/LETTER:	A Program A

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	5
Less than 30% of county median income	5
Total households to be served	10

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	11
Less than 30% of county median income	11
Total households to be served	22

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

<p>Within Community GroundWorks programs, indirect expenses are shared between programs based on the percent of the total agency budget allocated to each program. With the Farley Center funding, indirect costs are allocated at a rate of 12%, and include fiscal oversight.</p>

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Allied Wellness Coop surveys; Farley Center researches feasibility & seeks start-up funding	Sep-10
Contractor completes feasibility study and business plan w/ financials & study of NYC program	Dec-10
Hire Green Carts Marketing Facilitator	Jan-11
Work with Advisory Team to design program plan & operational procedures	Mar-11
Recruit & WWBIC trains cart operators - business planning and business management/operations with sp	May-11
Ongoing support for cart operators & links to farmers for supply	Nov-11
Ongoing support and training in business plan development for farmers	Dec-11
MATC Carpentry partners build carts	Apr-11
Support cart launch including permitting, supply, operational procedures	May-11
Launch carts in 2 pilot neighborhoods	May-11
Evaluate year 1 and prepare for year 2	Dec-11
Support existing carts while repeating the above timeline to launch 2 more carts in 2012	

ORGANIZATION:
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Community GroundWorks at Troy Gardens	
A	Program A

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Program partner WWBIC brings decades of experience in business planning with entrepreneurs to this effort. We will rely on their programs as we recruit, train, and support cart operators and strengthen farm businesses owned by Madison residents who farm at the Farley Center Farm Incubator.

Green Carts will be modeled on a program in New York City that brings fresh produce vendors into low-income neighborhoods that have limited or no access to grocery stores. See coverage of that large and successful Green Carts program. ("Customers Prove There's a Market for Fresh Produce," New York Times. 6/10/09 <http://www.nytimes.com/2009/06/11/nyregion/11carts.html>) Through information sharing with Green Carts NY operators Karp Resources and Acción, we will benefit from their experience launching almost 1000 produce carts in recent years.

Green Carts in Madison will innovate by selling locally-grown produce in season and fresh from the farm, so they will generate the whole range of environmental, economic, and community benefits of locally-grown food. Small scale farm-direct produce vending is common in other parts of the world, including Laos, Thailand and Latin America. Green Carts will rely on knowledge and traditions of our immigrant farmers and cart operators to bring this strategy to Madison.

According to a study released in February by the UW-Madison's Center for Integrated Agricultural Systems, better farm-to-market delivery is needed in Wisconsin. Distribution systems like carts maintain the allure of farm-direct foods, which is important to customers who appreciate knowledge of their food's production. (Day-Farnsworth, 2009)

Locating in convenient-to-reach venues is a key to influencing customers' purchasing habits and encouraging sales of fresh produce. (Keeling Bond, 2009) Street markets are the research focus of our advisor Alfonso Morales, UW-Madison professor of Urban & Regional Planning. We will tap his knowledge of best practices around the world.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

95.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

- Number of children enrolled in free and reduced lunch
- Individuals or families that report 0-50% of Dane County Median Income
- Individual or family income in relation to Federal Poverty guidelines
- Other

X
X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

The program hasn't begun yet, but we will collect information through a simple demographic form for cart operators and farmers. The box above for free & reduced lunch is incorrect, but the pull-down menu doesn't allow unchecking it.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

To facilitate involvement of entrepreneurs who are low-income, WWBIC will offer micro-loans. Since we know that many neighborhood residents who would like to work as cart operators may not have strong credit histories, some cart operators will be simply employees, without investment required. WWBIC business plan training is subsidized by grant funding, so students will not have to cover the full tuition cost of \$300 per student. Green Carts will be sited in CDBG target areas, in "food deserts". Food stamps and WIC coupons will be accepted at every cart.

ORGANIZATION:

Community GroundWorks at Troy Gardens

PROGRAM/LETTER:

A Program A

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	22	100%	AGE		
MALE	11	50%	<2	0	0%
FEMALE	11	50%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	6	27%
			30 - 59	14	64%
			60 - 74	2	9%
			75 & UP	0	0%
			TOTAL AGE	22	100%
			RACE		
			WHITE/CAUCASIAN	6	27%
			BLACK/AFRICAN AMERICAN	6	27%
			ASIAN	6	27%
			AMERICAN INDIAN/ALASKAN NATIVE	4	18%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	22	100%
			ETHNICITY		
			HISPANIC OR LATINO	8	36%
			NOT HISPANIC OR LATINO	14	64%
			TOTAL ETHNICITY	22	100%
			PERSONS WITH DISABILITIES	6	27%
			RESIDENCY		
			CITY OF MADISON	22	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	22	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	Community GroundWorks at Troy Gardens
PROGRAM/LETTER:	A Program A

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	22
Total to be served in 2011.	10

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: Unemployed adults earn a living wage or better as green entrepreneurs, Green Cart operators, and farmers.

Performance Indicator(s): Entrepreneurs and farmers report solid earnings, cart operators succeed at their jobs, workers express satisfaction with their involvement with Green Carts.

Proposed for 2011:	Total to be considered in	6	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	6
Proposed for 2012:	Total to be considered in	22	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	22

Explain the measurement tools or methods: Staff will interview workers to determine how successful their ventures are, including gathering information on profits and level of job satisfaction.

Outcome Objective # 2: Madison Green Carts succeed as viable and sustainable marketing ventures for locally grown produce.

Performance Indicator(s): A strong start with prepared workers and good sales in pilot years of 2011 and 2012, then the carts become fully independent, sustainable and profitable from 2013 forward.

Proposed for 2011:	Total to be considered in	2	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	2
Proposed for 2012:	Total to be considered in	2	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	2

Explain the measurement tools or methods: Green Carts Marketing Facilitator and WWBIC partners will work with the entrepreneurs, cart operators, and farmers to assess success at each cart and farm business and document the model of how Green Carts function, for dissemination to other cities. Green entrepreneurs earn profits and continue managing the carts in years to come. Farmers continue in the field and expand operations to the level that they desire, earning a living wage for themselves and their employees.

Organization	Community GroundWorks at Troy Gardens		
Mailing Address	3601 Memorial Drive, Suite 4 Madison, WI 53704		
Telephone	240-0409		
FAX	240-1487		
Admin Contact	Jill Jacklitz, Executive Director		
Financial Contact	Also Jill		
Website	www.troygardens.org		
Email Address	jill@troygardens.org		
Legal Status	Private: Non-Profit		
Federal EIN:	39-2024302		
State CN:			
DUNS #	18-970-0730		

2. CONTACT INFORMATION

A	Program A		
	Contact: Janet Parker	Phone: 257-2748	Email: janetparker8@gmail.com
B	Program B		
	Contact:	Phone:	Email:
C	Program C		
	Contact:	Phone:	Email:
D	Program D		
	Contact:	Phone:	Email:
E	Program E		
	Contact:	Phone:	Email:
F	Program F		
	Contact:	Phone:	Email:
G	Program G		
	Contact:	Phone:	Email:
H	Program H		
	Contact:	Phone:	Email:
I	Program I		
	Contact:	Phone:	Email:
J	Program J		
	Contact:	Phone:	Email:
K	Program K		
	Contact:	Phone:	Email:
L	Program L		
	Contact:	Phone:	Email:

REVENUE SOURCE	2009 ACTUAL	2010 BUDGET	2011 PROPOSED	2011 PROPOSED PROGRAMS			
				A	B	C	D
DANE CO HUMAN SVCS	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0	0	0
MADISON-CDBG	0	0	55,410	55,410	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0
UNITED WAY DESIG	3,095	3,095	0	0	0	0	0
OTHER GOVT	25,000	25,000	9,750	9,750	0	0	0
FUNDRAISING DONATIONS	26,019	96,618	0	0	0	0	0
USER FEES	70,212	152,000	0	0	0	0	0
OTHER	80,530	156,175	423,288	25,760	0	0	0
TOTAL REVENUE	204,856	432,888	488,448	90,920	0	0	0

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						
	E	F	G	H	I	J	K
DANE CO HUMAN SVCS	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0
OTHER GOVT	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0	0	0
USER FEES	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0	0	0

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						Non-City
	L						
DANE CO HUMAN SVCS	0						0
DANE CO CDBG	0						0
MADISON-COMM SVCS	0						0
MADISON-CDBG	0						0
UNITED WAY ALLOC	0						0
UNITED WAY DESIG	0						0
OTHER GOVT	0						0
FUNDRAISING DONATIONS	0						0
USER FEES	0						0
OTHER	0						397,528
TOTAL REVENUE	0						397,528

4. AGENCY MISSION STATEMENT

Troy Gardens was born of a community vision for a unique parcel of land. Community GroundWorks at Troy Gardens is now one of Madison's hidden treasures, and a place that many people call home.

We envision a world in which more people cultivate sustainable abundance in their communities.

Our mission is:

- To nurture a meaningful relationship between people and the land,
- To grow wholesome and organic food for local tables,
- To regenerate urban natural areas,

5. AGENCY EXPERIENCE AND QUALIFICATIONS

Community GroundWorks at Troy Gardens (www.troygardens.org) is the fiscal agent for the new Farley Center Farm Incubator (www.farleycenter.org) and its marketing initiative, Green Carts. Community GroundWorks at Troy Gardens manages 26 acres of open space land for community-based food production and natural areas restoration management. Our programs are developed in order to fulfill the organization's goals of developing the land in a sustainable manner, improving food security for Madison's Northside residents, and providing educational programs on gardening, natural areas restoration, food preparation, nutrition, and environmental education. Troy Gardens serves many low-income families including immigrants and LEP individuals. The Troy Community Farm has been a successful urban agriculture business since 2001. The farm sells primarily through CSA, but also to stores and at Northside Farmers Market. The Farm Manager, Claire Strader, is on the advisory committee for the Farley Center Farm Incubator and will be a key connector. In 2009, CGW launched a second commercial enterprise. Madison FarmWorks is an innovative business where gardening and farming intersect. Our staff designs, installs and maintains organic production gardens of any size at homes, businesses and schools. This spring we installed an edible garden at the southwest corner of the Capitol building which has gotten recent media attention and is as educational as it is ornamental.

Janet Parker is the Farm Incubator Facilitator at the Farley Center, and she has twenty years of experience working in urban agriculture, community organizing, and environmental education. She is a simultaneous interpreter in Spanish and holds a master degree in Land Resources from the Nelson Institute for Environmental Studies at UW-Madison. With CDBG support, the Farley Center will hire a Green Carts Marketing Facilitator. We will seek a candidate with a background in business (preferably related to fresh produce and/or mobile vending), interpretation skills in Hmong or Spanish, project management experience and an interest in community development. In 2010, we plan to contract with a business consultant to perform a feasibility study for the project. A good candidate to do this work is Amy Bruner Zimmerman of Green Link Consulting. She has a strong background in project management and marketing for local and sustainable food and farming businesses, including with the Buy Local, Buy Wisconsin program. The Allied Wellness Cooperative, an alliance of key organizations in Allied Drive, including the Allied Wellness Center and Madison Apprenticeship Program, will be neighborhood partners for the pilot launch of Green Carts.

The project has received funding from Willy Street Coop and an anonymous donor. We have gotten encouraging feedback on our Green Carts applications to MG&E and USDA (submitted on our behalf by WI Dept of Ag (DATCP). Details are in the Green Carts budget spreadsheet, emailed along with our CDBG application.

The Linda and Gene Farley Center for Peace, Justice and Sustainability is located in Springdale, Wisconsin. The Center, now in the process of becoming a 501(c)3 nonprofit, is located on 43 acres of forest and farmland and includes a large passive-solar hexagonal house that functions as a conference center. We will offer three services:

1. an ecologically-sound and sustainable natural green burial grounds, which will in the long term produce a steady income for the center;
2. a farm incubator and community garden, where new farmers will be supported with land, tools, education, and links to a variety of local food and farming community efforts; and
3. a small conference center to facilitate the good work of a wide array of groups in the region working on peace, justice, and sustainability.

The farm incubator will expand on the community gardening projects long supported on this land by Gene and Linda Farley. The Center creates jobs and supports new entrepreneurs by providing land, shared equipment, education, marketing support, and mentoring for new farmers. Currently 10 acres of the Center land is cultivated by 4 farm business and several more families growing for their own sustenance. Owners of an adjacent property have given the Center the use of an additional 20 acres for cultivation. The four farm businesses at the Center have expanded their operations to plant in this new land in 2010. A new land-link program connects new growers with available farmland also.

The gardens at the Center were started by a group of mostly immigrant growers, including Hmong, Latino, and

How many Board meetings were held in 2009?

11

How many Board meetings has your governing body or Board of Directors scheduled for 2010?

11

How many Board seats are indicated in your agency by-laws?

max 21

Please list your current Board of Directors or your agency's governing body.

Name	Marge Pitts - CGW Board of Directors			
Home Address	3617 Harper Rd, Madison WI 53704			
Occupation	Freelance Writer, Waiter at Tornado Club, Owner of Birdlady, LTD			
Representing	Learning Community			
Term of Office		From:	01/2002	To:
				12/2012
Name	Kurt Schneider - CGW Board of Directors			
Home Address	2413 E. Dayton St, Madison, WI 53704			
Occupation	Acct Rep & Marketing Dir, Badger Cab			
Representing	Community Gardens			
Term of Office		From:	07/2007	To:
				12/2012
Name	Martha Worcester - CGW Board of Directors			
Home Address	564 Troy Drive, Madison, WI 53704			
Occupation	Community volunteer, retired from editing/ publishing/ event management			
Representing	Co-housing			
Term of Office		From:	04/2007	To:
				12/2012
Name	Terrie Anderson - CGW Board of Directors			
Home Address	1409 Iowa Dr, Madison, WI 53704			
Occupation	Educational Consultant Curriculum & Product Development			
Representing	Northside Planning Council Rep			
Term of Office		From:	01/2008	To:
				12/2010
Name	Tom Popp - CGW Board of Directors			
Home Address	9 South Owen Dr, Madison, WI 53705			
Occupation	Retired city administrator			
Representing	At-large Member			
Term of Office		From:	01/2008	To:
				12/2010
Name	Vincent Smith - CGW Board of Directors			
Home Address	5219 Shorecrest Dr, Middleton, WI 53562			
Occupation	Graduate Student, Nelson Institute for Environmental Studies			
Representing	At-large Member			
Term of Office		From:	05/2008	To:
				12/2010
Name	Gerianne Holzman - CGW Board of Directors			
Home Address	7437 Terrace Ave, Middleton, WI 53562			
Occupation	Orthopedic and Renal Transplant Coordinator, UW - Veterinary Medical Teaching Hospital			
Representing	Farm Representative			
Term of Office		From:	08/2008	To:
				12/2010
Name	Sam Dennis - CGW Board of Directors			
Home Address	658 Pickford St, Madison, WI 53711			
Occupation	UW-Madison Associate Professor Dept of Landscape Architecture and Nelson Institute for Environ			
Representing	University of Wisconsin			
Term of Office		From:	12/2005	To:
				12/2011

Name	Phillip Bower - CGW Board of Directors			
Home Address	4206 Bagley Pkwy, Madison, WI 53705			
Occupation	Attorney Whyte Hischboeck Dudek S.C.			
Representing	At-large Member			
Term of Office		From:	06/2009	To: 12/2011
Name	Anne Pryor - CGW Board of Directors			
Home Address	5317 Lighthouse Bay Dr, Madison, WI 53704			
Occupation	Folk and Traditional Arts Specialist Wisconsin Arts Board			
Representing	At-large Member			
Term of Office		From:	02/2009	To: 12/2011
Name	Holly Sledge - CGW Board of Directors			
Home Address	5714 Hammersley Rd, Madison, WI 53711			
Occupation	CPA at Bremset Group, Inc, Financial Administrator for Community Car and Madison Environmental			
Representing	At-large Member			
Term of Office		From:	03/2010	To: 03/2013
Name	Gergens Polynice - CGW Board of Directors			
Home Address	4817 Sheboygan Ave #317, Madison, WI 53705			
Occupation	PhD Student in Development Studies, UW-Madison			
Representing	At-large Member			
Term of Office		From:	03/2010	To: 03/2013
Name	Samuel Pratsch - CGW Board of Directors			
Home Address	2210 Calypso Rd, Madison, WI 53704			
Occupation	PhD Dissertator, Nelson Institute for Environmental Studies, UW-Madison; Project Assistant, UW-C			
Representing	At-large Member			
Term of Office		From:	03/2010	To: 03/2013
Name	Bill Warner and Judy Hageman			
Home Address	1170 Hageman Rd, Belleville, WI 53508			
Occupation	Owners of Snug Haven Farm, former managers of the Dane County Farmers Market, former manag			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Claire Strader			
Home Address	1814 Sheridan Ave, Madison, WI 53704			
Occupation	Troy Community Farm Manager			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Jack Kloppenburg, PhD			
Home Address	2318 Rowley Ave, Madison, WI 53726			
Occupation	Professor of Community and Environmental Sociology, Nelson Institute for Environmental Studies,			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	John Hendrickson			
Home Address	N1749 Yerges Rd, Reeseville, WI 53579			
Occupation	Outreach Specialist, UW-Madison Center for Integrated Agricultural Systems			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy

Name	John Peck, PhD			
Home Address	812 Jenifer St, Madison, WI 53703			
Occupation	Executive Director, Family Farm Defenders			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Juan Gonzalez			
Home Address	1830 Sheridan St, Madison, WI 53704			
Occupation	Farmer on 3+ acres at the Farley Center, vendor at Northside Farmers Market, several Southside fa			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Kiera Mulvey			
Home Address	PO Box 7814, Madison, WI 53707			
Occupation	Executive Director, Madison Area Community Supported Agriculture (CSA) Coalition			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Margaret Krome			
Home Address	2524 Chamberlain Ave, Madison, WI 53705			
Occupation	Policy Program Director, Michael Fields Agricultural Institute			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Nina Xiong & Cha Yang			
Home Address	4914 E Buckeye Rd, Madison, WI 53716			
Occupation	Farmer on 3+ acres at the Farley Center, vendor at Northside Farmers Market and other markets in			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Oscar Ferreira			
Home Address	9 Oakbridge Court, Apt 7, Madison, WI 53717			
Occupation	Farmer on 1+ acres at the Farley Center, beekeeper			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Sara Cawthon & Megan Taft			
Home Address	1000 Edgewood College Dr, Madison, WI 53711			
Occupation	Farmers on 1/2 acre at the Farley Center, launching Seed by Seed, a 20-member CSA this year			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Sharon Lezberg, PhD			
Home Address	441 Sidney St, Madison, WI 53703			
Occupation	Associate Scientist, Sustainability Studies - Environmental Resources Center, UW-Madison			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name	Yee Ythao			
Home Address	1102 Sequoia Trail, Madison, WI 53713			
Occupation	Medical assistant, St Mary's Hospital, interpreter for community gardens throughout Madison, Mem			
Representing	Farley Center Farm Incubator Advisory Committee			
Term of Office		From:	mm/yyyy	To: mm/yyyy

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
TOTAL	8	100%	13	100%	527	100%
GENDER						
MALE	2	25%	7	54%	247	47%
FEMALE	6	75%	6	46%	280	53%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	8	100%	13	100%	527	100%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	35	7%
18-59 YRS	8	100%	11	85%	475	90%
60 AND OLDER	0	0%	2	15%	17	3%
TOTAL AGE	8	100%	13	100%	527	100%
RACE*						0
WHITE/CAUCASIAN	8	100%	12	92%	378	72%
BLACK/AFRICAN AMERICAN	0	0%	1	8%	69	13%
ASIAN	0	0%	0	0%	64	12%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	3	1%
Black/AA & White/Caucasian	0	0%	0	0%	3	100%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	13	2%
TOTAL RACE	8	100%	13	100%	527	100%
ETHNICITY						
HISPANIC OR LATINO	0	0%	0	0%	13	2%
NOT HISPANIC OR LATINO	8	100%	13	100%	514	98%
TOTAL ETHNICITY	8	100%	13	100%	527	100%
PERSONS WITH DISABILITIES	0	0%	0	0%	37	7%

*These categories are identified in HUD standards.

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2009 Actual. The 2010 Budget and 2011 Proposed Budget will autofill from information you provided elsewhere in the application.

Account Description	2009 ACTUAL	2010 BUDGET	2011 PROPOSED
A. PERSONNEL			
Salary	177,580	220,750	257,700
Taxes	15,145	18,396	21,399
Benefits	10,360	8,424	10,783
SUBTOTAL A.	203,085	247,570	280,133
			ERROR
B. OPERATING			
All "Operating" Costs	69,202	67,235	73,149
SUBTOTAL B.	69,202	67,235	72,135
			ERROR
C. SPACE			
Rent/Utilities/Maintenance	14,318	14,670	14,670
Mortgage (P&I) / Depreciation / Taxes	3,911	7,586	7,586
SUBTOTAL C.	18,229	22,256	24,536
			ERROR
D. SPECIAL COSTS			
Assistance to Individuals	0	0	0
Subcontracts, etc.	12,180	44,540	13,180
Affiliation Dues	0	0	0
Capital Expenditure	0	51,287	51,287
Other: See program details for Green Carts in attached sp	0	0	
SUBTOTAL D.	12,180	95,827	111,644
			ERROR
SPECIAL COSTS LESS CAPITAL EXPENDITURE	12,180	44,540	60,357
TOTAL OPERATING EXPENSES	302,696	381,601	437,161
E. TOTAL CAPITAL EXPENDITURES	0	51,287	51,287

9. PERSONNEL DATA: List Percent of Staff Turnover

14.0%

Divide the number of resignations or terminations in calendar year 2009 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

<p>We had 1 resignation in 2009 out of a staff of 6 people.</p>

ORGANIZATION:

Community GroundWorks at Troy Gardens

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	3,095	3,095	0	0	0
OTHER GOVT	25,000	22,000	0	0	3,000
FUNDRAISING DONATIONS	96,618	36,019	6,281	7,000	47,318
USER FEES	152,000	86,456	38,779	15,256	11,509
OTHER	120,815	96,000	22,175		2,640
TOTAL REVENUE	397,528	243,570	67,235	22,256	64,467

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	397,528	243,570	67,235	22,256	64,467
TOTAL REVENUE	397,528	243,570	67,235	22,256	64,467

*OTHER GOVT 2011

Source	Amount	Terms
Department of Natural Resources		
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
none specifically identified at this time	458,038	
	0	
	0	
	0	
	0	
TOTAL	ERROR	