



Legislation Text

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Fiscal Note

The proposed resolution formally accepts a grant award through the USDA Food Insecurity and Nutritional Incentive program. Through the grant award, the City will contract with the Community Action Coalition of South Central Wisconsin and Willy St Coop to expand the existing MadMarket Double Dollars program. The anticipated grant award is \$93,055. The grant will be managed by the Mayor's Office and appropriated within the Mayor's 2016 operating budget. The resolution authorizes amending the 2016 Adopted Operating Budget to appropriate the revenue and expenditures associated with the grant.

Title

Authorizing the City, if selected, to receive funds through the United States Department of Agriculture (USDA) Food Insecurity and Nutritional Incentive (FINI) program and authorizing the Mayor and City Clerk to sign an agreement with USDA to receive and use these funds and to enter into a contract with Community Action Coalition of South Central Wisconsin and, if necessary, project subcontractors, to manage the project, and amend the 2016 Adopted Operating Budget within the Mayor's Office to appropriate \$93,055 in revenue and expenditures associated with the grant award.

Body

WHEREAS, Madison and Dane County have a thriving local food economy including the Dane County Farmers Market, 25 satellite farmers markets, and the Williamson Street Grocery Coop, with over 31,000 members; and

WHEREAS, these local food outlets make healthful, locally-grown fruits and vegetables available for purchase by residents and visitors. However, many low-income people, including FoodShare participants, do not take advantage of this resource. For example, in 2013, over \$75 million in FoodShare benefits were issued in Dane County, but only \$60,000 of FoodShare benefits were redeemed at local farmers markets; and

WHEREAS, the City of Madison has sought to promote equitable access to healthful food through its MadMarket Double Dollars program which has matched FoodShare purchases at farmers markets on a dollar-for-dollar basis up to \$25. In the last three years, the City has raised from \$9,000 to \$15,000 annually from private sector donations to fund the Double Dollars program; and

WHEREAS, the City has sought to increase the size and impact of this program by applying to the US Dept. of Agriculture's Food Insecurity Nutrition Incentive (FINI) program for \$93,055 to fund and administer a larger Double Dollars project;

NOW, THEREFORE, BE IT RESOLVED, that the Common Council authorizes the Mayor and City Clerk to accept the USDA/FINI grant funds, if awarded, and enter into an agreement with the USDA for the use of these funds; and

BE IT FURTHER RESOLVED, that the Mayor's Office 2016 Adopted Operating Budget is amended to appropriate \$93,055 to reflect the anticipated revenue and expenditure associated with the grant; and

BE IT FINALLY RESOLVED, that the Common Council authorizes the Mayor and City Clerk to contract with the Community Action Coalition of South Central Wisconsin and any subcontractors to manage the Dane County Double Dollars program.

