





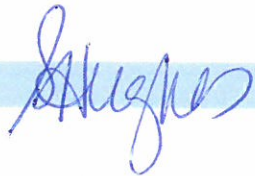
## CIF, NDF, MAP OR PAV INTERAGENCY CHECKLIST

**Interagency Name:** Louisville Foward

**Program/Project Name:** Taylor Blvd. Farmers Market

	Yes/No/NA
<b>Request Form:</b> Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes
<b>Request Form:</b> If matching funds are to be used, are they disclosed with account numbers in the request form description?	NA
<b>Request Form:</b> If matching funds are to be used, does the amount of the request exclude the matching fund amount?	NA
<b>Request Form:</b> If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	NA
<b>Funding Source:</b> If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.	NA
<b>Funding Source:</b> If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.	NA
<b>Ordinance Required:</b> Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	No
<b>Ordinance Required:</b> Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?	No
<b>Supporting Documentation:</b> Does the attachment include a valid estimate and description of cost?	NA

**Prepared by:**



**Date:** April 27, 2016

## Hughes, Susan

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**From:** Zawacki, Theresa M  
**Sent:** Monday, April 25, 2016 9:55 AM  
**To:** Butler, Marianne  
**Cc:** Johnson, Dan D; Hughes, Susan; Mathews, Bryan L; Jones, April; Wiederwohl, Mary Ellen; Watson, Kellie R.; b nolte (bethanolte@yahoo.com)  
**Subject:** RE: Taylor Boulevard farmers market

Councilwoman Butler and Councilman Johnson, thank you so much for your support of this project. We will happily accept the funds and will look forward to providing you with updates on the Taylor Boulevard Farmers Market as they become available. A portion of these funds will be used to support the creation of the first double-value coupon program in Louisville, which will match SNAP dollars spent at the farmers market to increase the purchasing power of low-income consumers and provide additional economic benefit to Kentucky farmers. This is a very exciting opportunity!

I've copied April Jones here so she can help facilitate the process of transferring these funds to Louisville Forward. April, please let me know when you have a moment to discuss where these funds should go in 505?

Theresa

Theresa M. Zawacki  
Senior Policy Advisor to Louisville Forward  
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**From:** Butler, Marianne  
**Sent:** Saturday, April 23, 2016 7:36 AM  
**To:** Zawacki, Theresa M  
**Cc:** Johnson, Dan D; Hughes, Susan; Mathews, Bryan L  
**Subject:** Taylor Boulevard farmers market

Theresa -- CM Johnson and myself are happy to support the Taylor Boulevard Farmers Market. We each commit \$1,000 for Develop Louisville to help with the logistics of the market.

Please let us know if Develop Louisville will accept the funds for the Taylor Boulevard Farmers Market and we will start the paperwork to transfer the funds to Develop Louisville.

Thanks for the opportunity to help bring fresh fruits and vegetables to our residents.

Marianne

## Hughes, Susan

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**From:** Zawacki, Theresa M  
**Sent:** Tuesday, May 03, 2016 11:22 AM  
**To:** Hughes, Susan  
**Cc:** Watson, Kellie R.  
**Subject:** Information on Bluegrass Farmers Market

Susan, I've been meaning to send you this write-up on the Bluegrass Avenue Farmers Market for you to share with the Appropriations Committee:

The Bluegrass Farmers Market was located in the parking lot of Sts. Mary and Elizabeth Hospital, part of the Kentucky One Healthcare Network. The relationship between the hospital and the farmers market was quite unique, as the hospital provided direct support for the farmers who participated in the market, offering \$50 per vendor per day to encourage participation. The market was even more unique in that it was made up almost entirely of refugee growers organized through the Refugee Agricultural Partnership Project, an outreach component of Catholic Charities. The market started in 2015, with four growers and one prepared food vendor who did not participate on every market day. The market ran from 3-6 on Thursdays. Support was provided to the market through Louisville Metro Government's USDA-funded Farmers Market Promotion Program Grant. The market received assistance to become certified to accept SNAP payment for all vendors, the market manager received technical assistance, and a variety of efforts were made to encourage hospital staff and visitors to shop at the market. However, the market experienced limited success, in part due to its location. The following data demonstrates the challenges the market faced in its 2015-16 location:

2015 sales:

- Vendor 1: \$2,250 (May through September)
- Vendor 2: \$750 (10 weeks of participation)
- Vendor 3: no data
- Vendor 4: no data

2015 SNAP transactions to date: \$143

2015 Credit/Debit transactions to date: \$814.64

In the 2016-17 growing season, with buy-in from Kentucky One Health, the market will be relocated to a highly visible site on Taylor Boulevard, a short distance from the hospital, and will therefore be renamed the Taylor Boulevard Farmers Market. We are still working out details of hosting the market with the property owner, and are therefore not ready to announce the location or the market days and times in public. Funding from Councilwoman Butler and Councilman Johnson will be used to fund an existing organization that will take over management of the farmers market. The majority of these funds will be used to match grant funding from Community Farm Alliance to cover the costs of a salary for a part-time market manager and to pilot the city's first double-value coupon program through which individuals shopping with SNAP benefits will receive additional dollars to augment their purchasing power at the market. Louisville Metro Government will continue to provide support for the market through our Farmers Market Promotion Program Grant.

Please let me know if you have additional questions about the market. I'll be happy to answer them!

Theresa

Theresa M. Zawacki  
Senior Policy Advisor

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