



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 8/13/2020 Meeting Date: 8/20/2020

Name: David Kraus Department: County Extension

Division Manager's Signature:

A handwritten signature in blue ink, appearing to be "DK", is written over the line for the Division Manager's Signature.

1. Nature and purpose of agenda item:

The County would like to apply for an America's Healthy Food Financing Initiative - Reinvestment Fund - Targeted Small Grants Program grant of \$135,770 to develop a Mobile Farmers market in Columbia County. This grant would provide startup and first year funding for the program.

2. Recommended Motion/Action:

Approve grant application to the Healthy Food Financing Initiative for a Mobile Farmers Market

3. Fiscal impact on current budget.

This item has no effect on the current budget.

District No. 1 - Ronald Williams
District No. 2 - Rocky Ford
District No. 3 - Bucky Nash
District No. 4 - Toby Witt
District No. 5 - Tim Murphy



BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY

MEMORANDUM

TO: Columbia County Board of County Commissioners

FR: David Kraus, Assistant County Manager

DATE: August 13, 2020

RE: Application – Healthy Food Financing Initiative – Targeted Small Grants Program

The County has been working with the City, Chamber of Commerce, Nutrien, Florida Small Business Development Center at the University of North Florida (SBDC), United Way, UF/IFAS Extension Office, and the Richardson Community Center on several projects. As part of these efforts, we submitted a Letter of Interest (LOI) to the America's Healthy Food Financing Initiative reinvestment fund for a grant to create a Mobile Farmer's Market here in Columbia County. On August 10, 2020 we received notification, upon review of the LOI, the County should apply for the grant. In the LOI, the County requested \$135,770 for the program startup. The grant has no match requirement.

Under this program, each week up to 50 residents of low income/low supermarket access areas could place an order for 25lbs of farm fresh produce and receive the food later that week at a convenient pick up location. The Extension Office would work with local farmers to develop and market their produce, which would be packaged at the Richardson Community Center and delivered via the mobile van to selected sites in the underserved areas. The grant would fund the first year startup costs including a website, delivery vehicle, supplies and part time employees. The SBDC will work with the Extension Office to develop the business model that will make the Mobile Farmers Market self-sustaining for future years. The program would be supervised by the Extension Office and operated by the staff hired under the grant funds.

Staff Requests the Columbia County Board of County Commissioners authorize an application to the America's Healthy Food Financing Initiative – Targeted Small Grants Program for \$135,770 to create a Mobile Farmers Market.

BOARD MEETS FIRST AND THIRD THURSDAY AT 5:30 P.M.

P.O. BOX 1529

LAKE CITY, FLORIDA 32056-1529

PHONE (386) 755-4100



Application ID

2020-3472 Healthy Food Financing Initiative – Targeted Small Grants Program

Application Type

Healthy Food Financing Initiative – Targeted Small Grants Program

Instructions

Organization Information

Columbia County
PO Box 1529
Lake City, FL, 32056-1529
Phone:



Program Summary

Reinvestment Fund, in its capacity as National Fund Manager for the Healthy Food Financing Initiative at USDA Rural Business-Cooperative Service, requests applications for America's Healthy Food Financing Initiative Targeted Small Grants Program (HFFI TSG Program) for 2020.

The purpose of America's Healthy Food Financing Initiative (HFFI) is to improve access to healthy food in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities by providing financial and technical assistance to eligible fresh, healthy food retailers and enterprises to overcome the higher costs and initial barriers to entry in underserved areas. HFFI will offer funding opportunities and technical assistance to eligible applicants.

This Request for Applications (RFA) is for a Targeted Small Grants (TSG) program. The TSG program offers financial assistance in the form of grants to eligible fresh, healthy food retailers and enterprises. The TSG program supports innovative fresh food retail and food system enterprises that seek to improve access to healthy food in underserved areas through food retail. Grants could assist projects with a variety of aspects of project development, renovation, and expansion. Grants are designed to be one-time investments of capital into a food retail or food enterprise project in order to address higher costs and initial barriers to entry in underserved rural and urban areas. Grant funds should unlock additional sources of capital, catalyze project sustainability, and/or enable deeper impact or project reach.

\$3 million is available for grants through the Targeted Small Grants (TSG) program from the FY 2019 and FY 2020 Federal Awards for HFFI. Grant awards may be from \$20,000 - \$200,000.

More information, including eligibility information, information about the application process, and award administration information is available at www.investinginfood.com/financial-assistance/. FAQs are available at www.investinginfood.com/faq/. For any other questions about the RFA, or questions about using this online grants portal, please email help@investinginfood.com

Primary Contact



David Kraus
P.O. Box 1529
Lake City
Phone: 386-623-6320 x3867581005
Email: david_kraus@columbiacountyfla.com

Applicant

Before you begin:

Please hit **Save Draft** below before completing any fields.

Primary Contact -David Kraus
Primary Contact Email - david_kraus@columbiacountyfla.com
Organization Name- Columbia County

Legal Entity Type

State or Local Government or Governmental Agency

DUNS Number

65924409

Do you have an active registration with SAM.gov?

Yes

Project Information

Project Name

Columbia Mobile Farmers Market

Project Location



Applicants must propose a project in an Underserved Area in order to be eligible for the program. Projects in underserved urban and Rural Areas are eligible. The definition of eligible underserved areas is available in the RFA. More information, including data and maps available to help determine if a proposed location is eligible, is available at: www.investinginfood.com/eligibility/

If you are unsure if a location is eligible, or have questions about location eligibility, please contact us at help@investinginfood.com

Do you know the street address(es) for your project's proposed location(s)?

No

Describe your location

If you are not able to provide street address(es) for all of your project's locations, please describe where your project will take place or the area that would be served by your project (i.e., neighborhood, zip code, county, etc.). Please be as specific as possible.

We are proposing a mobile farmers market to address the residents with limited access to transportation and supermarkets. We would assemble the produce at the Richardson Community Center -255 NE Coach Anders Lane, Lake City, Florida 32055 -- and travel to pickup points across the County where the target population resides.

Length of Project

Applicants must identify the amount of time needed to complete the project proposed, which would be the period of performance under the grant award. Projects may take up to 12 months if they do not involve construction; projects that include construction may take up to 24 months.

12 months

Retail Sales

Does your project involve retail food sales, i.e. the sale of Staple and Perishable foods to consumers?

Yes



SNAP

Do you accept, or plan to accept, Supplemental Nutrition Assistance Program (SNAP) benefits?

Yes

Project Description

Applicants must provide a brief narrative description of the proposed project for which they are seeking grant funding. The narrative must include the following elements:

- Description of the applicant organization, community and /or market to be served and project location.
- Project proposed, including brief overview of business model and description of sustainability of operations, need for grant assistance, and sources of revenue, and whether this is a new project or expansion of existing operation. If project involves construction, please describe the status of site control.
- The impact on food access expected as a result of doing this project. In particular, the extent to which the project will expand or preserve the availability of Staple and Perishable Foods, including, if applicable, a description of the assortment of Staple and Perishable foods to be offered.
- Overview of project timeline.
- Briefly describe how TSG program funding is necessary to allow the project to move forward.

"We are in a food desert". According to the Healthy Food Financing Initiative map, we live in a low income, low supermarket access area.

Columbia County is a rural agricultural county located at I-75 and I-10 in north central Florida. The County has a Poverty Rate of 19.7%, well above the State average of 15.8%. In our Opportunity Zone, 26.3% of County residents live below the poverty line with a median income of \$9,929 and 26% are receiving subsidies. Columbia County is recognized by the State as a "rural community adversely affected by severe or chronic distress".

The County, working with the University of Florida/Institute of Food and Agricultural Sciences (UF/IFAS) local Extension Office, the Chamber of Commerce, University of North Florida, and Richardson Community Center will address this problem through the creation of a Mobile Farmers Market with a website, delivery vehicle, and part time employees. This mobile farmers market will benefit low income, limited access residents by providing farm fresh produce. Local farmers will benefit by creating a market for their produce. By building a market, the residents will have a sustainable supply of fresh food. The climate in our area creates the perfect environment for growing a wide array of produce. Each week, the program will provide 50 families with 25lbs of produce, expanding their access to staple and perishable



foods such as tomatoes, peppers, melons, squash, zucchini, beans, peas, potatoes and more. The market will reduce produce costs to residents while saving farmers time by providing food delivery. Major tasks include taking orders, procuring produce, packing boxes, creating educational material (recipes, nutrition info etc.) and delivering produce to accessible locations. Residents will place their order on a website. Website orders will then determine the amounts to purchase from farms. Community members will be invited to participate in an educational session to learn cooking and food prep skills. The mobile market will prioritize produce from local Columbia County farmers and nearby counties as needed. Goals of the mobile market include educating consumers about healthy food and nutrition as well as the social, economic, and environmental benefits of buying local food. The Supplemental Nutrition Assistance Program (SNAP) benefits will be accepted by the mobile market to reach underserved communities.

Healthy Food Financing Initiative grant funding would provide startup funding for this mobile market, allowing it to become self-sustaining -- continuing to be open for residents beyond the initial year.

Timeline:

Dec – Jan Purchase supplies/Relationship building with farmers

February Advertising of Market/Contracts with farms

March Initial orders taken for produce boxes

March – Oct 2021 Weekly orders of produce taken/delivered

Without this funding, the County will be unable to provide this service. With the COVID-19 disaster, the County faces significant revenue shortfall. One of our local hospitals is closing and we face the potential loss of 600 jobs from one major employer. At 9.6%, our current unemployment rate is three times higher than reported only two months ago. Low income and unemployed families need this help.

Budget

Grant Amount Requested

(Grant award amounts may be from \$20,000 to \$200,000)

135770



Please fill in the following sections to submit a budget request by for the following budget categories, along with a brief explanation of the use of funds for each cost category. For the LOI stage, basic estimates are acceptable. The budget category is listed in the title above each section. If you are not requesting funds for a budget category, please enter 0 for the amount, and N/A for the explanation.

Personnel

Amount Requested: \$46,000.00

Explanation: Volunteers will help pack the boxes. However we will need 2 part time employees to assist with order taking and delivery (2 employees at \$15.00 per hour)

Fringe

Amount Requested: \$13,770.00

Explanation: Fringe to include workers comp, FICA and other County benefits. Approximately 30% of Personnel cost.

Travel

Amount Requested: \$5,000.00

Explanation: Mileage costs for fuel for Mobile Farmers Market to travel to farmers and customers.

Furniture/ Fixtures / Equipment



Amount Requested: \$51,700.00

Explanation: produce van, trailer, 4 computers and printers, cell phones, 2 commercial produce scales, and 4 outdoor tents.

Construction

Amount Requested: \$0.00

Explanation: There is no construction needed. Will use existing County facilities and Richardson Community Center

Contractual

Amount Requested: \$5,000.00

Explanation: website development and cell phone service with hotspots

Materials

Amount Requested: \$12,300.00

Explanation: boxes to haul produce, reusable grocery totes, office supplies, cleaning supplies, PPE (masks and gloves), recipe cards and educational materials.

Other Costs

Amount Requested: \$2,000.00

Explanation: Advertising for mobile farmers market locations

Indirect



Amount Requested: \$0.00

Explanation: Non anticipated

Total

Total: \$135,770.00

Attachments

Legal Status

Please upload an official document indicating the applicant's legal status as an entity, such as your articles of incorporation or certificate of formation.

County_Charter.pdf

858.5 KB - 2020-07-10 18:00

Total Files: 1

Please upload your EIN.

If the applicant is a for-profit corporation, please upload evidence of your EIN. Or If the applicant is a state, local, or tribal government or governmental agency, authority, commission, or similar; some documentation of the agency's existence, such as documentation evidencing the agency's Tax Identification Number (TIN) or Employer Identification Number (EIN) or a "Governmental Information Letter" or similar.

BCC_W-9.pdf

114.6 KB - 2020-07-10 18:03

Total Files: 1

501(c)3



If you are a non-profit, please upload your 501(c)3 certification

Attestations and Optional Questions

Has the Applicant been convicted of a felony criminal violation under Federal law in the 24 months preceding the date of application?

No

Does the Applicant have any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability?

No

Attestations

Please note, by checking each box you are indicating that as of date of application submission, you are in full compliance with the following:

Applicant holds current insurance coverage required by local licensing, regulatory authorities, or aligned with industry standards.

Applicant is, and has at all times been, in compliance with all statutory and regulatory requirements of the laws implemented by the Office of Foreign Assets Control of the U.S. Department of the Treasury ("OFAC"), in each case to the extent OFAC applies to Applicant

Applicant hereby authorizes Reinvestment Fund to conduct OFAC searches, background checks and other searches and verifications as Reinvestment Fund may determine to be necessary or desirable.

Regardless of award status, are you interested in being considered for technical assistance? If yes, Reinvestment Fund may contact you for more information about your technical assistance needs.



Yes

Please use your cursor to
sign in the box below:

Optional Questions

Is the applicant owned or controlled by People of Color?

Reinvestment Fund considers an applicant to be "Owned or Controlled by People of Color" if more than 50% of Board Members (if the applicant is a non-profit) or Owners (if the applicant is a for-profit) identify as any race or ethnicity other than non-Hispanic White. Such racial and/or ethnic identities include but are not limited to Asian, Black/African American, Hispanic/Latinx, Middle Eastern or North African, Native American or American Indian, Alaska Native, Native Hawaiian, Other Pacific Islander, or Multiracial.

No

Is the applicant owned or controlled by Low-Income People?

Reinvestment Fund considers an applicant to be "Owned or Controlled by Low-Income People" if more than 50% of Board Members (if the applicant is a non-profit) or Owners (if the applicant is a for-profit) have a before-tax annual household income at or below 80% of the national Median Family Income (MFI) of \$73,891, or \$59,113.

No

Is the applicant owned or controlled by Women?

Reinvestment Fund considers an applicant to be "Owned or Controlled by Women" if more than 50% of Board Members (if the applicant is a non-profit) or Owners (if the applicant is a for-profit) identify as women.

No

Is the applicant owned or controlled by Native People?



Reinvestment Fund considers an applicant to be "Owned or Controlled by Native People" if more than 50% of Board Members (if the applicant is a non-profit) or Owners (if the applicant is a for-profit) identify as Native American or American Indian, Alaska Native, Native Hawaiian, or Other Pacific Islander.

No