

FINANCIAL IMPACT STATEMENT

For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Steve Cohen		2. Telephone No. 503.823.4225	3. Bureau/Office/Dept. Bureau of Planning and Sustainability
4a. To be filed (date) June 29, 2011	4b. Calendar (Check One) Regular Consent 4/5ths <input checked="" type="checkbox"/>		5. Date Submitted to FPD Budget Analyst: June 23, 2011

1) Legislation Title: *Authorize application to Agricultural Market Service of the U.S. Department of Agriculture for City of Portland's allocation of up to \$100,000 from the Farmers Market Promotion Program to help promote direct-market sales of agricultural products in Portland. (Ordinance)

2) Purpose of the Proposed Legislation:

Funding from the FMPP Program will allow the Bureau of Planning and Sustainability (BPS), in partnership with community partners, to provide support and coordination for farmers markets in Portland and regional Community Supported Agriculture (CSA) farms that serve the City.

3) Revenue:

Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If new revenue is generated please identify the source.

This Ordinance will not directly generate or reduce current or future revenue coming to the City. However, if successful, the grant proposal will result in BPS receiving \$100,000 over two years from the U.S. Department of Agriculture, beginning in October 2011.

4) Expense:

What are the costs to the City as a result of this legislation? (Please include costs in the current fiscal year as well as costs in future years) (If the action is related to a grant or contract please include the local contribution or match required)

There are no costs to the City as a result of this legislation. No match is required by this grant.

Staffing Requirements:

5) Will any positions be created, eliminated or re-classified in the current year as a result of this legislation?

One full-time, limited-term position will be created from November 1, 2011 to October 31, 2012.

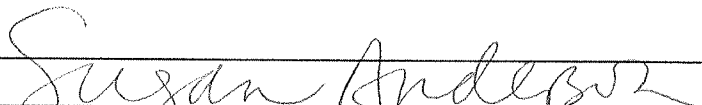
6) Will positions be created or eliminated in future years as a result of this legislation?

No

7) Change in Appropriations

Up to \$100,000 could be appropriated to Cost Center PNSD000002 if the grant is awarded.

Susan Anderson/Michael Armstrong



APPROPRIATION UNIT HEAD



City of Portland
Bureau of

Planning and Sustainability

Sam Adams, Mayor
Susan Anderson, Director

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1. *Authorize application to Agricultural Market Service of the U.S. Department of Agriculture for City of Portland's allocation of up to \$100,000 from the Farmers Market Promotion Program to help promote direct-market sales of agricultural products in Portland. (Ordinance)
2. **Contact Name, Department, & Phone Number:** Steve Cohen, Bureau of Planning and Sustainability, 503 823-4225
3. **Requested Council Date:** June 29, 2011

Consent Agenda Item: X or **Regular Agenda Item:**

Explain why this DOES or does not require a presentation or Council discussion:

This item is to authorize the City to submit an application for U.S. Department of Agriculture competitive grants. The grant would be used to provide support and coordination for farmers markets in Portland and Community Supported Agriculture (CSA) farms.

Emergency Item (answer below): X or **Non- Emergency Item:**

If emergency, why does this need to take effect immediately:

An emergency exists because the deadline for grant applications is July 1, 2011.

4. **History of Agenda Item/Background:**

The Farmers Market Promotion Program is administered by the Agricultural Marketing Service of the U.S. Department of Agriculture (USDA). The purpose of the program is to establish, expand, or promote direct producer-to consumer marketing activities within the United States.

The USDA has issued a funding opportunity announcement for grants and the Bureau of Planning and Sustainability (BPS) will apply for up to \$100,000, which is the maximum amount that may be awarded to a local entity through the FMPP.

Farmers Market Promotion Program funding will allow BPS to hire additional staff to assist local farmers markets and CSAs to coordinate various initiatives (marketing, outreach, Sustainable Nutritional Assistance (SNAP) matching programs) and work together to promote direct-market sales in Portland.

The application will build on, and expand, our existing work with farmers markets and CSAs to encourage local food consumption, healthy eating and economic development. The funding would allow an analysis and prioritization of the recommendations from the city-funded *Growing Portland's Farmers Markets/Direct-Market Economic Analysis* report in 2008.

5. Purpose of Agenda Item:

Authorize application for a grant application of up to \$100,000 from the Agricultural Marketing Service of the U.S. Department of Agriculture (USDA).

6. Legal Issues:

None.

7. What individuals or groups are or would be opposed to this ordinance? Supportive?

Opposition: None known.

Supportive: Farmers Markets in Portland, the Portland Area Community Supported Agriculture Coalition (PACSAC), the Multnomah Food Policy Council, Multnomah County Health Department.

8 How Does This Relate to Current City Policies?

This grant application is consistent with the Sustainable Food Systems Program work on the Portland Plan and Climate Action Plan, 20-minute neighborhoods and eco-district goals, and the City's overall commitment to building stronger food security, community and resiliency.

9. Community Participation:

BPS is engaged with multiple community partners to develop the grant application, secure leveraged funding, and reach constituents across the City to carry out a comprehensive community food assessment.

10. Other Government Participation:

Parks and the Citywide Wellness Committee will be asked to participate in an advisory role.

11. Financial Impact:

Portland will apply for up to \$100,000, which is the maximum amount that may be awarded to a local entity.