ORDINANCE No. 184695

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

The City of Portland ordains:

Section 1. The Council finds that:

1. The purpose of the U.S. Department of Agriculture (USDA) Farmers Market Promotion Program is to promote direct-market sales of agricultural products.

2. The USDA Farmers Market Promotion Program has issued a funding opportunity announcement and the Bureau of Planning and Sustainability (BPS) will apply for up to $100,000, the maximum amount that may be awarded to a local entity through the grant program.

3. Funding from the Farmers Market Promotion Program (FMPP) will allow BPS to hire additional staff to coordinate with community partners and assist local farmers markets and Community Supported Agriculture farms (CSAs) in establishing various initiatives (marketing, outreach, Sustainable Nutritional Assistance Program (SNAP) matching programs) and encourage collaboration to promote direct-market sales in Portland.

4. Portland's FMPP application will build on, and expand, the City's existing work with farmers markets and CSAs to encourage local food consumption, healthy eating and economic development. The funding would allow further analysis and prioritization of the recommendations from the city-funded *Growing Portland's Farmers Markets/Direct-Market Economic Analysis* report in 2008. The grant application aligns with the existing Portland Plan process and BPS's Sustainable Food Policy and Programs' efforts to strengthen the local food system in Portland.

5. No match is required by this grant. Up to $100,000 could be appropriated to Cost Center PNSD000002 if the grant is awarded.

NOW, THEREFORE, the Council directs:

a. The Mayor is hereby authorized to make application to the U.S. Department of Agriculture for a grant in the amount of $100,000.

b. The Mayor is authorized to provide such information and assurances as are required for the grant period.

c. The Director of the Bureau of Planning and Sustainability is authorized to execute subsequent amendments that do not increase the City's performance obligations or financial risk.
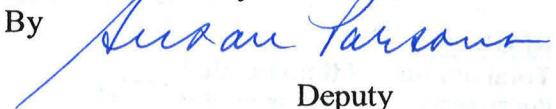
d. The OMF Grants Office is authorized to perform all administrative matters in relation to the grant application, grant agreement or amendments, requests for reimbursement from the grantor, and to submit required online grant documents on the Mayor's behalf.

Section 2. The Council declares that an emergency exists because the deadline for submitting the application is July 1, 2011; therefore, this ordinance shall be in force and effect from and after its passage by the Council.

Passed by the Council: JUN 29 2011

Mayor Sam Adams
Prepared by: Steve Cohen
June 29, 2011

LaVonne Griffin-Valade
Auditor of the City of Portland
By _____
                                    Deputy

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Agenda No.
ORDINANCE NO. **184695**
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)

INTRODUCED BY Commissioner/Auditor: **Mayor Sam Adams**	CLERK USE: DATE FILED ___ JUN 2 4 2011 ___
COMMISSIONER APPROVAL	LaVonne Griffin-Valade Auditor of the City of Portland
Mayor—Finance and Administration - Adams	
Position 1/Utilities - Fritz	By: _____ Deputy
Position 2/Works - Fish	
Position 3/Affairs - Saltzman	ACTION TAKEN:
Position 4/Safety - Leonard	
BUREAU APPROVAL	
Bureau: Planning and Sustainability Bureau Head: Susan Anderson	
Prepared by: Steve Cohen Date Prepared: June 20, 2011	
Financial Impact Statement Completed ☒ Amends Budget ☐ Not Required ☐	
Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes ☐ No ☒	
Council Meeting Date **June 29 , 2010**	
City Attorney Approval GF	

AGENDA	FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
			YEAS	NAYS
TIME CERTAIN ☐ Start time: _____ Total amount of time needed: _____ (for presentation, testimony and discussion)	1. Fritz	1. Fritz	✓	-
	2. Fish	2. Fish	✓	
CONSENT ☒	3. Saltzman	3. Saltzman		
REGULAR ☐ Total amount of time needed: _____ (for presentation, testimony and discussion)	4. Leonard	4. Leonard	✓	
	Adams	Adams	✓	