



Administrative Services Committee Meeting

Meeting Date: 04/11/2023

HCD_ MOU in partnership with the American Heart Association (AHA) and Augusta Locally Grown (ALG) to continue the Farmer's Market in the Laney Walker/Bethlehem area approval request

Department:	HCD
Presenter:	Hawthorne Welcher, Jr. and/or HCD Staff
Caption:	Motion to approve HCD's request to resume the farmers' markets in partnership with the American Heart Association and Augusta Locally Grown, in the LW/B area.
Background:	In 2008, the Augusta Commission passed legislation supporting community development in Laney Walker/Bethlehem. Since that time, the Augusta Housing & Community Development Department has developed a master plan and development guidelines for the area, set up financial incentive programs for developers and home buyers, selected a team of development partners to focus on catalytic change, and created a marketing strategy to promote the overall effort.

Partnership Responsibilities:

Housing and Community Development will:

- HCD to provide a secure location for farmer's market setup.
- HCD to provide learning opportunities in conjunction with The American Heart Association and Augusta Locally Grown for patrons, residents, and local business owners.
- HCD to foster partnerships through their resources that would benefit the local residents.
- HCD to provide a total of \$10,000.00 (Ten Thousand Dollars and 00/100) for marketing and entertainment purposes.

The American Heart Association will:

- AHA to promote the market and feature foods offered on social media, in the news media, etc.
- AHA to continue to foster partnerships, create a volunteer network, and seek to secure additional funding which will ensure sustainability of the market's growth.

Augusta Locally Grown will:

- ALG to maintain oversight and manage vendors' market insurance documents

- ALG to offer double SNAP/EBT benefits to customers
- ALG to provide staff support and management service to operate market

<u>Address</u>	<u>Budget</u>	<u>Project Type</u>
850 Laney Walker Blvd. Augusta, GA 30901	\$10,000	Special Project

Analysis:

Approval of this request will allow for the Laney Walker Farmers' Market to continue in partnership with HCD, ALG, and AHA.

Financial Impact:

HCD utilizes Laney Walker/Bethlehem Revitalization funding.
Contract Amount: \$10,000

Alternatives:

Deny HCDs Request

Recommendation:

Motion to approve HCD's request to resume the farmers' markets in partnership with the American Heart Association and Augusta Locally Grown, in the LW/B area.

Funds are available in the following accounts:

Funding: Bond
GL Code: 297-07-5220-5211119

REVIEWED AND APPROVED BY:

Procurement
Finance
Law
Administrator
Clerk of Commission