

Memorandum of Understanding

Between

Augusta Housing & Community Development

American Heart Association & Augusta Locally Grown

Two Year Agreement

This Memorandum of Understanding (“MOU”) is entered into on the ____ day of _____, 2023 by and between the Augusta, GA, (c/o) Housing and Community Development Department (HCD), and American Heart Association, (AHA) & Augusta Locally Grown, (ALG). American Heart Association (AHA) is an active, innovative organization committed to research and dedication to promote healthy lifestyles and longevity throughout the country and locally within the CSRA. Augusta Locally Grown (ALG) is a local organization that promotes small farms and gardens by making their all-natural, locally grown, sustainably-grown fresh foods available for sale in the Augusta-area community.

The above-named parties to this Memorandum of Understanding recognize the importance of facilitating mobile markets to address food insecurity. Housing & Community Development’s primary focus is to create positive change by promoting self-sufficiency through partnership in economic development, quality housing, and neighborhood reinvestment.

Part I. Structure and Purpose of Initiative

The local initiative will be known as the Augusta Locally Grown, American Heart Association, and Augusta (c/o HCD) Initiative. This initiative will provide an alternative access to fresh produce and healthy nutritious food, while helping to eradicate the food desert in the Laney Walker/Bethlehem (LWB) area.

Part II. Partnership Goals

The goal of the Initiative is to partner with AHA and ALG to provide a Farmer’s Market in LWB which will:

- Foster partnerships through Augusta Housing and Community Development’s resources that would benefit the local residents,
- Create an experience with the Laney Walker/Bethlehem Farmer’s Market to provide local opportunities,
- Showcase local food vendors, food trucks, etc., and
- Provide access to fresh and healthy produce.

Part III. Responsibilities of the Parties:

It is understood that HCD, AHA, and ALG will work together as a team to effectively meet the community’s needs within Laney Walker/Bethlehem. This level of collaboration will require thorough and timely communication between all parties.

- 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 divided over the two (2) year agreement period.
- 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.
- ALG to establish and organize the farmer's market vendors
- 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

Part IV. Payment & Fees

HCD agrees to commit a total of \$10,000 for the two (2) years for event activities to include (but not limited to) marketing (i.e. radio, billboards, social media, newspapers), entertainment, etc. as a pledge of support.

Part V. Public Relations

The parties agree that initially, and throughout the term of this MOU, marketing, and public announcements relative to Initiative activities be coordinated among and approved by both HCD, AHA, and ALG prior to public release.

Part VI. Relationship of Parties

Nothing in this MOU shall be deemed to constitute or create an association, partnership or joint venture among the participating parties, or any agency or employer-employee relationship. No party is granted, nor shall it represent that it has been granted, any right or authority to assume or create any obligation or responsibility, expressed or implied, on behalf of, or in the name of another party, or bind another party in any manner.

Part VII. Term; Early Termination

The term of the MOU is twenty-four (24) months from the date of the execution. It is the intention of the participants to work diligently to ensure that within 90 days, all of the Initiative Development Goals shall be met. At that time, renewal of the partnership may be extended upon the agreement of both parties. The participating parties reserve the right to terminate the MOU with 90 days' notice.

Part VIII. Administration and Reports

HCD will facilitate monitoring the Initiative and providing bi-monthly reports to the participants.

Part IX. Additional Provisions

HCD, AHA, and ALG shall each identify a primary contact and an alternative contact.

Part X. Acknowledgements

As the authorized representative for my organization, I have read this MOU regarding the Initiative. I agree that it accurately describes the purpose, operational plan, and roles of the Initiative participants. I understand that this document is not a contract and is not a legally binding agreement.

However, by executing this Memorandum of Understanding, I further understand that the participating parties are forming an alliance to accomplish the goals set forth herein.

IN WITNESS WHEREOF, the parties hereto have caused this Memorandum of Understanding to be executed on the day and year below.

ATTEST: American Heart Association

ATTEST: Augusta Locally Grown

ATTEST: Augusta, GA

By: _____
Garnett L. Johnson
As Mayor, Augusta, GA

Date: _____

By: _____
Takiyah A. Douse
As Interim City Administrator

Date: _____

By: _____
Hawthorne E. Welcher, Jr.
As Director, HCD

Date: _____

Approved as to Form by: _____ Date: _____

SEAL

Lena Bonner
As its Clerk of Commission

American Heart Association

By: _____

Date: _____

Name: _____

Title: _____

Augusta Locally Grown

By: _____

Date: _____

Name: _____

Title: _____