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#### Submission information

Form: [Special Service Contract Program](#) [1]

Submitted by Visitor (not verified)

Sun, 09/07/2025 - 5:13pm

#### Title of Project

Expanding Mt. Hood Farmer's Market

#### Applicant Organization

AntFarm

#### Federal Tax-Exempt ID Number

[REDACTED]

#### Organization Address

39140 Proctor Blvd

#### Organization City, State, ZIP

Sandy OR, 97055

#### Name of Project Manager

Neal Hatley

#### Project Manager Phone

[REDACTED]

#### Project Manager Email

[REDACTED]

#### Project Beginning Date

Fri, 05/01/2026

#### Project End Date

Sat, 10/31/2026

#### Please describe your 2025-2027 SSCP project

The Mt. Hood Farmer's Market (MHFM), operated by AntFarm Youth & Family Services, is a cornerstone of community connection and local economic vitality in Sandy. Running weekly from May through October, the market brings together 40 to 50 vendors offering fresh produce, locally raised meats, artisan foods, handmade goods, and cultural performances. Each week, hundreds of Sandy residents and visitors gather downtown to access healthy, affordable food, support small businesses, and experience a vibrant, family-friendly community space.

For the 2025–2027 cycle, SSCP funding will strengthen MHFM's ability to serve Sandy residents while expanding its role as a driver of tourism-related economic development. Specifically, the project will:

Increase tourism and economic vitality by funding expanded marketing and outreach efforts, attracting visitors from across the Mt. Hood Corridor and surrounding cities, and promoting Sandy's

vendors and businesses.

Support health and well-being by maintaining programs like SNAP/EBT and Double Up Food Bucks (over \$10,000 used in 2024), ensuring low-income residents can access nutrient-rich foods.

Enhance livability by offering workshops, performances, and shaded seating areas that encourage families to stay, eat, and connect with neighbors in a safe and welcoming setting.

Celebrate history and heritage by showcasing Sandy's agricultural traditions and cultural diversity through local farmers, Latinx cultural events, artists, and musicians.

The market also provides meaningful youth workforce opportunities. AntFarm employs youth each season in market operations and supports volunteer service-learning opportunities for students. These roles give young people hands-on experience in customer service, event management, and community engagement, while reinforcing the value of civic contribution.

SSCP support will be used for staffing, infrastructure, signage, and marketing, ensuring MHFM remains a sustainable long-term investment for Sandy. With over a decade of proven operations, leveraged support from vendor fees, Planet365 recycling revenue, and statewide grants, MHFM will continue to thrive beyond this funding cycle—serving as both a healthy food access point and a welcoming gateway to Sandy for visitors traveling to and from Mt. Hood.

**What is the dollar amount of SSCP grant funding you are requesting?**

\$5,000.00

**Which of the 2025-2027 program objectives will your project achieve?**

- Drive tourism-related economic development within Sandy city limits
- Support the health and physical well-being of residents within Sandy city limits
- Enhance community livability within Sandy city limits (especially safety & attractiveness)
- Preserve and / or celebrate Sandy's history and heritage

**Please specifically describe how your project meets the selected program objective(s)**

The Mt. Hood Farmer's Market (MHFM) strongly aligns with all four SSCP program objectives, with primary emphasis on driving tourism-related economic development.

**Drive Tourism-Related Economic Development**

MHFM attracts hundreds of patrons each week and serves as a gateway for visitors traveling to and from Mt. Hood. Expanded marketing and vendor promotions will draw shoppers from surrounding communities, while incentives for out-of-town vendors will increase product diversity. This growth boosts vendor sales and drives additional foot traffic to nearby Sandy businesses, strengthening the local economy.

**Support the Health and Physical Well-Being of Residents**

MHFM provides direct access to fresh, locally grown produce, meats, and value-added foods. In 2024, over \$10,000 in Double Up Food Bucks were redeemed, ensuring SNAP customers could double their purchasing power. Workshops hosted by local farmers and vendors will further promote healthy eating, sustainable gardening, and active living.

**Enhance Community Livability**

The market creates a vibrant, family-friendly space in downtown Sandy where residents gather, enjoy music, and connect with neighbors. Investments in infrastructure, such as shaded seating

areas, signage, and cooling systems, make the space safer and more enjoyable for families, seniors, and youth. By employing youth staff and offering volunteer service-learning opportunities, the market also cultivates civic engagement and community pride.

### Preserve and Celebrate Sandy's History and Heritage

The market reflects Sandy's agricultural roots by supporting local farmers and food producers while also embracing the city's growing cultural diversity. Events highlighting Latinx vendors, artists, and musicians, along with Spanish-language outreach through AntFarm's Nuevo Futuro program, celebrate Sandy's heritage while creating a more inclusive and welcoming community.

Together, these objectives position the Mt. Hood Farmer's Market as both a vital community service and a powerful economic driver for Sandy.

### **Please specifically describe how residents within Sandy city limits will benefit from the project**

The Mt. Hood Farmer's Market directly benefits Sandy residents by providing a welcoming, convenient downtown space to access fresh, affordable, and locally produced food. Each week, hundreds of Sandy households shop at the market, supporting their families' health while keeping their dollars in the local economy. In 2024 alone, market visitors redeemed more than \$10,000 in Double Up Food Bucks, doubling the value of their SNAP benefits and making fresh fruits and vegetables more affordable and accessible.

Beyond food access, the market enhances the daily lives of Sandy residents by creating a safe, family-friendly space where neighbors gather, enjoy live music, attend workshops, and participate in cultural events. Residents benefit from infrastructure improvements such as shaded seating and cooling stations, which make the market more enjoyable during hot summer days.

The market also supports the financial well-being of Sandy residents by providing a venue for local farmers, artisans, and food producers to sell directly to customers, generating income and encouraging entrepreneurship. Moreover, many businesses in Sandy see increased foot traffic on farmer's market day. Youth from Sandy benefit as well, through seasonal employment and volunteer service-learning opportunities that build work skills, confidence, and civic pride.

For over a decade, the Mt. Hood Farmer's Market has been a centerpiece of community connection in Sandy. With SSCP support, it will continue to grow as a place where residents find healthy food, economic opportunity, and a deeper sense of community belonging.

### **Please identify and describe the measurements that will be used to assess the project's positive impact on Sandy residents**

The Mt. Hood Farmer's Market will track a clear set of measurements to evaluate its positive impact on Sandy residents during the 2025–2027 grant cycle. Market staff will monitor weekly counts of customers and estimate the balance of residents and visitors, while customer surveys will help identify how many Sandy households regularly shop at the market.

Food access and affordability will be measured through the total dollar amount of SNAP and Double Up Food Bucks redeemed, with a goal of surpassing the \$10,000 redeemed in 2024. Families will also be surveyed about their ability to access fresh fruits, vegetables, and locally produced foods.

Economic benefit will be assessed by reviewing vendor sales data, the number of Sandy-based vendors participating, and trends in new and returning vendors season over season.

Community engagement and livability will be measured by the number of workshops, performances, and cultural events offered each year, as well as customer satisfaction surveys collected both at the

market and online. Feedback will also be gathered on the use and impact of infrastructure improvements such as picnic tables, shaded seating, and misting stations.

Youth and workforce development will be measured by the number of Sandy youth employed or volunteering at the market, along with tracking of service-learning hours completed. Feedback from youth participants will capture skills gained in areas such as customer service, event management, and leadership.

Together, these measures will show how the market strengthens health, economic vitality, and community life in Sandy. Outcomes will be reported to the City of Sandy and will include vendor stories, customer testimonials, and photos that illustrate the market's role as a central community hub.

**Please describe how this project represents good value for the City; maximizing the public benefits generated from this investment of taxpayer funds**

The Mt. Hood Farmer's Market represents excellent value for the City of Sandy by multiplying the impact of taxpayer investment through leveraged funds, community partnerships, and long-lasting benefits.

A modest SSCP grant will be combined with vendor fees, AntFarm's Planet365 recycling revenue, statewide grants, and private donations, ensuring every City dollar is matched by other resources. This approach stretches taxpayer funds and maximizes impact by covering staffing, infrastructure, and outreach costs that directly benefit Sandy residents.

The market generates broad public benefits across multiple sectors:

**Economic development:** Each week, 40–50 local vendors sell their products, drawing both Sandy residents and out-of-town visitors. This activity stimulates vendor income while driving additional spending at downtown businesses.

**Health and wellness:** Over \$10,000 in Double Up Food Bucks were redeemed in 2024, helping low-income families afford fresh, healthy food—an outcome that far exceeds the City's investment.

**Community livability:** Shaded seating, cultural performances, and workshops transform the market into a lively community gathering place that improves quality of life.

**Workforce development:** The market employs youth and offers volunteer service-learning opportunities, building civic pride and job readiness among Sandy's young people.

By supporting a project with over a decade of proven success, the City ensures that its investment creates both immediate and lasting returns. The Mt. Hood Farmer's Market not only meets the City's objectives but also generates outcomes that far exceed the scale of the funding requested, making it one of the most cost-effective ways to invest in Sandy's economy, health, and community well-being.

**Please describe how this project represents a sustainable long-term investment of taxpayer funds. How will this investment be leveraged to provide services in the future?**

The Mt. Hood Farmer's Market is a proven, sustainable project with over a decade of successful operations in Sandy. SSCP funding will not only strengthen the market during the 2025–2027 cycle but will also create lasting value by supporting outreach and media that will continue to serve residents for years to come.

Taxpayer investment will be leveraged in several key ways:

Infrastructure with long-term use: Funding for signage systems will provide multi-year assets that increase safety, visibility, and comfort for residents and visitors.

Expanded marketing reach: SSCP dollars will allow the market to attract more out-of-town shoppers and tourists on their way to Mt. Hood, creating a sustained economic ripple effect for Sandy businesses. Additionally, SSCP funding will allow for the creation of video media that will be used for promotion far beyond the 2025-2027 cycle.

Leveraged funding streams: SSCP support will complement existing revenue from vendor fees, AntFarm's Planet365 recycling program, statewide SNAP/DUFB incentives, and private grants such as those from OFMA and USDA. By demonstrating strong City backing, this project also becomes more competitive for large-scale external funding opportunities.

Workforce pipeline: Each year, the market employs youth and provides service-learning volunteer opportunities, developing the next generation of Sandy's workforce while reinforcing community pride.

In combination, these elements ensure that City funding will be multiplied and sustained. SSCP support does not simply fund a single season, it invests in an enduring community asset that improves health, boosts the local economy, and builds resilience for Sandy's future.

**Have you received grant funding in the past, either through SSCP or through another organization?**

Yes

**Please indicate the program/organization from which you received grant funding; the year; and the dollar amount**

CommunityConnect, 2022-23, \$5,600.00

**Did you successfully comply with all terms and requirements of the past grant funding you received?**

Yes

**Are you requesting an Alternative Payment Accommodation per Section 7 of the Program Guidelines?**

No

**Project Budget**

[city\\_of\\_sandy\\_sscp\\_farmers\\_market\\_project\\_budget.xlsx](#) [2]

**If you would like to provide supplementary project documents, promotional materials, or other files for the City's consideration, you may upload them here**

**Certification of Eligibility**

I certify that the proposed project is eligible for funding under the Program Guidelines. Specifically: the project will directly benefit residents living within Sandy city limits; the applying organization is tax-exempt under the Internal Revenue Code in good standing with the IRS; the project will not promote or inhibit religious activities; the project will not promote or inhibit political activities; the project will not discriminate based on race, ethnicity, age, gender, or sexual orientation; the project will not involve "self-dealing" or similar conflicts of interest as defined in the Project Guidelines; the project has a clear public benefit and has the permission of the owner of the property on which it will take place (if applicable); the applicant has a positive record of successful grant completion and compliance with City policies and regulations; and the requested funding for organization staffing will be dedicated to the execution of the specific project being applied for (if applicable).

**Agreement / Certification of Accuracy**

I certify that the information contained in this application is true and correct to the best of my knowledge. I understand that if the City finds the information in this application to be false, or if I fail to abide by all provisions and requirements of the SSCP Program Guidelines or all terms of the grant agreement executed between my organization and the City of Sandy, I will lose my eligibility to receive current and future grant funds, and may be required to return to the City any grant funds already received. I further understand that all materials submitted through this application and as part of this grant program may be subject to disclosure under public records laws.

**Source URL:**<https://www.ci.sandy.or.us/node/23491/submission/23977>

**Links**

[1] <https://www.ci.sandy.or.us/administration/webform/special-service-contract-program> [2]  
[https://www.ci.sandy.or.us/system/files/webform/city\\_of\\_sandy\\_sscp\\_farmers\\_market\\_project\\_budget.xlsx](https://www.ci.sandy.or.us/system/files/webform/city_of_sandy_sscp_farmers_market_project_budget.xlsx)

2025-2027 SPECIAL SERVICE CONTRACT PROGRAM GRANT APPLICATION BUDGET FORM



| <b>Project Name:</b>  |              | Expanding Mt. Hood Farmer's Market |               |            |                            |                             |                     |            |             |
|---|--------------|------------------------------------|---------------|------------|----------------------------|-----------------------------|---------------------|------------|-------------|
| <b>Applicant Name:</b>  |              | AntFarm                            |               |            |                            |                             |                     |            |             |
| BUDGET ITEM   | Units Needed | Units of Measure                   | Cost Per Unit | Total Cost | SSCP Grant                 | Matching Funds              |                     | TOTALS     |             |
|   |              |                                    |               |            | (A) SSCP Funding Requested | (B) Other Funding Sources * | (C) In-Kind Support |            |             |
| <b>Personnel Costs:</b> List Personnel Working on Project, their pay rate, days or hours worked, and whether they will be paid by grant, other funding, or in-kind match (volunteer). If they are volunteering, assume a pay value of \$33.49 per hour. |              |                                    |               |            |                            |                             |                     |            |             |
| Market Manager  | 192          | Hours                              | \$28.00       | \$5,376.00 | \$2,312.90                 | \$3,063.10                  |                     | \$5,376.00 |             |
| Videographer  | 48           | Hours                              | \$28.00       | \$1,344.00 | \$578.23                   | \$765.77                    |                     | \$1,344.00 |             |
| Social Media Manager  | 24           | Hours                              | \$28.00       | \$672.00   | \$289.11                   | \$382.89                    |                     | \$672.00   |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
| <b>Subtotal Personnel Costs</b>   |              |                                    |               | \$7,392.00 | \$3,180.24                 | \$4,211.76                  |                     | \$7,392.00 |             |
| <b>Materials / Supplies / Equipment</b>   |              |                                    |               |            |                            |                             |                     |            |             |
| Signage   | 24           | Items                              | \$15.00       | \$360.00   | \$154.88                   | \$205.12                    |                     | \$360.00   |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
| <b>Subtotal Materials/Supplies/Equipment:</b>   |              |                                    |               | \$360.00   | \$154.88                   | \$205.12                    |                     | \$360.00   |             |
| <b>Event Fees / Publicity / Marketing</b>   |              |                                    |               |            |                            |                             |                     |            |             |
| Digital Adds  | 48           | Units                              | \$25.00       | \$1,200.00 | \$516.27                   | \$683.73                    |                     | \$1,200.00 |             |
| Print Adds  | 24           | Units                              | \$25.00       | \$600.00   | \$258.14                   | \$341.86                    |                     | \$600.00   |             |
| <b>Subtotal Fees/Publicity/Marketing</b>  |              |                                    |               | \$1,800.00 | \$774.41                   | \$1,025.59                  |                     | \$1,800.00 |             |
| <b>Transportation Costs</b>   |              |                                    |               |            |                            |                             |                     |            |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
| <b>Subtotal Transportation and Other Costs</b>  |              |                                    |               | \$0.00     | \$0.00                     | \$0.00                      |                     | \$0.00     |             |
| <b>Project Administration (clerical, printing, postage, permits, etc.)</b>  |              |                                    |               |            |                            |                             |                     |            |             |
| Insurance & Payroll Processing  | 1            | 28%                                | \$2,069.76    | \$2,069.76 | \$890.47                   | \$1,179.29                  |                     | \$2,069.76 |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
| <b>Subtotal Admin Costs</b>   |              |                                    |               | \$2,069.76 | \$890.47                   | \$1,179.29                  |                     | \$2,069.76 |             |
| <b>Misc Other Costs</b>   |              |                                    |               |            |                            |                             |                     |            |             |
|   |              |                                    |               | \$0.00     | \$0.00                     | \$0.00                      |                     | \$0.00     |             |
|   |              |                                    |               |            |                            |                             |                     | \$0.00     |             |
| <b>Subtotal Misc. Other Costs</b>   |              |                                    |               | \$0.00     | \$0.00                     | \$0.00                      |                     | \$0.00     |             |
| <b>TOTAL PROJECT COSTS</b>  |              |                                    |               |            | \$11,621.76                | \$5,000.00                  | \$6,621.76          | \$0.00     | \$11,621.76 |

| * Other Funding Sources - List Sources Here | Amt. Funded       |
|---|-------------------|
| Oregon Farmer's Market Association          | \$5,000.00        |
| Embold Credit Union                         | \$1,000.00        |
| Clackamas Soil & Water                      | \$1,000.00        |
|   |                   |
| <b>Total: Other Funding Sources</b>         | <b>\$7,000.00</b> |