



MARIPOSA COUNTY

Administration/Community Development • 209-966-3271



RESOLUTION - ACTION REQUESTED 2016-223

MEETING: May 10, 2016

TO: The Board of Supervisors

FROM: Mary Hodson, CAO

RE: Request for Approval to Apply for USDA Rural Business Development
Farmers Market Promotion Grant

RECOMMENDATION AND JUSTIFICATION:

Approve Applying for a United States Department of Agriculture (USDA) Rural Business Development Farmers' Market Promotion Grant to fund the marketing of the Mariposa Farmers' Market; and Authorize the County Administrative Officer to Sign the Grant Application. The marketing of the Farmers' Market will include business to consumer marketing to increase attendance to the market, business to business marketing to increase vendor participation at the market and marketing to include the Made in Mariposa brand with the Mariposa Farmers' Market.

The USDA Rural Business Development Farmers' Market Promotion grant will be used to fund the marketing (web site, collateral material, public relations) and expansion of the Mariposa Farmers' Market throughout Mariposa County, as well as outside the County. The grant functions will be carried out in a coordinated effort with the Mariposa Chamber of Commerce and the Mariposa County Community Development/Grant Coordinator. If the County is successful in being awarded the grant, then a Memorandum of Understanding (MOU) will be prepared for review and approval by the Board of Supervisors with the Mariposa Chamber of Commerce and Mariposa County.

The grant award amount that the County is applying for is \$100,000 and there is no grant match or cost share required.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has approved grant applications for programs that benefit the citizens of Mariposa County.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve applying for the USDA Rural Business Development Grant. This action will eliminate Mariposa County from being a possible recipient of the grant funds

FINANCIAL IMPACT:

There will be no financial impact, as the grant application does not require a grant match or cost share.

ATTACHMENTS:

Narrative Application (PDF)

timeline (DOCX)

application_farmers market_usda (PDF)

Chamber of Commerce Letter of Support for USDA grant app (DOCX)

EDC Letter of Support for USDA grant application (PDF)

CAO RECOMMENDATION

Requested Action Recommended


Mary Hodson, CAO 5/5/2016

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Marshall Long, District III Supervisor

SECONDER: Merlin Jones, District II Supervisor

AYES: Smallcombe, Jones, Long, Cann, Carrier