

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Museums & Cultural Affairs Department

AGENDA DATE: May 26, 2020

CONTACT PERSON NAME and PHONE NUMBER:
Ben Fyffe (915) 212-1766

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

Resolution to allow the Museums and Cultural Affairs Department to apply for \$290,481.50 in federal funding from the USDA Farmers Market Promotion Grant Program to support the Downtown Art & Farmers Market.

BACKGROUND / DISCUSSION:

The Museums & Cultural Affairs Department is requesting \$290,481.50 in funding from the USDA Farmers Market Promotion Program in support of the El Paso Downtown Artist and Farmers Market. Funding would support "Virtually Expanding: Creating opportunity for growers and farmers to expand their business online," an innovative program that would launch a mobile application that promotes the EPDAFM, connects local growers to new audiences, encourages local small business development, and targets agrotourism opportunities in partnership with Visit El Paso. Funding from the USDA would provide salary support for the EPDAFM Coordinator, the Marketing and Production Coordinator, and marketing costs for the EPDAFM for the grant term of three years.

PRIOR COUNCIL ACTION:

The Downtown Art & Farmers Market was established by Ordinance on June 14, 2011.

AMOUNT AND SOURCE OF FUNDING:

MCAD is requesting \$290,481.50 from the USDA. Match will come from already budgeted salaries and benefits at \$128,177.25 over the course of the three-year grant term.

BOARD / COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:



(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

RESOLUTION

WHEREAS, the City of El Paso (the “City”) is eligible to apply for grants through the USDA Farmers Market and Local Food Promotion Program; and;

WHEREAS, the El Paso City Council seeks to apply for grant funding through the USDA in the amount of \$290,481.50 including \$128,177.25 in City matching funds for the City’s Downtown Artist and Farmers Market For FY2021-FY2023 and;

WHEREAS, the El Paso City Council designates the City Manager or his designee as the City’s authorized official.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

1. **THAT**, the El Paso City Council authorizes the submission to the USDA Farmers Market and Local Food Promotion Program in the amount of \$290, 481.50 for the City of El Paso’s Downtown Artist and Farmers Market for FY2021-FY2023.
2. **THAT**, the City of El Paso shall provide \$128,177.25 in matching funds for said grant;
3. **THAT**, the City Manager or designee is authorized to apply for, accept, reject, alter and/or terminate said grant; and
4. **BE IT FURTHER RESOLVED THAT**, the City Manager or designee is authorized to sign any related paperwork, including but not limited to, the actual grant contract, the authorization of budget transfers, and/or revisions to the operation plan, as well as any grant amendments, corrections or extensions of the grant agreement which increase, decrease or de-obligate program funds, provided that no additional City funds are required.

APPROVED this ____ day of _____, 2020.

CITY OF EL PASO:

Dee Margo
Mayor

ATTEST:

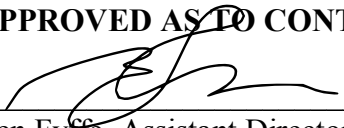
Laura D. Prine
City Clerk

APPROVED AS TO FORM:

Russell Abeln

Russell T. Abeln
Assistant City Attorney

APPROVED AS TO CONTENT:



Ben Fyffe, Assistant Director
Museum & Cultural Affairs Dept.