

GRANT APPLICATION SUMMARY SHEET

Grant Name: Project Diabetes 22-25
Department: FARMERS MKT.

Grantor: TENNESSEE DEPARTMENT OF HEALTH
Pass-Through Grantor (If applicable):

Total Applied For: \$81,100.00
Metro Cash Match: \$0.00

Department Contact: Heather Hoch
922-8881

Status: NEW

Program Description:

The Nashville Farmers' Market has applied for an \$81,100 grant from the TN Department of Health's Project Diabetes initiative to encourage nutritious eating in Davidson County. The grant will fund our SNAP dollar doubling program, Fresh Bucks, which helps individuals facing food insecurity to make healthier grocery choices by offering matched dollar-for-dollar incentives to shop with our local farmers. The funding will be reimbursed over three years, with most of the funding going to those direct-to-user incentives, but also will fund program marketing, supplies and a seasonal intern to help administer program activities during our peak summer season. Since the funds are spent with our farmers exclusively, the program additionally serves as a revenue boost for local agriculture.

Plan for continuation of services upon grant expiration:

The Nashville Farmers' Market will be partnering with the Tennessee Association of Farmers' Markets over the next couple years to submit a grant application for the federal GusNIP grant to get funding for double up incentives at all Tennessee farmers' markets. It is due, in part, to this Project Diabetes grant funding that we will have the capacity to focus on this longer-term, statewide initiative.

APPROVED AS TO AVAILABILITY OF FUNDS:

DocuSigned by:
Kelly Flannery 6/13/2022
CF518D4D905F4EB
Director of Finance **Date**

APPROVED AS TO FORM AND LEGALITY:

DocuSigned by:
Nicki Eke 6/13/2022
315FF5881C1B6400
Metropolitan Attorney **Date**

APPROVED AS TO RISK AND INSURANCE:

DocuSigned by:
Balogun Cobb 6/13/2022
0004512F3711
Director of Risk Management Services **Date**

Grants Tracking Form

Part One

Pre-Application <input type="radio"/>		Application <input checked="" type="radio"/>		Award Acceptance <input type="radio"/>		Contract Amendment <input type="radio"/>	
Department	Dept. No.	Contact				Phone	Fax
FARMERS MKT.	60.00	Heather Hoch				922-8881	N/A
Grant Name:		Project Diabetes 22-25					
Grantor:		TENNESSEE DEPARTMENT OF HEALTH				Other:	
Grant Period From:		07/01/22		(applications only) Anticipated Application Date:			
Grant Period To:		06/30/25		(applications only) Application Deadline:			
Funding Type:	STATE	Multi-Department Grant		<input type="checkbox"/> If yes, list below.			
Pass-Thru:		Outside Consultant Project:		<input type="checkbox"/>			
Award Type:	COMPETITIVE	Total Award:		\$81,100.00			
Status:	NEW	Metro Cash Match:		\$0.00			
Metro Category:	New Initiative	Metro In-Kind Match:		\$0.00			
CFDA #	N/A	Is Council approval required?		<input checked="" type="checkbox"/>			
Project Description:		Applic. Submitted Electronically? <input checked="" type="checkbox"/>					
<p>The Nashville Farmers' Market has applied for an \$81,100 grant from the TN Department of Health's Project Diabetes initiative to encourage nutritious eating in Davidson County. The grant will fund our SNAP dollar doubling program, Fresh Bucks, which helps individuals facing food insecurity to make healthier grocery choices by offering matched dollar-for-dollar incentives to shop with our local farmers. The funding will be reimbursed over three years, with most of the funding going to those direct-to-user incentives, but also will fund program marketing, supplies and a seasonal intern to help administer program activities during our peak summer season. Since the funds are spent with our farmers exclusively, the program additionally serves as a revenue boost for local agriculture.</p>							
Plan for continuation of service after expiration of grant/Budgetary Impact:							
<p>The Nashville Farmers' Market will be partnering with the Tennessee Association of Farmers' Markets over the next couple years to submit a grant application for the federal GusNIP grant to get funding for double up incentives at all Tennessee farmers' markets. It is due, in part, to this Project Diabetes grant funding that we will have the capacity to focus on this longer-term, statewide initiative.</p>							
How is Match Determined?							
Fixed Amount of \$		\$0.00	or		0.0%	% of Grant	
Explanation for "Other" means of determining match:		Other: <input type="checkbox"/>					
For this Metro FY, how much of the required local Metro cash match:							
Is already in department budget?		No		Fund		Business Unit	
						NA	
(Indicate Match Amount & Source for Remaining Grant Years in Budget Below)							
Other:							
Number of FTEs the grant will fund:		0.00		Actual number of positions added:		(seasonal intern)	
Departmental Indirect Cost Rate		6.00%		Indirect Cost of Grant to Metro:		\$4,866.00	
*Indirect Costs allowed? <input type="radio"/> Yes <input checked="" type="radio"/> No		% Allow.		Ind. Cost Requested from Grantor:		\$0.00 in budget	
*(If "No", please attach documentation from the grantor that indirect costs are not allowable. See Instructions)							
Draw down allowable?		<input type="checkbox"/>					
Metro or Community-based Partners:							
<p>The Fresh Bucks program is made possible by the cooperation of our farmers, who apply individually to accept EBT transactions. Those farmers are currently Troy Smiley of Smiley's Farm, Thomas Brand of Plano Produce, Melissa Cole of Pure Pasture and . Additionally, Piedmont Gas gave NFM a small sponsorship to fund the last half of the FY22 fiscal year.</p>							

Part Two

Grant Budget										
Budget Year	Metro Fiscal Year	Federal Grantor	State Grantor	Other Grantor	Local Match Cash	Match Source (Fund, BU)	Local Match In-Kind	Total Grant Each Year	Indirect Cost to Metro	Ind. Cost Neg. from Grantor
Yr 1	FY23	\$0.00	\$24,900.00		\$0.00	60511000, 409518	\$0.00	\$24,900.00	\$1,622.00	\$0.00
Yr 2	FY24	\$0.00	\$26,900.00		\$0.00	60511000, 409518	\$0.00	\$26,900.00	\$1,622.00	\$0.00
Yr 3	FY25	\$0.00	\$29,300.00		\$0.00	60511000, 409518	\$0.00	\$29,300.00	\$1,622.00	\$0.00
Yr 4	FY__									
Yr 5	FY__									
Total		\$0.00	\$81,100.00		\$0.00		\$0.00	\$81,100.00	\$4,866.00	\$0.00
Date Awarded:				05/24/22	Tot. Awarded:		\$81,100.00	Contract#:		N/A
(or) Date Denied:					Reason:					
(or) Date Withdrawn:					Reason:					

Contact: trinity.weathersby@nashville.gov
vaughn.wilson@nashville.gov

TW

RFA 34347-54223 Project Diabetes Application

GRANT APPLICATION

1. Applicant Information: *

Organization Name

Nashville Farmers' Market

First Name

Heather

Last Name

Hoch

Title

Program Coordinator III

Street Address

900 Rosa L Parks Blvd

City

Nashville

State

TN

Zip

37208

Phone Number

4806399481

Email Address

heather.hoch@nashville.gov

Re-confirm Email Address

heather.hoch@nashville.gov

2. Select the category you are applying for: *

Category A: Three fiscal years with funds not to exceed \$150,000 per year with a maximum total of \$450,000 ▼

3. Select the performance goal(s) that will be the focus for your project: *

- Goal 1: Creating food and beverage environments that ensure that healthy food and beverage options are the routine, easy choice.
- Goal 2: Make physical activity an integral and routine part of life.

4. Performance Goal 1: Check the strategy(ies) that your organization will implement to ensure that healthy food and beverage options are the routine, easy choice. For each strategy selected, you must write at least one well-defined SMART objective, or more as needed, to clearly delineate how you will implement the selected strategy.

*

- Strategy 1.1: Start or expand farm-to-institution programs in schools, hospitals, workplaces, and other institutions.
- Strategy 1.2: Start or expand community supported agriculture (CSA) where partnerships are established between farmers and consumers in which consumers purchase a share of a farm's products in advance.
- Strategy 1.3: Include fruit and vegetables in emergency food programs.
- Strategy 1.4: Provide competitive pricing for healthy foods in school and municipal concessions.
- Strategy 1.5: Enable farmers markets to accept EBT, the electronic payment system of debit cards used to issue and redeem Supplemental Nutrition Assistance Program (SNAP) benefits.
- Strategy 1.6: Food hubs - Support businesses or organizations that aggregate, distribute, and market local and regional food products.
- Strategy 1.7: Gleaning initiatives - Gather food left in fields after a primary harvest, food in fields where harvesting is not profitable, or excess produce from orchards, packing houses, urban agriculture sites, etc.
- Strategy 1.8: Fruit and vegetable incentive programs - Offer participants with low incomes matching funds to purchase healthy foods, especially fresh fruits and vegetables; often called bonus dollars, market bucks, Double Up Food Bucks or nutrition incentives.
- Strategy 1.9: Food literacy skill development - School vegetable gardens and cooking classes in designated areas where students can garden with guidance, along with nutrition and food preparation lessons and opportunities for taste testing and hands-on learning.
- Strategy 1.10: Healthy food initiatives in food pantries, such as Supporting Wellness at Pantries (SWAP).
- Strategy 1.11: Water availability and promotion interventions - Make water readily available in various setting via regular placement of drinking fountains, water coolers, bottled water in vending machines, etc.
- Strategy 1.12: College based obesity prevention educational interventions - Support multi-component educations interventions for college students that address nutrition, physical activity, and healthy weight management.
- Strategy 1.13: Breastfeeding promotion programs - Provide education, information, counseling, and support for breastfeeding to women throughout pre- and post-natal care.

Strategy 1.14: Workplace supports for breastfeeding - Support breastfeeding via private, well-equipped lactation spaces in workplaces, along with breastfeeding breaks, flexible schedules, professional lactation support, etc.

Strategy 1.15: Add your own well defined strategy. - Write in.

5. Please type the strategy number(s) (Example: Strategy 2.7) for each strategy selected and list the SMART (Specific, Measurable, Achievable, Realistic & Time Bound) objective(s) for each activity that must be taken in order to achieve the results of the proposed strategy(ies). *

6. Project Abstract and Problem Statement (750 Word Limit) - Please do not use any acronyms. Include:

- Brief project description. Briefly describe the project that you have formed to meet the need.
- Desired outcomes. Address how your project could meet the defined need for the defined population.
- Community support. Demonstrate how there is community interest and backing for this project.

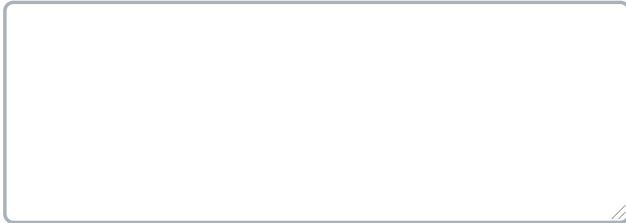
*

Words used: 0 out of 750.

7. Project Narrative (750 Word Limit) - Please provide a project narrative detailing how you will work to achieve your goal(s) and objectives. Please do not use any acronyms. Include:

- Background information. Describe why you think the project will work. Is the project evidence-based or innovative? Why do you think it will be a good service to the targeted communities?
- Strategies and milestones. Describe project milestones and provide a timeline of when you plan to complete them. Explain roles and responsibilities and how you will ensure your progress appropriately throughout the project.
- Collaboration. Describe any other plans, projects or initiatives happening in conjunction with other state agencies, non-profits, or businesses related to your project. Explain how you will work with these entities.
- Demonstrate that you are aware of federal and state regulations applicable to your project and how you will ensure you are in compliance. If you will be seeking additional funds for the project, demonstrate that your project meets the required state and federal regulations to seek the additional funding. This could include regulations for proper installation of playground equipment and construction of greenways, sidewalks, and bikeways. Regulations also include all Americans with Disabilities Act requirements.
- Plans for sustainability, maintenance, and training (if applicable) related to your project.
- Community Involvement. Explain how you will keep the community involved throughout the project.

*




Words used: 0 out of 750.

8. Project Management (500 Word Limit) - Please provide a narrative describing your organization's qualifications and ability to manage the project successfully and achieve outcomes. Please do not use acronyms. Include the answers to the following questions:

- Have you managed a similar project? If so, what objectives were met and unmet?
- What personnel will provide the key expertise for the success of your project, including progress reports, invoicing and financial management?
- What specific plans have you made to partner with other groups or organizations to accomplish your objectives? How have you aligned this project with your community's health priorities?

*



Words used: 0 out of 500.

9.

Evaluation (Exhibit 1) - Please do not use any acronyms. Complete logic model and work plan template and timeline and evaluation template. Please see RFA exhibit 1.

- a. General grant project logic model and work plan which visually presents the relations among the project's strategies/activities, short-term impacts, and outcomes.
- b. Preliminary* logic model and work plan that describes how you will collect and organize data to address, at a minimum, the four categories below over the course of the grant period. You are encouraged to collect data such as demographics (e.g.: age, gender, race/ethnicity), socio-economic status (e.g.: income/poverty, education, health insurance), and health status (e.g.: diabetes, cardiovascular disease) where possible. Include timeframes for evaluation activities that align with your general project activities.
 - i. Availability and Access: Number of people who are aware of, have access to, and/or could benefit from the project.
 - ii. Participation: Number of people who have used, participated in, and/or taken advantage of the completed/ongoing project.
 - iii. Outcomes: Number of people who have experienced positive impact(s) from the project. What behavioral/health changes have been observed?
 - iv. Sustainability: How will you (a) assess the potential for maintaining the project and (b) measure the number of people who will benefit from the project when the grant has ended?

*Submission of a more comprehensive logic model and work plan will be required after the contract has been awarded.

Browse...

10. Budget (500 Word Limit) Please do not use any acronyms. Include a detailed budget and budget narrative, including anticipated revenue and expenses, grant funding, and other sources, (including in-kind, if applicable). Address sustainability and maintenance beyond the grant period. Clearly delineate funding requests and total project cost. Additionally, if the organization has received funding from the state in the past, they need to provide a brief history. Did they handle funds and contractual obligations responsibly? If not, what has changed in the organization to ensure that they will handle the funds appropriately with a new grant? *

Words used: 0 out of 500.

11. Please upload the budget template that is provided with this RFA. *

Browse...

12.

Additional Attachments (the total of all additional attachments may not exceed 10 pages)

Supplemental attachments can include, but are not limited to:

- Letters of Commitment are required from all partners who have a role in implementing the project. The expectations and responsibilities of the planned partnership must be bullet pointed in the letter. Mere letters of support are not encouraged.

- Documents that demonstrate public input and support
- Plans
- Pictures
- Convening meeting minutes

Please combine all of your additional documents into one file attachment that does not exceed 10 pages.

Browse...

Submit

0%

5. The Nashville Farmers' Market Project Diabetes initiative will focus on doubling Supplemental Nutrition Assistance Program incentives spent at our Market as outlined in Strategy 1.8. Since our Supplemental Nutrition Assistance Program doubling program is already operational, we have both a proven track record and metrics since the program's formation in 2019. Our goal within this project period is to increase awareness and usage of the program 20% year over year among new users and a 10% increase in overall transactions. We already track new versus repeat users in our transactional reporting, as well as transaction total, tokens distributed, date and the farm beneficiary. From 2020 to 2021, we had a 37% increase of new users and a 32% increase in transactions overall. The 40% repeat user rate in 2021 shows both that our program has dedicated users, while the 90% token return rate shows the program is functioning as intended. With these metrics in mind, our growth rates designated for this project are conservative and achievable. While the majority of the funding that we are requesting will go to Supplemental Nutrition Assistance Program incentives directly, the funding requested for a part-time, seasonal assistant to administer token distribution and collection will help to ensure consistency of the program for users and our farm vendors alike. We tested this strategy in 2021 with a seasonal intern and were able to increase usage over 30%, as previously mentioned. Additionally, funding reserved to revamp signage, fliers and other programmatic materials will help increase awareness for the Fresh Bucks program, which to this point has grown organically via word of mouth from our farmers and weekend assistance at our Info Booth.

6. Project Description: Since 2019, the Nashville Farmers' Market has offered a Supplemental Nutrition Assistance Program dollar doubling program, Fresh Bucks, to program users. While "Double Up" programs are common in the farmers' market world, many only allow users to buy fruits and vegetables due to limitations with funding from "Power of Produce," "Produce RX," "GusNIP" and other large federal food initiative grants. Fresh Bucks is unique because the program allows its users to buy not only fresh, regionally-grown fruits and vegetables, but also all kinds of farm products, such as meat, eggs, dairy and value-added products.

Widening the scope of what users can buy allows us to offer a diversity of nutritious options to program users that align more with what shoppers actually buy for their families at the grocery store. It also helps our farms stay competitive in offerings with supermarkets and grocery stores for Supplemental Nutrition Assistance Program dollars.

Participating farms at the Nashville Farmers' Market apply to accept Electronic Benefits Transfer cards for Supplemental Nutrition Assistance Program benefits. Once approved by the United States Department of Agriculture, those farms are added to the roster of Fresh Bucks vendors. Currently, those vendors are Smiley's Farm, Plano Produce, Morning Star Farm and Pure Pasture Farm, with two farms application pending approval. Supplemental Nutrition Assistance Program recipients can use their Electronic Benefits Transfer cards to purchase eligible food items at those vendors' Market booths. During weekend Info Booth hours, program users trade in their qualifying receipts to receive tokens of the same value—effectively doubling every Supplemental Nutrition Assistance Program dollar they spend at the Market.

Fresh Bucks tokens work just like cash with the program's vendors and do not expire. However, users are limited to \$100 in tokens per visit in order to both account for a realistic weekly grocery budget, but also ensure funding is distributed to as many users as possible. Farmers then turn in their tokens to Nashville Farmers' Market's Program Coordinator on a weekly or monthly basis (as needed) for full reimbursement.

Community Support: Over the course of 3 months in the summer of 2021, we surveyed 78 different Fresh Bucks users. 94% of those users lived in Tennessee and 85% lived in Davidson County specifically. Nearly half of all respondents lived within 5 miles of the Nashville Farmers' Market. The survey also found that 61% of respondents were using the Fresh Bucks program for the first time, which is also how we determined that an estimated 40% of users are repeat visitors.

Due to our status as a Metro Nashville government department, we are unable to directly accept EBT cards to double funds in a single transaction. Therefore, we rely on our participating farms ensure the program continues to operate. It is with their cooperation that we are able to serve so many in our direct vicinity.

Desired Outcomes: As outlined in question 5, our primary outcome is to use Strategy 1.8 to increase access to nutritious food for underserved communities in our immediate zip code (37208, North Nashville) primarily with the most use in Davidson County specifically. Within those geographical parameters, we hope to increase new users by 20% year over year and a 10% increase in overall transactions each year. The increase in transactions and users will demonstrate that more Supplemental Nutrition Assistance Program funding is being spent with our farms on nutritious farm products.

Doubling Supplemental Nutrition Assistance Program dollars at Nashville Farmers' Market increases access to fresh, nutrient-rich local foods that might otherwise seem too expensive in comparison to commodity supermarket goods. While the benefits to users are clear, it also serves to support local farms and agriculture. Not only do our farms get paid out from the initial purchase, which ensures Supplemental Nutrition Assistance Program funding is spent locally, it also means our farmers get the doubled dollar amount once the Fresh Bucks user returns to spend their tokens.

7. Background information: The reason we believe the Fresh Bucks Program will work is simple: it has since 2019. The reason we are seeking funding is due to the evidence-based, exponential growth we've seen since the program's inception.

Fresh Bucks launched in April 2019 and finished the year with 2,921 tokens distributed and \$2,202 in vendor reimbursement. Since Fresh Bucks tokens don't expire, return rate isn't exact month-to-month, which can account for the discrepancy in token distribution and vendor reimbursement as evidenced by the next year's metrics.

In 2020, Fresh Bucks distributed 5,757 tokens and \$6,391 in vendor reimbursement—a 97 percent increase in distribution from 2019 nearly doubling that year’s total.

In 2021, Fresh Bucks distributed 19,531 tokens with \$16,597 in vendor reimbursements—a 340% increase from 2020 and over 6 times the distribution from 2019. With 752 total redemption visits over 2021, the average receipt total redeemed through the program is just under \$26.

Since the program’s inception, 28,710 tokens have been distributed with \$26,083 in vendor reimbursements. With an over 90% return rate of tokens overall and an estimated 40% of repeat users, it is clear that Fresh Bucks users rely on this program and have used it as intended with regularity. Which means \$26,000 has been turned into fresh, healthy food choices already with the Fresh Bucks program for those in our community.

Strategies and Milestones: To ensure our success metrics for this project are met, I will be comparing quarterly token distribution rates and new user rates to ensure that our program is on track to be successful for Project Diabetes. As the Program Coordinator, I will take on all reporting, reimbursement and tracking within the project. I will be assisted by a part-time intern to be hired to distribute tokens, complete user surveys and collect tokens from farmers. By end of FY23, I will have a good idea of if the program is meeting its goals through data tracking. Our Marketing Coordinator will assist in designing and printing program materials, while our Office Manager will assist with invoicing. Through the monthly reimbursement tracking, quarterly analysis and annual reporting, I will keep my finger on the pulse of the program’s metrics and be able to be agile to adjust our marketing and collaborative promotional efforts to ensure targets are met.

Collaboration: In order to get the word out to Nashvillians who are eligible to use Fresh Bucks, I have fostered relationships with key players in local food justice organizations on compatible programming and informational sharing. I will continue to rely on partnerships or trainings through with Tennessee Justice Center, Tennessee State University’s “SNAP-Ed” program, Nashville Food Project, Second Harvest Food Bank, Tennessee Association of Farmers’ Market, Fair Food Network and Farmers Market Coalition. Additionally, the Community Relations and Corporate Social Responsibility wing of Piedmont Gas has been a committed partner in our market’s food justice work since 2021.

Demonstrate that you are aware of federal and state regulations applicable to your project and how you will ensure you are in compliance: We will ensure compliance with governmental regulations by continuing to require our farms to go through the United States Department of Agriculture for approval to accept Electronic Benefit Transfer cards, showing that the products they are selling meet the standards of the Supplemental Nutrition Assistance Program. Since Fresh Bucks will be funded in full if our Project Diabetes funds are awarded, we will not need to see additional funds. Finally, our Farm Sheds, including the Info Booth, where the program’s entire user-based operations occur are all accessible in conjunction with the Americans with Disabilities Act.

Plans for Sustainability: In the short term, the Project Diabetes grant will ensure the Fresh Bucks program is fully funded for the next three years for both incentive distribution/reimbursement and part-time staffing to administer the program consistently. With the program funded, I can focus my efforts on an initiative in conjunction with the Tennessee Association of Farmers' Markets to apply for a "GusNIP" grant to get Double Up funding for every farmers' market in the state for three years. The effects of this grant, if awarded, could have a lasting impact on food access, not just in Nashville, but across the entire state.

Community Involvement: Through strategic partnerships and connections made with the organizations outlined in the "Collaboration" section, we will target both Nashville communities in need and the North Nashville community more specifically to increase awareness and usage of the Fresh Bucks program among those communities' food insecure populations.

8. -I have managed the Fresh Bucks program since August 2020. While there were no set objectives to the program when I began, aside from distributing nutrition incentives, I have implemented reporting and surveying systems that have allowed the program to have measurable outcomes. I have also standardized the reimbursement process for our vendors to ensure payment is consistent, which, in turn, encourages more vendors to want to join the program to receive program funds. Overall, I am most proud of the fact that the program has grown over six times in token distribution since its inception, providing nearly \$20,000 in Fresh Bucks funds in 2021 alone.

-As the Program Coordinator, I will continue to execute all Fresh Bucks reporting, reimbursement and tracking required within the project, including the financial management of project funds. I will be assisted by a part-time intern (to be hired), as I was in 2021, to distribute tokens, complete user surveys and collect tokens from farmers. Our Marketing Coordinator will assist in designing and printing program materials, as well as lend expertise on social media promotions and campaigns to increase community awareness. Our Office Manager will assist with invoicing and the back-end reimbursement process within Metro Nashville government.

-Currently, Piedmont Gas is sponsoring the Fresh Bucks program for funds enough to get us through until the Project Diabetes funds are awarded.

Although I do not have specific partnership plans in place for community outreach and engagement, I will continue to work with Tennessee Justice Center, Tennessee State University's "SNAP-Ed" program, Nashville Food Project, Second Harvest Food Bank, Tennessee Association of Farmers' Market, Fair Food Network and Farmers Market Coalition on outreach specific to this project, as well as adjacent food justice and nutrition incentive work.

11. Since our Fresh Bucks program is already operational, there are no start up costs associated with our grant fund request. Due to that fact, 85% of the funds we're requesting will be used directly to double nutrition incentives. According to the Feeding America Foundation, 1 in 8 people in Tennessee are experiencing food insecurity, with 1 in 6 Tennessee children facing

hunger. The increased use of Supplemental Nutrition Assistance Program programming at the Nashville Farmers' Market has several contributing factors, including a general increased awareness of the program and the addition of two new Fresh Bucks vendors this year alone.

It is likely that 2021 has seen such a large increase in Fresh Bucks usage partially due to P-EBT distribution to families with small children who would typically benefit from school meal programming, but were offered Supplemental Nutrition Assistance Program assistance to compensate for the decrease or lack of that programming due to COVID-19. Additionally, many of our other Fresh Bucks users are senior citizens experiencing food insecurity.

The funds we've requested for nutrition incentive doubling account for a 10% increase in total transaction redemption year over year for three years, which will serve the dual purpose of providing much-needed additional revenue streams for our local farms as well as providing increased access to nutritious foods for Davidson County residents experiencing food insecurity.

The second largest fund we're requesting is \$10,800 for three years of part-time, seasonal intern assistance with token distribution, token collection and survey administration. Our intern program was highly successful last season, resulting in a Master's student from Tulane gathering valuable demographical data from our program users. The intern's regular schedule at the Info Booth also increased consistency and reliability of the program, which encouraged program users to rely more on the market's offerings. The requested funds break down as \$15/hour, 8 hours/day and 30 weekend days for three years.

Finally, we've requested \$200 annually for printing and production of informational fliers and signage to promote the program to ensure we're hitting our increase metrics.

Nashville Farmers' Market is dedicating staff time to this project with most of the contribution coming from 20% of the Program Coordinator's annual time/salary budgeting. Our total in-kind contribution will be \$64,300, which does not account for program materials already purchased by the market.

ATTACHMENT 2**GRANT BUDGET**

(BUDGET PAGE 1 of 7)

NASHVILLE FARMERS MARKET

APPLICABLE PERIOD: The grant budget line-item amounts below shall be applicable only to expense incurred during the period beginning 07/01/2022, and ending 06/30/2025. **ROLLUP**

POLICY 03 Object Line-item Reference	EXPENSE OBJECT LINE-ITEM CATEGORY ¹ (detail schedule(s) attached as applicable)	GRANT CONTRACT	GRANTEE PARTICIPATION	TOTAL PROJECT
1	Salaries ²	\$10,800.00	\$0.00	\$10,800.00
2	Benefits & Taxes	\$0.00	\$0.00	\$0.00
4, 15	Professional Fee/ Grant & Award ²	\$0.00	\$0.00	\$0.00
5	Supplies	\$500.00	\$0.00	\$500.00
6	Telephone	\$0.00	\$0.00	\$0.00
7	Postage & Shipping	\$0.00	\$0.00	\$0.00
8	Occupancy	\$0.00	\$0.00	\$0.00
9	Equipment Rental & Maintenance	\$0.00	\$0.00	\$0.00
10	Printing & Publications	\$600.00	\$0.00	\$600.00
11, 12	Travel/ Conferences & Meetings ²	\$0.00	\$0.00	\$0.00
13	Interest ²	\$0.00	\$0.00	\$0.00
14	Insurance	\$0.00	\$0.00	\$0.00
16	Specific Assistance To Individuals ²	\$69,200.00	\$0.00	\$69,200.00
17	Depreciation ²	\$0.00	\$0.00	\$0.00
18	Other Non-Personnel ²	\$0.00	\$0.00	\$0.00
20	Capital Purchase ²	\$0.00	\$0.00	\$0.00
22	Indirect Cost (% and method)	\$0.00	\$0.00	\$0.00
24	In-Kind Expense	\$0.00	\$0.00	\$0.00
25	GRAND TOTAL	\$81,100.00	\$0.00	\$81,100.00

¹ Each expense object line-item shall be defined by the Department of Finance and Administration Policy 03, Uniform Reporting Requirements and Cost Allocation Plans for Subrecipients of Federal and State Grant Monies, Appendix A. (posted on the Internet at: <http://www.tn.gov/finance/looking-for/policies.html>).

² Applicable detail follows this page if line-item is funded.

ATTACHMENT 2 (Continued)

GRANT BUDGET

(BUDGET PAGE 2 of 7)

NASHVILLE FARMERS MARKET

APPLICABLE PERIOD: The grant budget line-item amounts below shall be applicable only to expense incurred during the period beginning 07/01/2022, and ending 06/30/2023. **YEAR 1**

POLICY 03 Object Line-Item Reference	EXPENSE OBJECT LINE-ITEM CATEGORY ¹ (detail schedule(s) attached as applicable)	GRANT CONTRACT	GRANTEE PARTICIPATION	TOTAL PROJECT
1	Salaries ²	\$3,600.00	\$0.00	\$3,600.00
2	Benefits & Taxes	\$0.00	\$0.00	\$0.00
4, 15	Professional Fee/ Grant & Award ²	\$0.00	\$0.00	\$0.00
5	Supplies	\$200.00	\$0.00	\$200.00
6	Telephone	\$0.00	\$0.00	\$0.00
7	Postage & Shipping	\$0.00	\$0.00	\$0.00
8	Occupancy	\$0.00	\$0.00	\$0.00
9	Equipment Rental & Maintenance	\$0.00	\$0.00	\$0.00
10	Printing & Publications	\$200.00	\$0.00	\$200.00
11, 12	Travel/ Conferences & Meetings ²	\$0.00	\$0.00	\$0.00
13	Interest ²	\$0.00	\$0.00	\$0.00
14	Insurance	\$0.00	\$0.00	\$0.00
16	Specific Assistance To Individuals ²	\$20,900.00	\$0.00	\$20,900.00
17	Depreciation ²	\$0.00	\$0.00	\$0.00
18	Other Non-Personnel ²	\$0.00	\$0.00	\$0.00
20	Capital Purchase ²	\$0.00	\$0.00	\$0.00
22	Indirect Cost (% and method)	\$0.00	\$0.00	\$0.00
24	In-Kind Expense	\$0.00	\$0.00	\$0.00
25	GRAND TOTAL	\$24,900.00	\$0.00	\$24,900.00

¹ Each expense object line-item shall be defined by the Department of Finance and Administration Policy 03, Uniform Reporting Requirements and Cost Allocation Plans for Subrecipients of Federal and State Grant Monies, Appendix A. (posted on the Internet at: <http://www.tn.gov/finance/looking-for/policies.html>).

² Applicable detail follows this page if line-item is funded.

ATTACHMENT 2 (Continued)
GRANT BUDGET LINE-ITEM DETAIL
 (BUDGET PAGE 3 of 7)

YEAR 1

SALARIES							AMOUNT	
Name, Title	Monthly Salary	# of Months	% of time					
Part-Time, Seasonal Intern (to be hired, disburses, collects and counts tokens, issues direct-to-user surveying at info booth for program data collection)	\$480.00	x	7.5	x	100.00%	+	Seasonal	\$3,600.00
ROUNDED TOTAL							\$3,600.00	

PROFESSIONAL FEE / GRANT & AWARD	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

TRAVEL / CONFERENCES & MEETINGS	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

INTEREST	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

SPECIFIC ASSISTANCE TO INDIVIDUALS	AMOUNT
SNAP Doubling Nutrition Incentive Funds (10% increase from FY22)	\$20,900.00
ROUNDED TOTAL	\$20,900.00

DEPRECIATION	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

OTHER NON-PERSONNEL	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

CAPITAL PURCHASE	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

ATTACHMENT 2 (Continued)

GRANT BUDGET

(BUDGET PAGE 4 of 7)

NASHVILLE FARMERS MARKET

APPLICABLE PERIOD: The grant budget line-item amounts below shall be applicable only to expense incurred during the period beginning 07/01/2023, and ending 06/30/2024. **YEAR 2**

POLICY 03 Object Line-Item Reference	EXPENSE OBJECT LINE-ITEM CATEGORY ¹ (detail schedule(s) attached as applicable)	GRANT CONTRACT	GRANTEE PARTICIPATION	TOTAL PROJECT
1	Salaries ²	\$3,600.00	\$0.00	\$3,600.00
2	Benefits & Taxes	\$0.00	\$0.00	\$0.00
4, 15	Professional Fee/ Grant & Award ²	\$0.00	\$0.00	\$0.00
5	Supplies	\$100.00	\$0.00	\$100.00
6	Telephone	\$0.00	\$0.00	\$0.00
7	Postage & Shipping	\$0.00	\$0.00	\$0.00
8	Occupancy	\$0.00	\$0.00	\$0.00
9	Equipment Rental & Maintenance	\$0.00	\$0.00	\$0.00
10	Printing & Publications	\$200.00	\$0.00	\$200.00
11, 12	Travel/ Conferences & Meetings ²	\$0.00	\$0.00	\$0.00
13	Interest ²	\$0.00	\$0.00	\$0.00
14	Insurance	\$0.00	\$0.00	\$0.00
16	Specific Assistance To Individuals ²	\$23,000.00	\$0.00	\$23,000.00
17	Depreciation ²	\$0.00	\$0.00	\$0.00
18	Other Non-Personnel ²	\$0.00	\$0.00	\$0.00
20	Capital Purchase ²	\$0.00	\$0.00	\$0.00
22	Indirect Cost (% and method)	\$0.00	\$0.00	\$0.00
24	In-Kind Expense	\$0.00	\$0.00	\$0.00
25	GRAND TOTAL	\$26,900.00	\$0.00	\$26,900.00

¹ Each expense object line-item shall be defined by the Department of Finance and Administration Policy 03, Uniform Reporting Requirements and Cost Allocation Plans for Subrecipients of Federal and State Grant Monies, Appendix A. (posted on the Internet at: <http://www.tn.gov/finance/looking-for/policies.html>).

² Applicable detail follows this page if line-item is funded.

YEAR 2

SALARIES							AMOUNT	
Name, Title	Monthly Salary		# of Months		% of time			
Part-Time, Seasonal Intern (to be hired, disburses, collects and counts tokens, issues direct-to-user surveying at info booth for program data collection)	\$480.00	x	7.5	x	100.00%	+	Seasonal	\$3,600.00
ROUNDED TOTAL							\$3,600.00	

PROFESSIONAL FEE / GRANT & AWARD	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

TRAVEL / CONFERENCES & MEETINGS	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

INTEREST	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

SPECIFIC ASSISTANCE TO INDIVIDUALS	AMOUNT
SNAP Doubling Nutrition Incentive Funds (10% increase from FY23)	\$23,000.00
ROUNDED TOTAL	\$23,000.00

DEPRECIATION	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

OTHER NON-PERSONNEL	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

CAPITAL PURCHASE	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

ATTACHMENT 2 (Continued)

GRANT BUDGET

(BUDGET PAGE 6 of 7)

NASHVILLE FARMERS MARKET				
APPLICABLE PERIOD: The grant budget line-item amounts below shall be applicable only to expense incurred during the period beginning 07/01/2024, and ending 06/30/2025. YEAR 3				
POLICY 03 Object Line-Item Reference	EXPENSE OBJECT LINE-ITEM CATEGORY ¹ (detail schedule(s) attached as applicable)	GRANT CONTRACT	GRANTEE PARTICIPATION	TOTAL PROJECT
1	Salaries ²	\$3,600.00	\$0.00	\$3,600.00
2	Benefits & Taxes	\$0.00	\$0.00	\$0.00
4, 15	Professional Fee/ Grant & Award ²	\$0.00	\$0.00	\$0.00
5	Supplies	\$200.00	\$0.00	\$200.00
6	Telephone	\$0.00	\$0.00	\$0.00
7	Postage & Shipping	\$0.00	\$0.00	\$0.00
8	Occupancy	\$0.00	\$0.00	\$0.00
9	Equipment Rental & Maintenance	\$0.00	\$0.00	\$0.00
10	Printing & Publications	\$200.00	\$0.00	\$200.00
11, 12	Travel/ Conferences & Meetings ²	\$0.00	\$0.00	\$0.00
13	Interest ²	\$0.00	\$0.00	\$0.00
14	Insurance	\$0.00	\$0.00	\$0.00
16	Specific Assistance To Individuals ²	\$25,300.00	\$0.00	\$25,300.00
17	Depreciation ²	\$0.00	\$0.00	\$0.00
18	Other Non-Personnel ²	\$0.00	\$0.00	\$0.00
20	Capital Purchase ²	\$0.00	\$0.00	\$0.00
22	Indirect Cost (% and method)	\$0.00	\$0.00	\$0.00
24	In-Kind Expense	\$0.00	\$0.00	\$0.00
25	GRAND TOTAL	\$29,300.00	\$0.00	\$29,300.00

¹ Each expense object line-item shall be defined by the Department of Finance and Administration Policy 03, Uniform Reporting Requirements and Cost Allocation Plans for Subrecipients of Federal and State Grant Monies, Appendix A. (posted on the Internet at: <http://www.tn.gov/finance/looking-for/policies.html>).

² Applicable detail follows this page if line-item is funded.

ATTACHMENT 2 (Continued)
GRANT BUDGET LINE-ITEM DETAIL
 (BUDGET PAGE 7 of 7)

YEAR 3

SALARIES							AMOUNT
Name, Title	Monthly Salary	# of Months	% of time				
Part-Time, Seasonal Intern (to be hired, disburses, collects and counts tokens, issues direct-to-user surveying at info booth for program data collection)	\$480.00	x 7.5	x 100.00%	+		Seasonal	\$3,600.00
ROUNDED TOTAL							\$3,600.00

PROFESSIONAL FEE / GRANT & AWARD	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

TRAVEL / CONFERENCES & MEETINGS	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

INTEREST	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

SPECIFIC ASSISTANCE TO INDIVIDUALS	AMOUNT
SNAP Doubling Nutrition Incentive Funds (10% increase from FY24)	\$25,300.00
ROUNDED TOTAL	\$25,300.00

DEPRECIATION	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

OTHER NON-PERSONNEL	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

CAPITAL PURCHASE	AMOUNT
SPECIFIC, DESCRIPTIVE, DETAIL (REPEAT ROW AS NECESSARY)	\$0.00
ROUNDED TOTAL	\$0.00

Timeline/Work Plan

	Name	Job Title	Organization	Email	Phone
Project Coordinator/Main Point of Contact:	Heather Hoch	Program Coordinator	Nashville Farmers' Market	heather.hoch@nashville.gov	615-922-8881
Work Plan Team Members:	Jamie Peco	Office Manager	Nashville Farmers' Market	jamie.peco@nashville.gov	615-210-6919
	Grace Dodds	Marketing Coordinator	Nashville Farmers' Market	grace.dodds@nashville.gov	615-339-8148
	Intern (To Be Hired)	----	----	----	----

Project Diabetes Timeline/Work Plan: Include a plan for each fiscal year of your grant

Goal (1 or 2 from RFA)	Strategy (written out, from your application)	Activity (steps needed to complete this strategy)	Work Plan Team Member(s) Responsible	Expected Date of Completion	How will you measure success? What are your data sources? How will you evaluate?
Goal 1 -Year 1	Strategy 1.8: Fruit and vegetable incentive programs - Offer participants with low incomes matching funds to purchase healthy foods, especially fresh fruits and vegetables; often called bonus dollars, market bucks, Double Up Food Bucks or nutrition incentives.	Hire Intern, Update Fliers/Signage, Token Distribution/Collection, Vendor Reimbursement, Community Outreach/Engagement, Social Media Campaigns, Onboard More Farmers to Program	Heather Hoch	6/30/2023	10% increase in total transactions from 2021 to \$20,900. 20% increase in new users from 2021 to 283.
Goal 1 -Year 2	Strategy 1.8: Fruit and vegetable incentive programs - Offer participants with low incomes matching funds to purchase healthy foods, especially fresh fruits and vegetables; often called bonus dollars, market bucks, Double Up Food Bucks or nutrition incentives.	Hire Intern, Update Fliers/Signage, Token Distribution/Collection, Vendor Reimbursement, Community Outreach/Engagement, Social Media Campaigns, Survey Users, SNAP-Ed Partnership	Heather Hoch	6/30/2024	10% increase in total transactions from 2022 to \$22,990. 20% increase in new users from 2021 to 339.
Goal 1 -Year 3	Strategy 1.8: Fruit and vegetable incentive programs - Offer participants with low incomes matching funds to purchase healthy foods, especially fresh fruits and vegetables; often called bonus dollars, market bucks, Double Up Food Bucks or nutrition incentives.	Hire Intern, Update Fliers/Signage, Token Distribution/Collection, Vendor Reimbursement, Community Outreach/Engagement, Social Media Campaigns SNAP-Ed Partnership	Heather Hoch	6/30/2025	10% increase in total transactions from 2021 to \$25,289. 20% increase in new users from 2021 to 406.

APPLICATION FOR Project Diabetes 22-25 app

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY


060 Department

5/24/22

Date