

**City of Palmer
Action Memorandum No. 15-031**

Subject: Approve a Community Council Grant in the amount of \$3,000 to Grow Palmer for Community Gardens

Agenda of: April 14, 2015

Council Action: Amended and approved

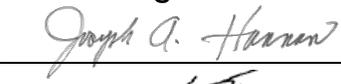
Originator Information:

Originator: Joe Hannan
Date: March 19, 2015 **Requested agenda date:** April 14, 2015

Department Information:

Route to:	Department Director:	Signature:	Date:
	Community Development		
x	Finance		03/20/2015
	Public Safety		
	Public Works		

Approved for presentation by:

	Signature:	Remarks:
City Manager		
City Attorney		
City Clerk		

Certification of Funds:

Total amount of funds listed in this legislation: \$ 3,000

This legislation (√):

Has no fiscal impact Creates a positive impact in the amount of: \$ _____
 Negative impact in the amount of: \$ _____

Funds are (√):

Budgeted Line item(s): 01-02-10-6069
 Not budgeted Affected line item(s): _____

General fund assigned balance (after requested budget modification): \$ _____

Enterprise unrestricted net position (after requested budget modification): \$ _____

Director of Finance Signature: 

Attachment(s):

- Council Community Grant Request
- Staff Evaluation of Request

Summary statement:

Grow Palmer is requesting a \$3,000 grant to match \$6,000 to help finance Community park and garden plantings for the 2015 growing season.

In February 2015, the City Council adopted Ordinance 14-043 which established the Council Community Grant program. The Council also approved \$10,000 in Council Discretionary Funds that could finance approved Council grants.

Following a public announcement of the grant program numerous community groups have downloaded grant requests. Three grant applications constitute the first set of requests.

The Grow Palmer request and staff evaluation are attached. Other grant requests will be submitted under separate cover.

Financial

Council Requests to Date

Request	Amount Requested	Amount Awarded	Beginning Account Balance \$10,000
Martin Luther King Day	\$ 250.00	\$ 250.00	\$ 9,750 Council award prior to program implementation
Chamber of Commerce for Colony Days	\$ 500.00	\$	
Who Let Girls Out - Palmer Arts Council	\$ 1,000.00	\$	
Community Garden – Grow Palmer	\$ 3,000.00	\$	

Administration recommendation: Approve the \$3,000 grant request.

Project Name: Grow Palmer Community Park and Garden Planting

Reviewer Name: Joe Hannan

Date: 3/19/15

Qualification Pre-Check

All items listed below must be present before further review of application.

- Event must be accessible to all members of the community.
- Event must take place within Palmer city limits or within one mile of city limits.
- Event has received funding from the City in the past. List the years funding was received: \$500 (2013); \$2500 (2014)
- If event was supported by a City grant in the past, the post event report from the previous event is complete.

	Application Elements	Expectations	Points Earned	
	10 pts	7 pts.	3-0 pts	
Accessibility & Strategic Priorities	The application clearly states the economic benefits and the reader/evaluator easily understands the benefits to the community and residents of the City.	The application states the benefits, however it is not clear and/or the reviewer/evaluator must assume or use reason to determine the benefits to the community and residents of the City.	The application does not clearly demonstrate the benefits and/or the reader/evaluator cannot determine through reasoning the benefits to the community or residents of the City.	10
	The application clearly addresses how the project meets one or more of the City's Economic Development Strategic Priorities.	The application attempts to address how the project meets one or more of the City's Economic Development Strategic Priorities; however, the reviewer/evaluator must assume or use reason to determine how the project is addressing a strategic priority(s).	The application does not clearly demonstrate how the project is addressing a strategic priority and/or the reader/evaluator cannot determine through reasoning how the project is addressing a strategic priority.	10
Fiscal	The application clearly states how much financial or in-kind services are being requested for the project.	The application contains information regarding financial and/or in-kind services as part of the project; however, it is not clear and the reviewer/evaluator must assume or use reason to determine what is being requested.	The application does not clearly state what is being requested and/or the reviewer/evaluator cannot determine through reasoning.	10
	The application includes a project budget which demonstrates sound fiscal practices and reviewer/evaluator can easily understand.	The application includes a project budget; however, the reviewer/evaluator has questions or has to use reason to understand the overall budget for the project.	The application does not include a project budget or the reviewer/evaluator cannot understand and/or has significant concerns about the budget as presented.	10
Benefit	The application clearly states how the community will benefit as a result of the event.	The application states the degree of benefits; however, it is not clear and the reviewer/evaluator must assume or use reason to determine the how the community will benefit as a result of this grant.	The application does not clearly demonstrate the degree of benefits and/or the reviewer/evaluator cannot determine the how the community will benefits as a result of this grant.	10
Reporting	The application clearly states how and when the City will receive a post event report on this project.	The application attempts to address how a post event report will be given to the City; however it is unclear and the reviewer/evaluator must assume or use reason to determine how and when the report will be presented.	The application does not attempt to address how a post event report will be given to the City or the reviewer/evaluator cannot determine how the report will be presented.	10
			Total:	60



City of Palmer • City Manager's Office
231 W. Evergreen Avenue • Palmer, AK 99645
Phone: 907-745-3271 Fax: 907-745-0930

Council Community Grant Application

Program, service, project or event title: Grow Palmer
Date(s) of program, service, project or event: Summer growing season, 2015

Applicant Information

Name: Jan Newman
Address: 15556 Teeling Circle
City: Palmer State: AK Zip: 99645
Phone: 907-232-5016 Email: growpalmer@gmail.com

Organization Information

Name of organization/group: Grow Palmer
Type of organization: Non-profit Volunteer community group Other

Funding Request

Amount of Request: \$ 3000
Matching funds provided by applicant: \$ 6000

Project Summary Information

In the space below, provide a concise, on paragraph summary of your proposed program, service, project or event and how it promotes economic development for the City of Palmer. Grow Palmer is a local initiative to provide edible food to the community and residents of Palmer. Through community parks and garden beds volunteers plant, maintain and harvest edible foods. The community benefits from increased volunteer participation and visible, eye-appealing accessible edible garden beds that contribute toward the visual attractiveness of the community. Grow Palmer is linked to the local farming community and promotes economic support of local farms. Grow Palmer promotes Palmer's rich heritage in farming and supports locally grown foods, thereby promoting economic growth through a sustainable effort.

Project Scope of Work

Please list the steps to be taken to conduct the program, service, project or event. Be sure to address issues such as: beginning and ending date, who will work to conduct the event/project, clean-up team, where is the project going to occur (location).

Grow Palmer has initiated garden design for four locations, including the highly visible Salvation Army raised bed park located at S. Bailey Street and W. Dahlia Ave. We placed a plant order for the garden layout to be completed mid-March. Volunteers have been tasked with garden design, plant order, fund-raising, events and marketing. There are currently over 900 individuals on the contact list. When the garden design and plant purchase is received with an anticipated date of early-June, volunteers will be assigned a bed, plants and planting dates and will take ownership of each bed, rotating planting, maintenance, harvesting and clean-up through the season.

Eligibility

Describe how your program, service, project or event meets the eligibility guidelines. Grow Palmer is a local initiative, centered in the City of Palmer. All planting beds are within the City of Palmer and signage directing the public to the beds is posted locally. Recipients of the Grow Palmer produce are the local community. Promotion of the local farming community is marketed through our Edible Harvest maps and our Market Board. Grow Palmer has received positive feedback from international visitors as well as lower 48 families considering relocating to Alaska. Grow Palmer has documented recognition that guests and potential residents of the City of Palmer consider Grow Palmer a positive draw, increasing the economic growth of the community.

Matching Funding Source

Describe source of matching funding. Have alternate sources of funding been explored? Grant writing efforts are underway to fund the 2015 growing season. Local hardware and garden supply stores are being contacted for supplies and donations. Local business owners, residents, and community leaders are being contacted for their financial support for the upcoming growing season. Contracts are complete with local Greenhouses who already have started seeds for our planting areas. Partnerships with The Senior Center, Cooperative Extension Service, and other local agencies are currently under negotiation.

Community Benefit

Please indicate how the results of your program, service, project or event will enhance economic development or generally benefit the City of Palmer. Describe the expected number of participants to be attracted by the event or project. Please explain how your organization will evaluate the community benefit of your event. Examples might include surveys, registrations, sign-in sheets, number of people served, etc.

A 2014 survey indicated that Grow Palmer increases a sense of community for the City of Palmer. 2014 volunteer hours donated were 1452.25 and grants totaled \$25,910.72 including in-kind donations, almost all of which was invested into building, planting and maintaining the gardens. \$6,000 was held for "seed-money" to start the 2015 growing season. Garden-side conversations indicate a highly positive response and an intent to model the effort in the lower 48 and internationally. One family, while selecting a community for the family's move to Alaska, put Palmer at the top of their list after discovering Grow Palmer. In 2015, new survey results will again be collected.

Detailed Budget

Revenue:

Source:	Cash	In-Kind	Total
see attached report	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals	\$	\$	\$

Expenditures:

Item/Service:	Cash	In-Kind	Total
Plants	\$ 2612	\$ 200	\$ 2812
Soil/ammendments	\$ 942	\$ 100	\$ 1042
Design/Signage	\$ 3000	\$	\$ 3000
Equipment rental	\$ 300	\$ 250	\$ 550
Printing	\$ 630	\$ 100	\$ 730
Totals	\$ 7434	\$ 650	\$ 8134

Applications may be submitted at any time to the address listed above. Please allow at least six weeks lead time for application review and City Council agenda scheduling.

Applicant signature:

Joe Newman

Date:

3/19/15

For Office Use Only

Date received by Manager's Office:

3-19-2015 - JEP

City Council agenda date:

Action Memorandum No.:

City Council:

Approved

Denied

Date Manager's Office notified applicant of request outcome:

Grow Palmer 2014 Final Report

Financial Donors	
Melinda Miles	\$100.00
Jenski	\$200.00
Alaska Acupuncture	\$200.00
Pat Mulligan	\$150.00
Eric Conrad	\$50.00
City of Palmer	\$2,500.00
MVFCU	\$500.00
Total	\$3,700.00

Grants Received	
MSHF	\$15,000.00
Valley Garden Club	\$1,000.00
MSB	\$227.11
FM Rewards	\$102.73
FM Rewards	\$277.11
Total	\$16,606.95

Volunteer Hours			
Task	# People	Hours	Total Hours
Planning	10	-	24.00
Prepping beds	23	5.00	115.00
Prepping barrels	4	2.00	8.00
Planting	49	11.50	563.50
Weeding	23	17.00	391.00
Harvesting	23	3.00	69.00
Art/design	3	-	30.75
Building picnic tables, benches/signs	15	6.00	90.00
Painting	1	3.00	3.00
Designing flyers/posters/maps	2	16.00	32.00
Marketboard	1	17.00	17.00
Canvassing	3	5.00	15.00
Letter/grant writing	1	35.00	35.00
MSGAF	4	11.00	44.00
Capital Project Fair	2	5.00	10.00
Funding Research	1	5.00	5.00
Total	165	141.50	1452.25

In-Kind Donations			
Item	Qty	Value	Contact
Celery plants	50	69.50	fb
Calendula	43	28.30	f2f
Artichokes	7	27.65	fb
Napa Cabbage	25	14.95	fb
Squash	18	8.37	fb
Color printing	-	100.00	f2f
2 hours (\$85/hour) design work/consulting	-	170.00	f2f
8 yards of compost	-	735.00	ph
Truck, trailer, fuel	-	450.00	f2f
Property rental (\$500/month for 8 months)	-	4000.00	f2f
Total		5603.77	