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
Grant Application Package

Opportunity Title: Farmers Market Promotion Program
Offering Agency: Agricultural Marketing Service
CFDA Number: 10.166
CFDA Description: Farmers' Market and Local Food Promotion Program
Opportunity Number: USDA-AMS-TN-FMPP-G-16-0002
Competition ID:
Opportunity Open Date: 
Opportunity Close Date: 05/12/2016
Agency Contact: Camia Lane
Management Analyst
E-mail: camia.lane@ams.usda.gov
Phone: 202-720-0933

This opportunity is only open to organizations, applicants who are submitting grant applications on behalf of a company, state, local or tribal government, academia, or other type of organization.

Application Filing Name: Mariposa County

Select Forms to Complete

Mandatory

| Application for Federal Assistance (SF-424) | Complete |
| Assurances for Non-Construction Programs (SF-424B) | Complete |
| Budget Information for Non-Construction Programs (SF-424A) | Complete |

Optional

- [ ] USDA AD-3030
- [ ] USDA AD-3031

Instructions

Show Instructions >>

This electronic grants application is intended to be used to apply for the specific Federal funding opportunity referenced here. If the Federal funding opportunity listed is not the opportunity for which you want to apply, close this application package by clicking on the "Cancel" button at the top of this screen. You will then need to locate the correct Federal funding opportunity, download its application and then apply.
Application for Federal Assistance SF-424

1. Type of Submission:
   - [ ] Preapplication
   - [x] Application
   - [ ] Changed/Corrected Application

2. Type of Application:
   - [x] New
   - [ ] Continuation
   - [ ] Revision

3. Date Received:
   - [ ] Preapplication
   - [x] Application
   - [ ] Changed/Corrected Application

4. Applicant Identifier:

5a. Federal Entity Identifier:
   - 94-6000880

5b. Federal Award Identifier:

6. Date Received by State:

7. State Application Identifier:

8. APPLICANT INFORMATION:

   a. Legal Name:
   - County of Mariposa

   b. Employer/Taxpayer Identification Number (EIN/TIN):
   - 94-6000880

   c. Organizational DUNS:
   - 0718596070000

   d. Address:
   - Street1: 5100 Bullion St.
   - City: Mariposa
   - County/Parish: Mariposa
   - State: CA: California
   - Province: USA: UNITED STATES
   - Zip / Postal Code: 95338-0000

   e. Organizational Unit:
   - Department Name: Administration
   - Division Name: Community Development

   f. Name and contact information of person to be contacted on matters involving this application:
   - Prefix: Mrs.
   - * First Name: Tara
   - Middle Name: G.
   - * Last Name: Schiff
   - Suffix: 
   - Title: Community Development/Grant Coordinator
   - Organizational Affiliation: County of Mariposa
   - * Telephone Number: (209) 742-1214
   - Fax Number: (209) 966-5147
   - * Email: tschiff@mariposacounty.org
**Application for Federal Assistance SF-424**

9. **Type of Applicant 1: Select Applicant Type:**
   - B: County Government

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

10. **Name of Federal Agency:**
    - Agricultural Marketing Service

11. **Catalog of Federal Domestic Assistance Number:**
    - 10.168

**CFDA Title:**
   - Farmers' Market and Local Food Promotion Program

12. **Funding Opportunity Number:**
    - USDA-AMS-TM-FMPP-G-16-0002

* Title:
   - Farmers Market Promotion Program

13. **Competition Identification Number:**

Title:

14. **Areas Affected by Project (Cities, Counties, States, etc.):**

15. **Descriptive Title of Applicant's Project:**
    - The Mariposa Farmers’ Market Capacity Building Project intends to provide support for the Mariposa Farmers’ Market through marketing and collaborative efforts.
Application for Federal Assistance SF-424

16. Congressional Districts Of:
   - a. Applicant: 4th
   - b. Program/Project: all

   Attach an additional list of Program/Project Congressional Districts if needed.

17. Proposed Project:
   - a. Start Date: 09/01/2016
   - b. End Date: 08/31/2017

18. Estimated Funding ($):

   - a. Federal: 100,000.00
   - b. Applicant: 0.00
   - c. State: 0.00
   - d. Local: 0.00
   - e. Other: 0.00
   - f. Program Income: 0.00
   - g. TOTAL: 100,000.00

19. Is Application Subject to Review By State Under Executive Order 12372 Process?
   - a. This application was made available to the State under the Executive Order 12372 Process for review on
   - b. Program is subject to E.O. 12372 but has not been selected by the State for review.
   - ☒ c. Program is not covered by E.O. 12372.

20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)
   - ☒ Yes  ☐ No

   If "Yes", provide explanation and attach

21. "By signing this application, I certify (1) to the statements contained in the list of certifications" and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances" and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)

   ☒ I AGREE

   ** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

   Authorized Representative:

   Prefix: 
   * First Name: Mary
   Middlin Name: 
   * Last Name: Hodson
   Suffix: 

   * Title: County Administrative Officer

   * Telephone Number: (209) 966-3222  Fax Number: 

   * Email: mudson@mariposa.org

   * Signature of Authorized Representative: Completed by Grants.gov upon submission.  * Date Signed: Completed by Grants.gov upon submission.

APPROVED AS TO FORM:

STEVEN W. DAHLEM
COUNTY COUNSEL
ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

NOTE: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.

2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.

3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.

4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.

5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).

6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1688), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made, and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.

8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is $10,000 or more.

11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11988; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).


14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.

15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.

16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.

17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."

18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.

19. Will comply with the requirements of Section 106(g) of the Trafficking Victims Protection Act (TVPA) of 2000, as amended (22 U.S.C. 7104) which prohibits grant award recipients or a sub-recipient from (1) Engaging in severe forms of trafficking in persons during the period of time that the award is in effect (2) Procuring a commercial sex act during the period of time that the award is in effect or (3) Using forced labor in the performance of the award or subawards under the award.

<table>
<thead>
<tr>
<th>SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary Hodson, CAO</td>
<td>County Administrative Officer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPLICANT ORGANIZATION</th>
<th>DATE SUBMITTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>County of Mariposa</td>
<td>Completed on submission to Grants.gov</td>
</tr>
</tbody>
</table>

Standard Form 4248 (Rev. 7-97) Back

APPROVED AS TO FORM:

STEVEN W. DAHLE
COUNTY COUNSEL
## SECTION A - BUDGET SUMMARY

<table>
<thead>
<tr>
<th>Grant Program Function or Activity</th>
<th>Catalog of Federal Domestic Assistance Number</th>
<th>Estimated Unobligated Funds</th>
<th>New or Revised Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Federal (c)</td>
<td>Non-Federal (d)</td>
</tr>
<tr>
<td>1. Marketing</td>
<td></td>
<td>$ 94,000.00</td>
<td>$</td>
</tr>
<tr>
<td>2. Re-location</td>
<td></td>
<td>$ 6,000.00</td>
<td>$</td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Totals</td>
<td>$ 100,000.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Standard Form 424A (Rev. 7-97)
Prescribed by OMB (Circular A-102) Page 1
### SECTION B - BUDGET CATEGORIES

#### 6. Object Class Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>(1) Marketing</th>
<th>(2) Re-location</th>
<th>(3)</th>
<th>(4)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Personnel</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>b. Fringe Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Equipment</td>
<td>7,266.00</td>
<td></td>
<td></td>
<td></td>
<td>7,266.00</td>
</tr>
<tr>
<td>e. Supplies</td>
<td>38,740.00</td>
<td></td>
<td></td>
<td></td>
<td>38,740.00</td>
</tr>
<tr>
<td>f. Contractual</td>
<td>49,000.00</td>
<td>6,000.00</td>
<td></td>
<td></td>
<td>54,000.00</td>
</tr>
<tr>
<td>g. Construction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Total Direct Charges (sum of 6a-6h)</td>
<td>94,000.00</td>
<td>6,000.00</td>
<td></td>
<td></td>
<td>100,000.00</td>
</tr>
<tr>
<td>j. Indirect Charges</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>k. TOTALS (sum of 6i and 6j)</td>
<td>$94,000.00 $6,000.00</td>
<td>$</td>
<td></td>
<td>$100,000.00</td>
<td></td>
</tr>
</tbody>
</table>

7. Program Income

Authorized for Local Reproduction

Standard Form 424A (Rev. 7-07)

Prescribed by OMB (Circular A-102) Page 1A
### SECTION C - NON-FEDERAL RESOURCES

<table>
<thead>
<tr>
<th>(a) Grant Program</th>
<th>(b) Applicant</th>
<th>(c) State</th>
<th>(d) Other Sources</th>
<th>(e) TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Re-location</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>12. TOTAL (sum of lines 8-11)</td>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
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### SECTION D - FORECASTED CASH NEEDS

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<thead>
<tr>
<th>Federal</th>
<th>Total for 1st Year</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

| Non-Federal | $0.00 | $0.00 | $0.00 | $0.00 |

| TOTAL (sum of lines 13 and 14) | $0.00 | $0.00 | $0.00 | $0.00 |

### SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

<table>
<thead>
<tr>
<th>(a) Grant Program</th>
<th>(b) First</th>
<th>(c) Second</th>
<th>(d) Third</th>
<th>(e) Fourth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>$33,500.00</td>
<td>$33,500.00</td>
<td>$33,500.00</td>
<td>$33,500.00</td>
</tr>
<tr>
<td>Re-location</td>
<td>$6,000.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>20. TOTAL (sum of lines 16 - 19)</td>
<td>$39,500.00</td>
<td>$33,500.00</td>
<td>$33,500.00</td>
<td>$33,500.00</td>
</tr>
</tbody>
</table>

### SECTION F - OTHER BUDGET INFORMATION

<table>
<thead>
<tr>
<th>21. Direct Charges:</th>
<th>22. Indirect Charges:</th>
</tr>
</thead>
</table>

23. Remarks: