



HISTORIC  
FRANKLIN  
TENNESSEE

ITEM #7  
WRKS  
02/25/14

## MEMORANDUM

February 18, 2014

TO: Board of Mayor and Alderman

FROM: Eric Stuckey, City Administrator  
Lisa R. Clayton, Parks Director  
Vernon Gerth, ACA Community & Economic Development

SUBJECT: Bicentennial Park - Franklin Farmer's Market Presentation

### Purpose

The purpose of this memorandum is to provide information to the Board of Mayor and Aldermen (BOMA) to consider the possible adaptive use of the Bicentennial Park including the open-air pavilion for the usage of a Saturday farmers' market and a grant proposal to accomplish the renovation of the site.

### Background

In 2002, eight farmers came together to create the Franklin Farmers Market (FFM), a 501(c)(5) non-profit agricultural organization with the mission to keep Tennessee's beautiful farmlands green and growing. The FFM provides a connection between farmers and the public to create a partnership that assures a more sustainable future for everyone. The Franklin Farmers Market delivers a reliable means for local farms to stay productive and profitable. Farmland that is productive is less likely to disappear into urban sprawl or development.

In 2012, the City approached the FFM inquiring about the future growth of the organization and established a partnership at Harlinsdale Farm for the "learning garden" where local children are able to see the fruits of their labor through gardening. The program has been a successful partnership.

The current location of the FFM is within the east parking area of The Factory. In April 2015, the FFM will no longer utilize the space and is considering other appropriate sites within the city limits of Franklin. Bicentennial Park currently is being considered by the FFM Board of Directors as an appropriate site for the FFM relocation. With a large base of loyal customers, the Franklin Farmers Market has grown from a summer-only marketplace to a year-round operation and the number of farms participating in the market each year has increased from 8 to over 70 farms. The Franklin Farmers Market works to support a diversified, sustainable agriculture system by operating with three main goals:

- Keep local family farms productive and profitable by providing a reliable venue for farmers to sell what they grow or produce. By doing that, the market strengthens and builds financial sustainability for both farmers and the local economy.
- Give the public easy access to healthy, locally-grown fresh food. All vegetables and fruits; meats, dairy and herbs at the Franklin Farmers Market come from local farms.
- Educate the public about the positive impact that farming has on their community's health, economy, aesthetic values and the environment.

Bicentennial Park is currently undeveloped and acts as the staging area for the Hillsboro Road and 3<sup>rd</sup> Ave North extension projects. Due to being in the floodway, minimal use of the property other than green space and use of the open-air pavilion would be applicable. The FFM has an opportunity to submit a 50%-50% grant with the State of TN in the amount of \$50,000 toward constructing or renovating a publicly owned facility to house the farmer's market. The following are areas of the grant that must be considered prior to entering into a partnership with the City:



**Effectively describe your proposed capital development project(s).** Include the following information in your description.

- List each proposed project individually
- indicate how the project(s) will benefit your market's vendors and help increase Tennessee farm income
- Include drawings and/or photograph to illustrate any expansion or improvements

**Outline the steps and time frame for completing your proposed project.**

- Projects and reimbursement paperwork must be completed by **June 30, 2015**.

**Provide a detailed, line-item budget for each proposed activity,** using the format presented below.

- Indicate which items will be involved in grant funding
- List source of quotes and include written cost estimates from vendors

**Demonstrate 50% cost share match**

- Indicate type of match (federal, state, local, or private financial cash participation)
- In-kind expenses must be identified and documented within the application proposal to be considered
- Provide supporting documents and financial commitment letters from all funding sources involved in the project

### **Financial Impact**

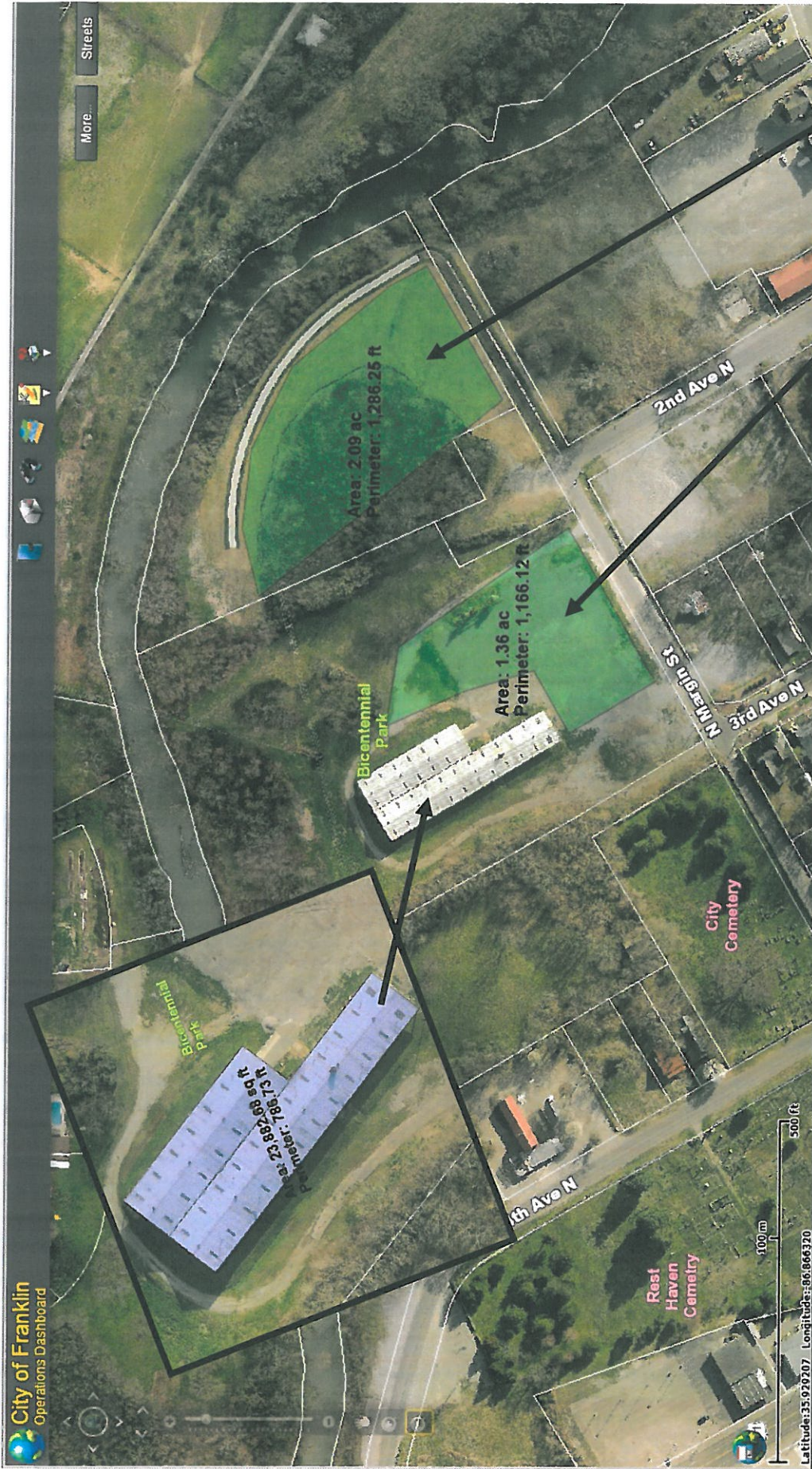
The Parks Department recommends working the FFM to submit a letter of intent to apply jointly for the \$50,000 grant. The project must be completed by June 30, 2015 which allows for a proposed dollar-for-dollar match by the City from the Hotel-Motel tax for the renovation and improvement of Bicentennial Park for the FFM. The money would be allocated, if approved, in the 2014-15 fiscal year budget. A lease agreement would be proposed post grant submittal by the FFM to the Board of Mayor and Alderman for consideration.

### **Recommendation**

It is recommended that staff be directed to develop a Letter of Intent for the use of Bicentennial Park with the FFM and that the City and FFM partner for the submittal of the grant by March 7, 2014.



Latitude: 35.924479 Longitude: -86.869270



Potential Gravel or Grass Parking Areas  
Typically 150 cars per acre

Open air pavilion to be utilized by vendors for the Market.