



GRANT AGREEMENT

DATE AUTHORIZED: September 18, 2012

GRANTEE: Blue Grass Community Foundation (Blue Grass)

TAX ID: 61-6053466

GRANT NUMBER: 2012MG004

AMOUNT: \$25,000

GRANT PERIOD: START DATE: November 1, 2012 FINISH DATE: October 31, 2013

GRANT PROJECT NAME: Senior Food Advisor Position, Lexington Fayette County Urban Government

GRANT PURPOSE: These funds provide required match to a grant from the Kentucky Agricultural Development Fund's award of \$25,000 to the Fayette County Council, to support a half-time Senior Food Policy Advisor position within Lexington Fayette County Urban Government. This is less than the requested match of \$50,000, approved by the Foundation for a Healthy Kentucky (Healthy Kentucky) Board of Directors, contingent on receipt by the Grantee of funds in that amount from the Kentucky Agricultural Development Fund. If the remainder of anticipated funds are awarded to Blue Grass within the Grant Period, this Agreement may be amended up to but not to exceed the full amount of \$50,000 approved by the Healthy Kentucky Board of Directors.

I. SCOPE OF WORK:

These funds are to be used to underwrite no more than one year of initial funding for a half-time Senior Food Policy Advisor position within Lexington Fayette County Urban Government. To the extent permitted by Lexington Fayette County hiring practices, a representative of Healthy Kentucky shall be invited to participate in the process of interviewing and selection of the staff member to fill this position. Funds awarded may also be used to offset travel, marketing and materials expenses of the Senior Food Policy Advisor in the conduct of their duties, consistent with Attachment A to this agreement. **Funds are only to be used for the purpose stated above and as described in Attachment A. The project is subject to modification only with the Foundation's prior written approval including any changes to the implementation plan and project budget – Attachment B.**

II. GRANT PAYMENT:

Upon return of two signed copies of this agreement, the Foundation will issue a check to the Blue Grass Community Foundation for \$25,000 of the grant funds along with one copy of the fully-executed agreement. The signed agreement must be returned to the Foundation office within 60 days of the date authorized or the Agreement is null and void. Grant funds will be distributed in care of:

Blue Grass Community Foundation
Attn: Lisa Adkins, President/CEO
250 West Main Street, Suite 1220
Lexington KY 40507
859-225-3343
ladkins@bgcf.org

III. EXPENDITURE OF FUNDS:

- The grantee is responsible for the expenditure of funds and for maintaining adequate supporting records consistent with generally accepted accounting principles.
- No funds provided by the Foundation may be used for any of the following:
 - a. Direct patient care except as part of demonstration or replication project.
 - b. Capital campaign or capital construction costs.
 - c. Overhead expenses except in limited amounts for specified project.
 - d. Expenses related to registered legislative agents for the purpose of lobbying.
 - e. Religious organizations for religious purposes.
 - f. Political causes.
 - g. Retroactive expenses or deficit reduction or forgiveness.
 - h. Any use not consistent with applicable law.
- Expenses charged against this grant may not be incurred prior to the start date of the grant or subsequent to the finish date, and may be incurred only as necessary to carry out the purposes and activities of the approved project.
- The Foundation reserves the right to examine the progress of any grant funded. If in the judgment of the Foundation, a grant has not adequately achieved its originally stated goals and objectives, the Foundation reserves the right to terminate the grant and require that the recipient return any unexpended or inappropriately expended funds.
- The grantee shall return to the Foundation any funds unexpended at the end of the grant period or upon termination of this Agreement for cause. The grantee shall also return any funds not expended in compliance with this Agreement. Such funds shall be returned as a bank check made payable to the Foundation for a Healthy Kentucky within 30 days of grant termination or completion.

IV. PROGRAM MONITORING/REPORTS TO THE FOUNDATION:

- Foundation staff will contact the Project Director during the grant period to discuss progress – a site visit may be scheduled at this time. In addition, Grantee is expected to comply with reasonable requests for information made by the Foundation and by persons or agencies acting on behalf of the Foundation to evaluate the Foundation's philanthropic initiatives.
- The Grantee will allow the Foundation to review the text of any proposed publicity by the Grantee concerning the Foundation-funded project or program and shall not release said text

without the prior approval of the Foundation, provided that this shall not restrict the Grantee's right to distribute work product relating to the Grant program. Any Grantee use of the Foundation's logos and trademarks requires specific prior approval from Foundation staff. Copies of all external communications materials such as press releases, press kits, or flyers that reference the Foundation in relation to this grant should be sent to the Foundation.

- The Foundation reserves the right to share descriptions of this and other funded projects, and project reports filed with the Foundation, through print and electronic media, without additional approvals from Grantee. Guidelines for use of the Foundation's name and logo can be found in Attachment C.
- Included with this Grant Agreement are the final report guidelines – a final report should be completed and returned to the Foundation office no later than one month after the finish date of the grant period, or November 30, 2013. A delinquent report may influence eligibility for future grants. Completed reports are to be mailed or emailed to:

Susan G. Zepeda, President/CEO
Foundation for a Healthy Kentucky
9300 Shelbyville Road, Suite 1305
Louisville, KY 40222
502-326-2583
szepeda@healthy-ky.org

V. DESIGNATED CONTACT PERSON

The designated contact person on behalf of Blue Grass Community Foundation for all matters related to project activities, fund administration and this grant agreement is:

Brian Dineen, Director of Finance and Compliance
Blue Grass Community Foundation
250 West Main Street, Suite 1220
Lexington KY 40507
859-225-3343
bdineen@bgcf.org

Grantee shall promptly notify the Foundation if this contact information changes during the Grant period.

The designated contact person on behalf of Foundation for a Healthy Kentucky for all matters related to project activities, fund administration and this grant agreement is:

Susan G. Zepeda, President/CEO
Foundation for a Healthy Kentucky
9300 Shelbyville Road, Suite 1305
Louisville, KY 40222
502-326-2583
szepeda@healthy-ky.org

VI. AFFIRMATION OF LEGAL STATUS

Grantee affirms that it is (a) a qualifying Code Section 501(c)3 organization as determined by the Internal Revenue Service and is not a private foundation or (b) is a governmental organization described in Section 170(c)(1). Grantee shall promptly notify the Foundation if this legal status changes or is jeopardized during the Grant Agreement period.

VII. FULL AGREEMENT

This Agreement constitutes the entire Agreement and understanding of the parties with respect to the transactions set forth and supersedes all prior agreements, arrangements and understandings. This Agreement may be amended or modified only in a writing signed by the parties hereto. If the above correctly sets forth a full understanding of the terms and conditions under which this grant is being made, please indicate by signing below and returning both copies of this agreement to the Foundation. The signatures affixed below by authorized legal representatives of both the grantee organization and the Foundation for a Healthy Kentucky shall signify full and complete agreement to the terms specified in this Grant Agreement.

<u>Lisa Adkins President/CEO</u>	<u>11-14-12</u>
Printed Name/Title of Authorized Representative of the Blue Grass Community Foundation	Date
<u>[Signature]</u>	<u>11-14-12</u>
Signature of Authorized Representative of the Blue Grass Community Foundation	Date
<u>[Signature]</u>	<u>11-20-12</u>
Signature of Susan G. Zepeda, Ph.D. President/CEO Foundation for a Healthy Kentucky	Date

Attachment A



Grant Application to Foundation for a Healthy Kentucky
Submitted by the Blue Grass Community Foundation on behalf of
Lexington-Fayette Urban County Government as a sub-grantee.

Description of the Applicant and its Activities:

The Blue Grass Community Foundation is a community endowment and scholarship foundation serving central and eastern Kentucky. The Lexington Fayette Urban County Government (LFUCG) is an urban county government. The Blue Grass Community Foundation will be the initial * fiscal agent and will enter into a cooperative agreement with LFUCG to create a position in the Office of the Mayor, primarily with external funding, dedicated to advancing policies and practices that improve access to and increase use of fresh, local food, and the related health benefits to the community.

Need to be addressed:

Lexington, Kentucky is situated in a predominantly agricultural area where local Institutions (government, schools, hospitals, and businesses) and individuals do not take full advantage of the fresh, local, healthy food available. And because of limited direct markets, limited marketing infrastructure, and limited know-how, farmers are reluctant to add new crops or to increase the size of the crops they presently grow.

This negative cycle directly impacts the health of the community, especially in those areas in our community that have been documented as "food deserts," where access to fresh produce and mainstream groceries is limited or not available. Especially in these places the easy choice is not a healthy one. The need is to intervene in this negative cycle and produce in its place a positive cycle where increased production is supported to meet increased demand, resulting in the consumption of more local, healthy food by residents in their own homes and when they are provided food or offered food for sale within institutions and businesses.

While many initiatives are now underway, being worked on, or contemplated, progress on all fronts will be greatly accelerated by having a full-time person focusing full attention on this set of interrelated projects and issues. This healthy food policy leader will understand the underlying health issues, the ways they can be addressed through work on health policies and through increasing demand for and access to healthy food, and the ways to support growers in providing that healthy food to those who will most benefit from it.

This initiative also complements other recent initiatives undertaken by LFUCG to improve the health of its own employees and of the general community. Examples include: Second Sunday, which emphasizes increased physical activity; the work of the Pedestrian/Bike coordinator in

the Planning Department whose responsibility is to expand both on-street ("complete streets" that meet pedestrian and bike needs as well as accommodating automobile traffic) and off-street (bike and pedestrian trails, such as the new Legacy Trail) opportunities for increased physical activity; LFUCG's new clinic and emphasis on wellness activities for LFUCG employees, and the Food Cart, which provides fresh produce from the Lexington Farmer's Market one day a week in the lobby of the Government Center.

Description of the project/program/activity to be conducted:

As a pilot project with the potential to lead to a permanent institutional base, this initiative will secure funds from multiple sources to create a position in the Office of the Mayor with the responsibility to advocate for policies, provide education, convene potential collaborators, and support projects that lead to health benefits related to the availability of fresh, local food. The person in this position will serve as a networker, connector, coordinator, and facilitator, linking LFUCG, the University of Kentucky, UK Hospital and other area hospitals, Fayette County Public schools, local businesses, farmers and farmers' markets. Capitalizing on the local food movement momentum at various institutions will create the capacity to build the infrastructure to meet the goals of reaching food deserts and their underserved populations, including those in poverty, people of color, children and senior citizens, who on a daily basis experience less access to good food.

Work undertaken will include promotions and activities to boost access to and use of fresh, local, healthy food to improve personal, community and economic health. Here are a few likely examples of the kinds of work this person could undertake:

- Coordinate with the Fayette County Public Schools to provide students with increased access to and education about fresh, local, healthy food and its impact on health;
- Work with UK Hospital to provide healthier food alternatives for patients and those who work at and visit the hospital;
- Develop food distribution systems for current food deserts, including farmers' markets, CSAs, and support and incentives for existing corner groceries to carry and promote fresh produce.

Currently several projects are underway or planned, all of which will either benefit greatly from or absolutely require the support of such a person for long-term sustainability:

Better Bites

Better Bites is a pilot program initiated by the Lexington Tweens Nutrition and Fitness Coalition in collaboration with LFUCG's Parks

Department. The program successfully advocated for policy change requiring healthy food alternatives at some public pools' concession stands. With steady assistance from a full-time, skilled person positioned within LFUCG, the scope of this policy change may be expanded to include a much wider group of recreation venues in and outside government, with broad positive health consequences. The Tweens Coalition is funded as part of a national initiative by an action research grant from the Centers for Disease Control.

Food Bus

The food bus, now in the early stages of planning, is an idea generated by a fledgling public-private partnership that includes LexTran (Lexington's transit authority), WLEX-TV, and private philanthropists. The food bus idea has attracted remarkable support and interest from community leaders excited about creating incentives for policy changes aimed at new ways of making fresh food accessible in the "food deserts" in our community. LexTran offers to retrofit, maintain and insure one of the buses it will soon be taking out of normal service for the purpose of using it as a rolling produce market to serve areas lacking access to fresh food. Blue Grass Community Foundation offers to fund fact-finding research in one or more cities that have launched successful food bus initiatives. With support from a dedicated local food policy leader within LFUCG, the policies, practices, and administrative requirements for sustaining and expanding the food bus approach can be efficiently and appropriately developed and managed for best positive impact on community health.

Food Cart

The Food Percolator, an informal community group working to improve access to fresh, local food, received a small grant to initiate a food cart/farmers market stand for fresh produce within the Government Center, which is the main LFUCG building. Members of the group worked with the LFUCG Mayor's Office and Lexington Farmers Market to develop the policies governing this new initiative and form an agreement for a pilot project that began in May, 2012. Assuming the success of the initial food cart, all entities involved aspire to expand this model of bringing fresh, local food into workplaces, both public and private. A local food leader within LFUCG can accelerate the spread of food carts by sharing workable policy and practice requirements and building productive relationships among workplace leaders and growers.

The goal/outcome sought by the activity:

We seek to improve the health of our community by increasing institutional policy commitments to buying and using fresh, local, healthy food, and

increasing the availability of fresh, local food throughout the community, but especially in the underserved food deserts in the community. One result will be increased individual access to and familiarity with fresh local food, making it easier for individuals to make wise lifestyle choices and improve their health.

A related outcome will be an expanded market base for Fayette County agricultural producers. Increased economic health for local producers is a key component in boosting local capacity to provide needed fresh food. The pilot project also has the potential to stimulate a keener interest in the private sector to undertake similar activities.

* Project Budget:

The project budget is attached. Total cost for Year One is \$200,000.

Source of Funds and any deadlines:

Sources for funds being sought are included on page 2 of the attached budget. Deadlines for Kentucky Agricultural Development Funds at both the local and state level are on a rolling basis. We have been approved for \$25,000 of funding from the Fayette County Agriculture Development Council and are responding to follow-up inquiries from the State Agriculture Development Board. The total of state and local Agricultural Development Funds cannot amount to more than 50 percent of the total cost of the proposed project.

Amount of Grant Requested:

\$60,000

Updated Attachments:

- A list of Blue Grass Community Foundation's FY 2013 Board of Directors, with affiliations
- LFUCG job description

Advisory Committee to LFUCG Senior Advisor – Food Policy

The purpose of the Advisory Committee is to provide oversight and guidance, assist with benchmarking and goal setting, and support the Senior Advisor – Food Policy, in the execution of this new position and focus area within the LFCUG. The Advisory Committee will be formed once the position is funded, and will be appointed by Mayor Jim Gray.

The Advisory Committee will be comprised of approximately seven people from the following list of proposed members and representative organizations:

1. Mac Stone – Farmer, Elmwood Stock Farm (organic fruit, vegetables, poultry, eggs and meat); Founder, Lexington Farmers' Market
2. Anita Courtney – Director, Tweens Coalition (focused on Better Bites and Corner Market Transformation)
3. Ben Abell – Manager, UK South Farm/Sustainable Agriculture OR Delia Scott – Horticultural Agent at Fayette County Cooperative Extension
4. Jeff Dabbelt – Lexington Farmers' Market
5. Nancy Cox – Associate Dean, UK College of Agriculture
6. Ryan Koch – Executive Director, Seedleaf; Farmer, Seedleaf Farms (urban farmer)
7. Becca Self – Executive Director, FoodChain (aquaponic fish and vegetable farm)
8. Hospital System Representative
9. Fayette County School District Representative
10. Fayette County Medical Society Representative
11. Blue Grass Community Foundation Representative

LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT

Class Title: SENIOR ADVISOR – FOOD PROGRAM

Class Code: 011E

Reports To: Mayor or Designee

Grade: 212E

Supervision Exercised: Program employees, volunteers and interns

EEO: 1

Occupational Category: Management series

Date Established: 07/18/12

Date Last Revised: 07/18/12

General Function: [Statement does not necessarily delineate all the concepts (scope and depth of assigned duties and responsibilities) of the position classification.]

Performs administrative and managerial tasks in planning, organizing and directing the operation of a major program area. Duties include developing, implementing and interpreting policy procedures, providing technical assistance and coordinating program activities and all functions related to programs and services for the healthy food initiative.

Essential Functions: (Any one position may not include all of the duties listed nor do the listed examples include all tasks which may be performed.)

Program/Project Management:

Evaluates program accomplishments; establishes program objectives; and formulates and implements policies and procedures.
Provides guidance for the planning and administration of activities and programs, including the development and supervision of activities designed to meet the goals of the healthy food initiative.
Identifies, assesses, coordinates, develops and support comprehensive services and support programs, and projects that foster independence and enhance the quality of life especially for senior citizens and persons with disabilities.
Plans for the maximum use and expansion of existing programs and the development of new programs and initiatives.
Communicates and coordinates with governmental entities, private businesses, volunteers and volunteer agencies to achieve the stated goals of the healthy food initiative.
Participates in planning and policy matters to insure intra-agency coordination.
Monitors program's compliance with federal, state and local regulations to insure continued funding for the programs.
Prepares and participates in the preparation of the program budget.

Supervision:

Plans, directs and supervises the work of subordinates and volunteers working on program initiatives.
Selects, supervises, schedules and evaluates program subordinates and volunteers.
Plans and conducts meetings with relevant administrative staff and subordinates as required or requested.

Public Contact:

Plans and directs a continuous public relations program.
Coordinates program area with inter and intra-agency activities, including private agencies/entities.
Develops and maintains relationships with local businesses, existing programs and their employees/volunteers, and governmental representatives.
Attends staff meetings, conferences and workshops and keeps abreast of new trends, programs, and opportunities relevant to programming.
Represents the division by serving on various community and professional committees.
Provides educational information and speaks before various groups on topics relating to program area.

Report Preparation:

Prepares financial and budgetary programs for program activities; assumes responsibility for the preparation of adequate records, reports and controls; and writes grant proposals and related reports.
Prepares written reports or provides oral updates to the Mayor, Urban County Council, and other various Departments/Division as requested.

Senior Advisor – Food Program (Continued)

Miscellaneous:

May be assigned to perform duties of higher/lower level classifications in this or related class series and/or perform duties on a temporary or acting basis in accordance with Ordinances 21-15 and 21-16 and/or act as a lead worker.
Responsible for knowing and complying with all UCG and division safety rules and for attending safety meetings.
Performs other related duties as required.

Physical Demands and Working Conditions:

Physical demands include lifting and moving supplies, writing reports, and effectively dealing with both public and private entities and individuals.

Must have the strength and agility to allow the employee to perform job duties which would be found at the level of light work (i.e. exerting up to 20 pounds of force) and including occasional heavy work (i.e. exerting 50-100 pounds of force) as defined in the PAQ.

Working conditions include regular exposure to continuous noises, contagious diseases, wet and humid surroundings, extreme hot or cold temperatures, and dust.

Class Requirements:

Education, Training and Experience:

Education:

Completion of a Bachelor's degree from an accredited college or university. Preferred areas of concentration are: dietetics, foods and nutrition, food service system management, health and fitness or related areas.

Training/Experience

Three (3) years of experience in marketing, governmental relations, nutrition science, or related field is required or an equivalent combination of experience and training which provides the required knowledge, skills and abilities.

Additional Licenses/Certifications/Registrations/Accreditations:

None required.

Knowledge, Skills and Abilities:

Considerable knowledge of:

- nutritional science;
- the professional principles and skills used in area of assignment;
- marketing processes and procedures, as well as standard practices;
- knows, or is willing to study in-depth the programs already in existence; and strategies to increase community involvement/participation in healthy food initiatives/nutrition.

*understanding or knowledge of field realities in improving food and nutrition choices with a diverse business base.

Good knowledge of staff scheduling, program administration and office management.

Ability to:

- plan, organize, schedule and evaluate activities;
- establish and maintain effective working relationships with staff, other agencies, clients, community groups and general public;
- prepare and follow-up on grant proposals and other sources of funding for programs;
- seek opportunities to promote the program through new and existing avenues;
- create/cultivate opportunities to increase public awareness of the program;
- evaluate program results and make adjustments;
- implement and maintain program activities in specialized area of assignment; and
- make sound independent judgments.
- communicate effectively, both orally and in writing at all levels of an organization; This includes excellent facilitator skills and particular interest and experience with interfacing between community leaders and local government;
- take the lead on various projects which encompasses involvement of community businesses and resources as related to food education and healthy choice initiatives in the community.

Senior Advisor – Food Program (Continued)

Special Requirements:

May be required to possess a valid Kentucky driver's license.

Must be able to operate Urban County Government equipment and vehicles in a safe, prudent and responsible manner.

Individuals recommended for employment will be required to submit to a background check and submit to drug screening. In addition, the person should be of sobriety and integrity, orderly and law abiding.

All positions require drug testing before employment and will require a pre-employment physical as stated in Ordinances 21-14(b) and 23-16.

Pursuant to the Drug Free Workplace Act of 1988 and to sections 21-52, 22-34 and 23-50 of the Code of Ordinances, all employees must remain drug and alcohol free when reporting to work, while at work and while engaged in any work related activities.

The intent of this class description is to provide a representative summary of the types of duties and responsibilities that will be required of classifications given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be required to perform job-related tasks other than those specifically presented in this job description.



**2012 Project Application
REQUEST FOR FUNDS**

Date Received: _____
Application Number: _____
GOAP Use Only

Applicant Information

1. Legal Name of the entity to which the award should be made: <i>BlueGrass Community Foundation</i>		2. Authorized Representative (AR) <i>Lisa Adkins, President/CEO</i>	
1b. Address where check will be mailed <i>250 West Main Street, Suite 1220</i> Street Address		Name, Title <i>250 West Main Street, Suite 1220</i> Address (Legal Agreement will be mailed here.)	
<i>Lexington, Kentucky</i> City	<i>KY</i> State	<i>40507</i> ZIP Code	<i>KY 40507 859-225-3343</i> State ZIP Code Phone
1c. Registered with the Secretary of State's Office (SOS)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1e. Tax Identification # <i>61-6053466</i>		<i>ladkins@bcfg.org</i> AR e-mail address (e.g. name@abc.com)
1d. In Good Standing with SOS? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1f. Project County: <i>Fayette</i>		
3. Project Contact (if different than AR in 2): _____ Last Name First MI			
Phone: () Cell: () E-mail Address: _____			

Funding Request

This application is for requests to fund projects that fall outside standard county program guidelines. Requests for additional funds for an existing project should use the "Request for Amendment" Form.

4 a. County Funds Requested:
County: Fayette Amount: \$ 25,000

4b. State Funds Requested: \$ 25,000

4 c. TOTAL Agricultural Development Funds Requested: \$ 50,000

List "County, Amount" here, if multiple county requests: _____

4d. Have you received KADF prior to this application?
 State \$ _____
 County \$ _____, counties

Disclaimer and Signature

By affixing a signature to this application, the applicant(s) certifies that he/she has read and understands the guidelines governing funds and agrees to all conditions set forth therein; and that all information contained in this application package is true to the best of the applicant's knowledge, information, and belief.

The applicant(s) also authorizes the Kentucky Agricultural Development Board and any of its representatives to make all necessary investigations of financial, credit, and other records through credit agencies and authorize the release of any and all information, which may be relevant to making a decision on this application.

The Kentucky Agricultural Development Board reserves the right to terminate any Legal Agreement with applicant, if at a future date it becomes aware of any material false or misrepresentation(s) contained in this application.

Signature of Authorized Representative (from box 2a.): _____

Date: _____

Title: _____

See **Basic Guidelines** for important information to consider when applying, and **Appendix A** for instructions on submitting your proposal.

Answers to the following questions may be done on a separate sheet of paper, using the same numbering to identify each question being answered.

1. General Questions

1.1 Briefly describe your project (75 words or less):

With the potential to lead to a permanent institutional base, this pilot project will secure funds from multiple sources to create a position under the Chief Development Officer in the Office of the Mayor, LFUCG, with the responsibility to advocate for policies, provide education, convene potential collaborators, and support projects that lead to increased markets for local farm products while yielding the health benefits related to the availability of fresh, local food.

1.2 Who are the primary participants in the Project?

[Participants are those groups or individuals involved in the project.]

Blue Grass Community Foundation; Lexington-Fayette Urban County Government

1.3 Provide detailed information on the past and present tobacco dependence of all participants in this project:

1.3.1 Did participant(s) receive a Phase II check?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	1.3.2 Did participant(s) receive a Buyout check?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
1.3.3 Did participant(s) own quota?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	1.3.4 Has participant(s) grown and marketed tobacco?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

1.4 How many farm families will benefit directly from this project in the first year? Be specific.

NOTE: Applicants shall reveal the names of any County Agricultural Development Council members who may benefit from this proposed project.

Farm families growing produce and producing meat for sales direct to the consumer will benefit from this project. With the growth of consumer interest in supporting local farmers and the support these farmers receive from the many incentives provided by ADB programs and agency resources, there is an increasing number of these farmers and an increased overall production capacity in Fayette and surrounding counties.

We will utilize the KDA registered farmers market database to contact producers. The network of growers affiliated with the KFB Roadside Market Program will be key producers for this marketing effort. The Kentucky Proud program has contact with a vast array of producers and processors that will be instrumental in the success of this project. Regional produce auctions may be a source of product, extending the reach further from the central Bluegrass region. Local produce and meat distribution businesses will be key to the success of the project and they have relationships with many local producers.

This pool of potential producers will be refined to those willing to follow food safety policies, properly prepare product for delivery, and demonstrate the desire to fulfill obligations while conducting business in an efficient manner.

1.5 If this is a multi-county regional or statewide project, then please list the counties that will benefit directly?

This multi-county project will seek primarily to expand the local food system in the populous Lexington area. However there are many institutions in the surrounding counties with similar interests, such as schools, colleges, and hospitals. Therefore, developing the grower base to meet this need will include not only Fayette and surrounding counties, but also further out to producers in rural Kentucky seeking additional markets to expand their production. This could be a benefit to the developing Kentucky Proud trail, a distribution route connecting a broader geographic reach.

2. Project Details

- 2.1 Description of project – Please give the details of the project. Tell about the project's history, present status, and future projections.

As a pilot project intended to lead to a permanent institutional base, this initiative, together with funds from multiple sources, will make it possible to create a position in Lexington in the Office of the Mayor/Chief Development Officer that will result in both increased markets for local farm products and increased community health benefits deriving from the availability of fresh, local food. The person in this position will be a local food leader will serve as a networker, connector, coordinator, and facilitator, linking LFUCG, the University of Kentucky, UK Hospital and other area hospitals, Fayette County Public schools, local businesses, residents, farmers and farmers' markets. Capitalizing on the local food movement momentum at various institutions will create the capacity to build the infrastructure to meet the goals of reaching food deserts and children with less access to good food. The person occupying this position will advocate for policies, provide education, convene potential collaborators, connect growers with significant potential new institutional customers, and support projects that improve local farm income and community health.

Work undertaken will include promotions and activities to boost access to and use of fresh, local, healthy food to improve personal, community and economic health. For example, this person could coordinate with the Fayette County Public Schools to provide students with increased access to and education about fresh, local, healthy food and its impact on health.

Currently several projects are underway or planned, all of which will either benefit greatly from or absolutely require the support of such a person.

Better Bites

Better Bites is a pilot program initiated by the Lexington Tweens Nutrition and Fitness Coalition in collaboration with LFUCG's Parks Department. (The Community Foundation is an active partner in the Coalition.) The program successfully advocated for policy change requiring healthy food alternatives at some public pools' concession stands. With steady assistance from a full-time, skilled person positioned within LFUCG, the scope of this policy change may be expanded to include a much wider group of recreation venues in and outside government, and to a more direct focus on locally grown healthy food, with broad positive health consequences. The Tweens Coalition is funded as part of a national initiative by an action research grant from the Centers for Disease Control.

Food Bus

The food bus, now in the early stages of planning, is an idea generated by a fledgling public-private partnership that includes varied non-profit partners, LexTran (Lexington's transit authority), WLEX-TV, the Community Foundation and local philanthropists. The food bus idea has attracted remarkable support and interest from community leaders excited about creating incentives for policy changes aimed at new ways of making fresh, locally grown food accessible in the "food deserts" in our community. LexTran offers to retrofit, maintain and insure one of the buses it will soon be taking out of normal service for the purpose of using it as a rolling local food produce market to serve areas lacking access to fresh food. The Community Foundation offers to fund fact-finding research in one or more cities that have launched

successful food bus initiatives. With support from a dedicated local food leader within LFUCG, the policies, practices, and administrative requirements for sustaining and expanding the food bus approach can be efficiently and appropriately developed and managed for best positive impact on both regional farm income and community health.

Food Cart

The Food Percolator, an informal community group (which includes representation from LFUCG and the Community Foundation) working to improve access to fresh, local food, received a small grant to initiate a food cart/farmers market stand selling fresh, local produce within the Government Center, which is the main LFUCG building. Members of the Percolator group worked with the LFUCG Mayor's Office and Lexington Farmers Market to develop the policies governing this new initiative and address administrative requirements so that a pilot project will begin in May. Assuming the success of the initial food cart, all entities involved aspire to expand this model of bringing fresh, local food into workplaces, both public and private. A local food leader within LFUCG can accelerate the spread of food carts by sharing workable policy and practice requirements and building productive relationships among workplace leaders and growers

2.2 Products or services – Please, give a detailed description of products or services related to this project. [What products or services will be offered? What is unique about the products or services? What will the products or services do for customers?]

While many initiatives are now underway, being worked on, or contemplated, progress on all fronts will be greatly accelerated by having a full-time local food leader who focuses full, steady attention on this set of interrelated projects and issues.

2.3 Describe how the Kentucky Agricultural Development Funds will be used.

Note: Only project expenses incurred after receipt of the application by the Governor's Office of Agricultural Policy are eligible for funding.

Funds will be used as part of the cost of salary and benefits for the position to be created within the Office of the Mayor.

2.4 What criteria will be used to measure the success of your project? What measurable data will you use in defining progress/success?

Measures of success:

- Development of producer/buyer database
 - Development of an Institutional Interest database
 - Data form tracking grower education meetings
 - Enhanced LFUCG inter-agency support team communication systems
 - Evaluation and potential amendment of current LFUCG ordinances, contracts, and policy
 - Message development, use of social media and new media, and related speakers' bureau to educate groups and agencies on how to support a local food system
 - Hosting of events to educate and build relationships among partners
-

- Success with additional grant funding and private funds support
- Creation of opportunities for new “further processing” facilities to prepare raw product for intuitional use
- Recognition of entrepreneurs stepping up to fill gaps in marketplace
- Reaching underserved populations with local wholesome foods

2.5 Is this project expected to create jobs? If so, how many and what type of jobs do you expect this project to create? Will these jobs be full-time, part-time or seasonal? Explain.

The initial phase will add man hours to existing operations, which should lead to adding staff to these operations. With success, new businesses will begin and jobs will be added. In the longer view, this project is designed to spur economic development in the region to meet the demand for local foods. There are numerous opportunities in aggregating product for efficiencies of scale, further processing to prepare raw products to meet foodservice specifications, and a veggie-butchery. Many growers would like to preserve product during the growing season for sale during the off-season to maintain customer loyalty and enhance annual sales.

2.6 Location – Where will the project be located, and why was this location chosen?

The project’s primary location will be Fayette County, though, as noted, the project will be regional in nature in many aspects. Fayette County was chosen because of existing need, emergence of initial resources to address and meet those needs, and because of the willingness of LFUCG to provide an institutional base for the project.

2.7 Management – List the duties and responsibilities of every participant in this project. List their qualifications to perform their duties, including past experience and current occupation and attach résumé(s).



Blue Grass Community Foundation (BGCF) is the primary grantee and fiscal agent for the project. BGCF is a community endowment and scholarship foundation serving central and eastern Kentucky and has performed this function for many other projects and entities. The Blue Grass Community Foundation will be the initial fiscal agent and will enter into a cooperative agreement with LFUCG to create a position in the Office of the Mayor, primarily with external funding.

2.8 Record Keeping – What records will be kept and how will they be used in analyzing the success of your project? Who will do your record keeping/accounting?



The person who fills the position to be created in the Office of the Mayor will have primary responsibility for all record keeping, and will report to the Chief Development Officer. Those records will be used to gauge how well the outcomes listed in the measures success (above) are being accomplished.

2.9 Insurance – Does your current insurance cover the components of this project? If not, what type(s) of insurance will you need? Provide quotes where applicable.

All necessary insurance will be provided by LFUCG.

3. Marketing Plan

3.1 Strategy – What is your marketing strategy? How do you plan on achieving your marketing objectives?

This project has three markets, none of which is a market in the traditional sense. Although the end result of this project will be health-oriented policies, improved farm income and community health, the main marketing challenge is one of persuading three markets to try new ideas, products, and relationships. Market 1: Regional growers: Using personal contact, face-to-face meetings, events, and social media, we will aim to market new opportunities for adding to farm income by taking part in new producer-customer networks. Market 2: Institutional Buyers: Using personal relationship-building, events, email, print, and social media, we will aim to market the features, advantages, and benefits of locally grown, safe, healthy produce as a strong feature of overall institutional food purchasing. Market 3: Consumers, the public: Using media, events, print, and social media, we will aim to market to community consumers the reasons to support local producers by buying their locally grown products.

3.2 Target Market – What is your target market? To whom will you attempt to sell your product/service? Identify characteristics of your customers. Who are your major competitors?

No single product, set of products, or services will be sold.

3.3 Advertising - What types of advertising will you use? How will you tailor your advertising to your target market identified in the above section?

Earned media, social media, new media, and a related speakers' bureau to educate groups and agencies on how to support a local food system

3.4 Pricing – What is your product/service price? How did you arrive at your pricing structure?

This project is not selling a particular product but seeks to develop a process for producers to receive a fair price for their product and encourage increased production and processing.

2.5 Distribution – What is your distribution strategy?

Two types of distribution are major thrusts of this project. The first is distribution of information about how adopting policies and corporate commitment to support for local farmers and local food systems can have a positive, sustainable impact on the local economy and the health of residents. Second is the opportunity to contribute to the development of an efficient product distribution system by aggregating and processing the diverse local supply chain.

4. Financial Documentation

- 4.1 Project Budget Detail – Complete the attached Project Budget Detail form. Provide any other pertinent information on additional sheets.
- 4.2 All Projects – Provide a two-year projected cash flow statement.
- 4.3 Existing Businesses – Submit previous year's balance sheet and income statement.
- 4.4 New Businesses – Provide pro forma balance sheet and income statement, including pertinent assumptions.

5. Supporting Documents

- 5.1 Resumes – Provide résumés for all management team participants mentioned in section 2.7.
- 5.2 Letters of Commitment – Provide a letter from each project participant who is directly involved in implementing and maintaining the project. This letter should explain what role this participant plays in this project.
- 5.3 Invoices / Cost Estimates / Quotes – For equipment purchases, construction activities or remodeling, please provide copies of invoices, written estimates, or catalogue pages noting price of equipment.
- 5.4 Copies of leases, contracts or other legal documents (if applicable)
- 5.5 Formal Business Plan - **Requests for state funds require a formal business plan.** If you have a formal business plan, please submit a copy. This application provides the minimum requirements for a business plan. *Note that the business plan is the most essential portion of this application.*

If you need assistance with developing your business plan, then contact your area Small Business Development Center (visit for contact information) or other service providers, such as the Kentucky Center for Agriculture and Rural Development.

The business model for this project is to capitalize on financial resources of various agencies looking for partners to improve the health of underserved populations, spur economic development in the region, and strengthen the farming sector by developing a sound local food system. Our goal is to seek grant funds to develop and deliver the message and foster efficient distribution of local foods. Other partners in this endeavor include but not limited to:

- USDA/KDA Specialty Crop Block Grant Program – funds to encourage marketing programs that increase demand for fruits, vegetables, ornamentals.
- KY Proud Promotional Program – funds to enhance the marketability of KY grown food products and advertise to targeted customers and the general public.
- Partnership for a Healthy KY – funds to reach underserved populations with wholesome foods and support for healthier food choices.
- Non-profit Hospitals – given their community benefit requirements as part of maintaining their non-profit status with the IRS, these hospitals often fund community projects to support the health of the citizens of a community.
- ADB County Councils – each county has access to ADB funds to support projects and entrepreneurs that benefit their county. Counties are being encouraged to participate in regional projects County Farm Bureau Committee’s – Local FB committees may invest in opportunities that provide markets for their membership.
- Partners Project Match – All projects will be matched with some level of staff support, funding, and outreach by participants.

Grant funds will be budgeted to support the terms and conditions associated with each grant. All accounting and reporting requirements will demonstrate the shared responsibility to achieve the goals set forth. Office space, related amenities, and administrative support will be in the LFUCG Office of the Mayor, with the Chief Development Officer as the main point of contact.

The commitment of Mayor Gray, and the resources to be provided by LFUCG demonstrate community interest and support for enhanced food policies as an economic development tool for the region. As the economic impact of the rollover effect of retaining these dollars in the local economy becomes evident, a permanent institutional base within LFUCG may be able to be established.

5.6 Additional Documentation - Depending on the size, scope and type of project, you may be asked to provide one or more of the following:

- a. business tax returns for the previous three years
- b. personal financial statements from each business owner and principal manager
- c. personal income tax returns from each business owner for up to the previous three years
- d. schedule relating to any lines of credit, promissory notes or outstanding loans with terms, payment schedule and collateral used for security
- e. letter of reference/commitment from bank or other lenders
- f. a sources and uses of funds statement
- g. information necessary to obtain a credit report
- h. appraisal of project related properties
- i. legal instruments that relate to business formation and organization
- j. explanation of any judgments, collections, liens or bankruptcies
- k. plans, drawings, photographs or sketches of project
- l. bids or contracts for equipment and outside services
- m. letter of intent from potential customers or distributors
- n. current materials such as brochures, business cards, stationery and promotional pieces
- o. copies of any applicable licenses or permits
- p. producer commitment form (if required)
- q. any other information deemed necessary

Project Budget & Description Form

FY2013
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Attachment C

Announcements and Promotional Activities Guidelines

Any public references to the Foundation must use the following language, which cannot be altered, edited, or expanded upon without the prior written approval of the Foundation.

If your project or event is *solely* funded by the Foundation, please use the following description:

“The (project/event) is funded by a grant from the Foundation for a Healthy Kentucky. The Foundation’s mission is to address the unmet health care needs of Kentucky, by developing and influencing health policy, improving access to care, reducing health risks and disparities and promoting health equity.”

If your project or event is *partially* funded by the Foundation, please use the following description:

“The (project/event) is funded in part by a grant from the Foundation for a Healthy Kentucky. The Foundation’s mission is to address the unmet health care needs of Kentucky.”

For the purpose of distributing flyers, posters, or other such announcements, the following sentence should appear in the materials if the project or event promoted is solely funded by the Foundation:

“Funded by a grant from the Foundation for a Healthy Kentucky.”

If the project or event promoted is partially funded by the Foundation, use the following description:

“Funded in part by a grant from the Foundation for a Healthy Kentucky.”

Copies of all external communications materials such as press releases, press kits, or flyers that reference the Foundation in relation to this grant should be sent to the Foundation.

If you plan to issue a press release or hold a press event, please contact the Foundation for assistance by notifying the Foundation Program Officer assigned to your grant.

Website and Electronic Publication

As more organizations make use of websites and electronic newsletters to disseminate news of their programs, the Foundation asks that organizations adhere to the following guidelines. This helps the Foundation to assure that the Foundation's mission and funding programs are described accurately and consistently.

- Use only the language provided in the above guidelines (or other similar language agreed to by the Foundation) when referencing the Foundation's programs or grants.
- Organizations with websites who want to provide information about the Foundation to their site's visitors are asked to link to the Foundation's website –www.healthy-ky.org.
- Organizations may not use the Foundation name and/or logo on their websites or any implication that such sites were created or sponsored by the Foundation without express permission.
- Organizations may not duplicate information (text, photos, etc.) from the Foundation's website for use on their own site, except that information which uniquely describes the organization.
- Organizations may not link the Foundation website to commercial websites that promote services or products unrelated to the work funded by the Foundation.