



DENTON COMMUNITY MARKET

DENTON'S LOCAL ART & FARMER'S MARKET

P.O. Box #3057 Denton, TX 76202

www.dentonmarket.org

March 15, 2017

Mr. Todd Hileman
City Manager
City of Denton

Re: Request for City Council Resolution of Support for the Denton Community Market submission of a grant application to the United States Department of Agriculture, Farmers Market Promotion Program.

Dear Mr. Hileman,

Thank you for meeting with me to discuss the Denton Community Market (DCM), and our request for support for an upcoming grant application. I was happy to take the opportunity to share both a brief history of the DCM and highlight some of our accomplishments.

As we discussed, the market has grown substantially over the past seven years, from 15 vendors per week in 2010 to 60-100 per week in 2016, with 192 registered vendors for the 2016 season. The DCM has been in the top three of Best of Denton Event category awards for the past 3 years, we are listed as a top market in DFW by the Dallas Observer; and have become an integral part of the Denton Community.

The Market has worked closely with the City for funding and the Sustainability Department for support to achieve mutually beneficial goals for the community and we hope that support can continue as the DCM prepares to submit a grant application to the United States Department of Agriculture (USDA) Farmer's Market Promotion Program (FMPP) due March 27, 2017.

The Market is asking that the city join the application as a Collaborator and provide a letter of commitment to attach to our application. The support provided by the City as a Collaborator would be limited to in-kind support should the grant be awarded. Areas of support would include access to outreach opportunities in collaboration with the Sustainability events, or shared space for community events. Cross promotion and collaboration on new events that meet the goals of the Market and the Sustainability community engagement efforts, cooking demonstrations, recipe sharing, gardening demonstrations, etc. Assistance with access to appropriate spaces for workshops and classes, including co-sponsorship of regional local food workshop.



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The grant application will focus on expanding programs started under a 2014 FMPP grant awarded to the City of Denton that benefitted the DCM and expanded the local food options available to the community. Programs to be expanded include SNAP outreach, WIC voucher outreach, healthy food education, support for local farmers, community engagement and outreach and further promotion of the market throughout the DFW area.

We appreciate your consideration of our request.

Sincerely,

Vicki Oppenheim
Executive Director
Denton Community Market