

SECTION III - PROJECT BUDGET OUTLINE

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)	Personnel Related Expenses	Requested of NC	Total Projected Cost
	Direct staff time	\$2,000	\$53,422
		\$	\$
		\$	\$
6b)	Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
	Marketing	\$0	\$10,000
	Permits and Facility fees	\$3,000	\$70,693
	Equipment	\$0	\$16,117

7) Have you (applicant) applied to any other Neighborhood Councils requesting funds for this project?
 No Yes If Yes, please list names of NCs: _____

8) Is the implementation of this specific program or purpose described in Question 4 contingent on any other factors or sources or funding? (Including NPG applications to other NCs) No Yes If Yes, please describe:

Source of Funding	Amount	Total Projected Cost
Parks California	\$20,000	\$150,232
Other NPG applications to other NCs, CD-1, and state legislative	\$40,000	\$
Individual contributions	\$15,000	\$

9) What is the TOTAL amount of the grant funding requested with this application: \$5,000

10a) Start date: 06 / 10 / 2021 10b) Date Funds Required: 04 / 11 / 2021 10c) Expected Completion Date: 06 / 10 / 2021
 (After completion of the project, the applicant should submit a Project Completion Report to the Neighborhood Council)

SECTION IV - POTENTIAL CONFLICTS OF INTEREST

11a) Do you (applicant) have a current or former relationship with a Board Member of the NC?
 No Yes If Yes, please describe below:

Name of NC Board Member	Relationship to Applicant

11b) If yes, did you request that the board member consult the Office of the City Attorney before filing this application?
 Yes No ***(Please note that if a Board Member of the NC has a conflict of interest and completes this form, or participates in the discussion and voting of this NPG, the NC Funding Program will deny the payment of this grant in its entirety.)**


SECTION V - DECLARATION AND SIGNATURE

I hereby affirm that, to the best of my knowledge, the information provided herein and communicated otherwise is truly and accurately stated. I further affirm that I have read the documents "What is a Public Benefit," and "Conflicts of Interest" of this application and affirm that the proposed project(s) and/or program(s) fall within the criteria of a public benefit project/program and that no conflict of interest exist that would prevent the awarding of the Neighborhood Purposes Grant. I affirm that I am not a current Board Member of the Neighborhood Council to whom I am submitting this application. I further affirm that if the grant received is not used in accordance with the terms of the application stated here, said funds shall be returned immediately to the Neighborhood Council.

12a) Executive Director of Non-Profit Corporation or School Principal - REQUIRED*

Jenny Aleman-Zometa Program Director  2/3/2021
 PRINT Name Title Signature Date

12b) Secretary of Non-profit Corporation or Assistant School Principal - REQUIRED*

ANDREW M. VOUGHT SECRETARY  2/3/21
 PRINT Name Title Signature Date

* If a current Board Member holds the position of Executive Director or Secretary, please contact the NC Funding Program at (213) 978-1058 or clerk.ncfunding@lacity.org for instructions on completing this form

4) Please describe the purpose and intent of the grant

The purpose of the grant is to support the launch of the Los Angeles River Farmers Market at Los Angeles State Historic Park, to build community and create opportunities for local businesses. The market's mission is to be a gathering place for our diverse community to engage in healthy eating, sustainable living, and cultural heritage. A grant from the neighborhood council would directly support the operating costs to bring community revitalization, equitable access to healthy food, and wellness opportunities to a community suffering from food insecurity after a devastating year. We aim to build a reliable, equitable, and sustainable source of healthy food to the neighborhood for many years to come.

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large.

This weekly farmers' market will bring many benefits to the communities surrounding Los Angeles State Historic Park. Our efforts are directly informed by the L.A. River Farmer's Market Community Advisory Committee, a volunteer group composed of numerous local neighbors, community groups, and businesses.

Some of our goals are:

- To choose vendors that offer specialty produce specific to Asian and Latinx cuisine
- To make fresh healthy options available to anyone by: accepting SNAP/Calfresh (Food stamps), WIC (a nutrition assistance program for Women, Infants, and Children), and by using government assistance dollars to employ the Market Match program and double benefits when used at the farmers' market. We also plan to use the market for emergency food relief and assistance to those in need, similar to what we did with the Chinatown Health Initiative.
- Boost economic development in the area for local restaurants, farmers, as well as creating new jobs to operate the market. The market expects to generate \$450,000 for more than 20 regional farmers, local food entrepreneurs, and craft artisans in the first year.

This market will be within 32 acres of open park space and its location at the south entrance of the park is highly accessible to the community: by foot for the thousands of residents in Chinatown, Solano Canyon, and Mission Junction, by public transit (directly adjacent to Chinatown metro station), and by car with plenty of parking options.

We envision the market to be a gathering place for people to shop for groceries but also learn about the rich history of the park and to get involved in their neighborhood thus we would love to have the Neighborhood Council partner with us in this endeavor.



Draft P&L for LA River Farmers' Market Year 1 - 5

REVENUE							
MARKET FEE REVENUE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	NOTES
Producer Fee Revenue (7.25% Gross Sales)	\$15,660	\$19,575	\$27,731	\$32,625	\$46,980	\$142,571	See "Income Detail" tab
Food Vendor Fee Revenue (12% Gross Sales)	\$21,600	\$27,000	\$45,360	\$51,840	\$64,800	\$210,600	See "Income Detail" tab
Artisan Fee Revenue (\$20 + 5% Gross Sales)	\$4,950	\$5,850	\$5,963	\$5,963	\$5,400	\$28,125	See "Income Detail" tab
ATM Fee Revenue (\$1 / transaction)	\$1,350	\$1,800	\$3,375	\$5,625	\$7,200	\$19,350	See "Income Detail" tab
Activations (\$300 / event)	\$600	\$600	\$1,200	\$1,200	\$3,000	\$6,600	See "Income Detail" tab
Ticketed Events	\$1,500	\$1,500	\$3,000	\$5,000	\$14,000	\$23,500	See "Income Detail" tab
Total Fee Revenue	\$44,160	\$56,325	\$86,629	\$102,253	\$141,380	\$430,746	
EXPENSES							
STAFF	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	DESCRIPTION
Director, Farmers' Market Operations	\$4,433	\$4,611	\$4,795	\$4,987	\$5,186	\$24,013	5% FTE w/ 4% COLA increases / year + fringe benefits @ 23.15%
Senior Manager, Farmers' Market Operations	\$7,389	\$7,685	\$7,992	\$8,312	\$8,644	\$40,021	10% FTE w/ 4% COLA increases / year + fringe benefits @ 23.15%
Market Manager	\$29,120	\$30,576	\$32,032	\$33,488	\$34,944	\$160,160	Year 1: \$20 / hour @ 28 hours / week Year 2: \$21 / hour @ 28 hours / week Year 3: \$22 / hour @ 28 hours / week Year 4: \$23 / hour @ 28 hours / week Year 5: \$24 / hour @ 28 hours / week
Market Site Assistant	\$6,240	\$6,490	\$6,760	\$7,072	\$7,488	\$34,050	Year 1: \$15 / hour @ 8 hours / week Year 2: \$15.60 / hour @ 8 hours / week Year 3: \$16.25 / hour @ 8 hours / week Year 4: \$17 / hour @ 8 hours / week Year 5: \$18 / hour @ 8 hours / week
Market Match Assistant	\$6,240	\$6,490	\$6,760	\$7,072	\$7,488	\$34,050	Year 2: \$15.60 / hour @ 8 hours / week Year 3: \$16.25 / hour @ 8 hours / week Year 4: \$17 / hour @ 8 hours / week Year 5: \$18 / hour @ 8 hours / week
Sub-Total	\$53,422	\$55,850	\$58,339	\$60,931	\$63,751	\$292,293	
MARKETING	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	DESCRIPTION
Graphic Design	\$7,500					\$7,500	Design of market logo and brand guide
Printing	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$6,500	Postcards, banners, promotional + event flyers
Outreach	\$1,000	\$1,000	\$1,000	\$500	\$500	\$4,000	Participation in community events, tabling, mailers, etc.
Sub-Total	\$10,000	\$2,500.00	\$2,500	\$1,500	\$1,500	\$18,000	
PERMITS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	DESCRIPTION
Los Angeles County Community Event Permit	\$0	\$0	\$0	\$0	\$0	\$0	SEE-LA is exempt from permit fee as a 501(c)3 non-profit
LA County Dept of Public Health Operating Permit	\$323	\$323	\$323	\$323	\$323	\$1,615	Annual fee
CDFA Farmers' Market Permit	\$1,490	\$1,490	\$3,280	\$3,280	\$3,280	\$12,820	0 - 20 farmers - \$370 / year
Sampling	\$1,045	\$1,045	\$1,045	\$0	\$0	\$3,135	Up to 5 vendors at \$209 each
Preparation	\$2,535	\$2,535	\$2,535	\$0	\$0	\$7,605	Up to 5 vendors at \$507 each
Sub-Total	\$5,393	\$5,393	\$7,183	\$3,603	\$3,603	\$25,175	
MARKET EQUIPMENT	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	DESCRIPTION
16 canopies @ \$400 each	\$6,400					\$6,400	Seating (6), Preorder aggregation and pick up (4)
32 folding tables @ \$40 each	\$1,400					\$1,400	Seating (12), Preorder aggregation and pick up (8)
4 chairs	\$300					\$300	Information Booth (2), Market Match booth (2)
100 folding chairs @ \$14 each	\$1,925					\$1,925	Events + Activities (24), Customer Seating (72), Preorder aggregation and pick up (4)
10 Cafe Tables	\$1,050					\$1,050	Casual eating area for customers placed throughout market
3 compartment sink	\$1,500					\$1,500	Recommended for food demonstrations and required for vendors preparing food on-site
12 lollipop signs	\$862					\$862	Sign holder for way-finding and special event signage
24 lollipop Sign Inserts	\$2,040	\$2,040	\$2,040	\$2,040	\$2,040	\$10,200	Way-finding, promotional, and special event signage (2 new signs / month)
4 Banners	\$240					\$240	Banner for display at information booth, farm stand, and display throughout South Park
Branded Tablecloths	\$400					\$400	Recreational Center
Sub-Total	\$16,117	\$2,040	\$2,040	\$2,040	\$2,040	\$24,277	Branded tablecloths for Information Booth
FACILITIES	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	DESCRIPTION
Event Site (Concession Fees)	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$7,500	Concession fees to CA State Parks
Security	\$16,432	\$16,432	\$16,432	\$16,432	\$16,432	\$82,160	1 State Park Ranger \$79hr / 4 hr
Waste Hauling Services	\$8,788	\$8,788	\$8,788	\$8,788	\$8,788	\$43,940	3 yard dumpster rental per week @ \$169
Storage	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$18,000	No storage at LASHP
Restrooms	\$13,260	\$13,260	\$13,260	\$13,260	\$13,260	\$66,300	1 ADA and 2 regular porta johns @ \$255 per week
Site cleaning / maintenance	\$26,520	\$26,520	\$26,520	\$26,520	\$26,520	\$132,600	2 Maintenance staff @ \$85 / 6hrs
Sub-Total	\$70,100	\$70,100	\$70,100	\$70,100	\$70,100	\$350,500	
TOTALS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	DESCRIPTION
Total Operating Fees	\$155,032	\$135,883	\$140,162	\$138,174	\$140,994	\$710,245	Staff + Marketing + Market / Vendor Permits + Market Equipment + Facilities
Revenue Less Operating Fees	-\$110,872	-\$79,558	-\$53,533	-\$35,921	\$386	-\$279,499	

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **NOV 30 2017**

LOS ANGELES RIVER STATE PARK
PARTNERS
C/O ANDREW VOUGHT
1799 BAKER ST
LOS ANGELES, CA 90012

Employer Identification Number:
82-1364477
DIN:
17053146316017
Contact Person:
SHEILA M ROBINSON ID# 31220
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
April 19, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

~~If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.~~

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

LOS ANGELES RIVER STATE PARK

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements