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3 The Office of Strategy, Budget and Performance and the Department of Health and
4 Human Services request \$1.1 million in ARPA funding to support the Milwaukee Market
5 Match, by recommending adoption of the following:
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7 **A REVISED RESOLUTION**
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9 WHEREAS, the Federal American Rescue Plan Act (ARPA) of 2021 was signed
10 into law by President Biden on March 11, 2021, in efforts to support individuals, families,
11 businesses, and governments impacted by the Coronavirus Disease pandemic; and
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13 WHEREAS, Milwaukee County (the County) will receive \$183.7 million in ARPA
14 funding, through the ARPA State and Local Fiscal Recovery Fund; and
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16 WHEREAS, the Milwaukee County Board of Supervisors adopted File No.
17 21-555: “A resolution to create a Task Force (ARPA Task Force) to review and
18 recommend funding allocations to the Milwaukee County Board of Supervisors for
19 monies received by the County in the Federal American Rescue Plan Act of 2021”; and
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21 WHEREAS, of the County’s \$183.7 million of ARPA aid, approximately
22 \$36,739,238, has been recommended by the ARPA Task Force for Community
23 Support, to generate projects that respond to economic harms to workers, families,
24 small businesses, impacted industries, and the public sector in the County; and
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26 WHEREAS, in March of 2022, the Community Support Subgroup – Other Social
27 Determinants of Health, recommended the Milwaukee Market Match (MMM) Project
28 receive \$1.1 million in Community Support, based on criteria set forth by the ARPA
29 Task Force; and
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31 WHEREAS, the MMM Project will increase the purchase and consumption of
32 locally grown fruits and vegetables by accepting Supplemental Nutrition Assistance
33 Program/Electronic Benefits Transfer benefits at County Farmer’s Markets; and
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35 WHEREAS, by providing incentives at the point of purchase, Wisconsin grown
36 produce is made more affordable by doubling the value of the customer’s transaction;
37 and
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39 WHEREAS, the MMM Project promotes equitable economic investment by
40 increasing the income of small family produce farmers, many of whom are County
41 residents; and
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43 WHEREAS, the \$1.1 million budget over three years (2022-2024) reflects direct
44 nutrition incentive coupons and program oversight provided by Fondy Food Center, and
45 includes \$100,000 in administrative support from the Department of Health and Human
46 Services; and

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48 WHEREAS, the ARPA Task Force recommended the MMM Project for funding
49 on April 14, 2022 (vote 6-0); and

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51 WHEREAS, the Committee on Finance, at its meeting of May 19, 2022,
52 recommended adoption of File No. 22-597 (vote 7-0); now, therefore,

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54 BE IT RESOLVED, the Milwaukee County Board of Supervisors (County Board)
55 authorizes the Milwaukee Market Match (MMM) Project supported by American Rescue
56 Plan Act (ARPA) revenue in the amount of \$1,100,000 to the Department of Health and
57 Human Services (DHHS); and

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59 BE IT FURTHER RESOLVED, the County Board hereby authorizes DHHS to
60 develop and administer the MMM Project, and enter into a Purchase of Service Contract
61 with Fondy Food Center for a total amount up to \$1,000,000 for 2022 through 2024; and

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63 BE IT FURTHER RESOLVED, the County Board hereby authorizes the Office of
64 Strategy, Budget, and Performance, and the Office of the Comptroller, to process an
65 administrative appropriation transfer in the amount of \$316,643, to direct funds to DHHS
66 for the MMM Project starting July 1, 2022, until December, 2022; and

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68 BE IT FURTHER RESOLVED, the County Board hereby authorizes the MMM
69 Project to continue at an estimated full-year cost of \$366,678 in 2023, and \$416,679 in
70 2024, with ARPA monies that shall be allocated in 2023 and 2024 to DHHS for this
71 program.

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