

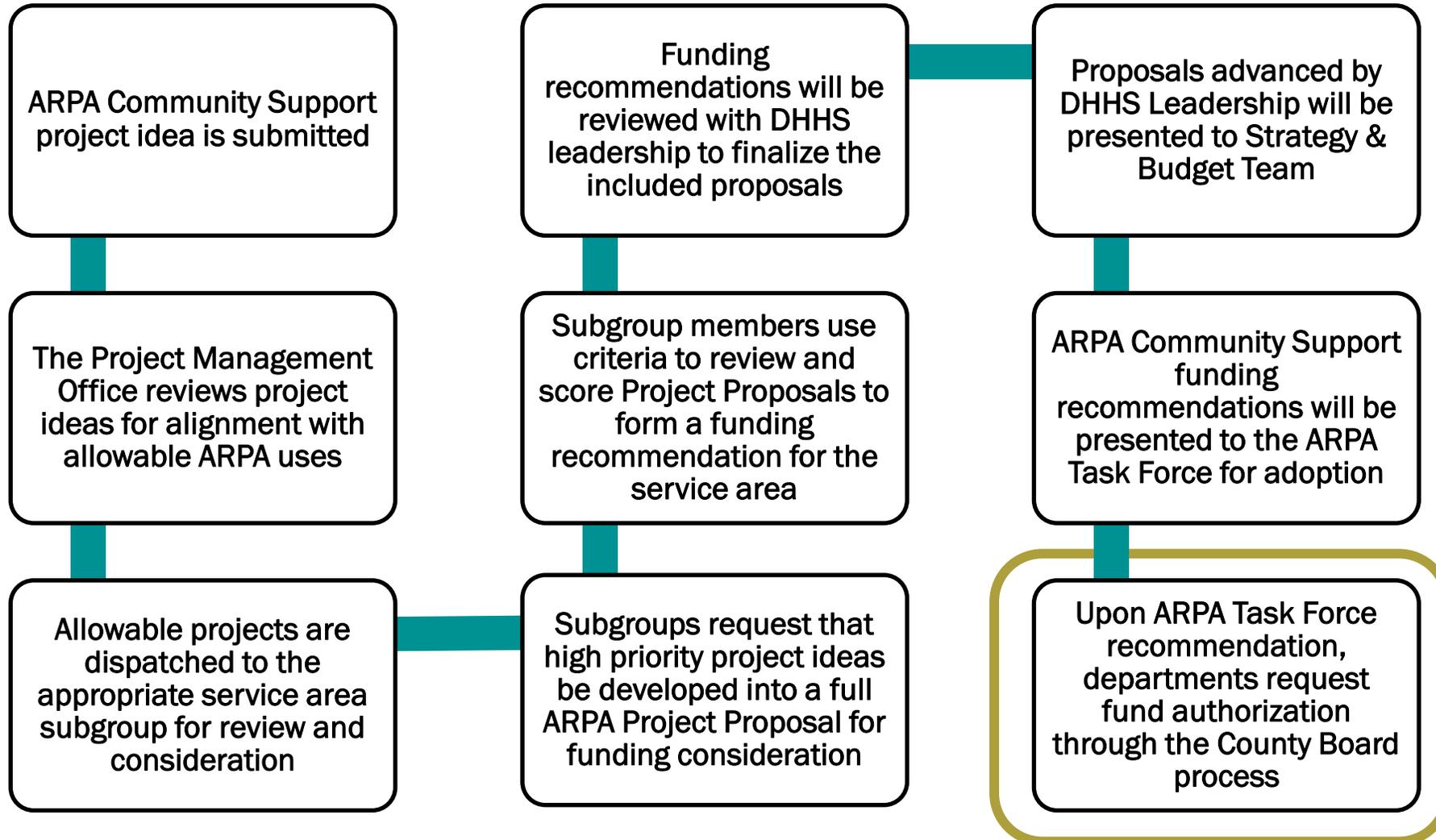
# Finance Committee

May 19, 2022



**MILWAUKEE  
COUNTY**

# Community Support Project Review Process



# Milwaukee Market Match (MMM)

Project Description	ARPA Funding Request	Reviewers Total Score Average	*Project Priority Based on Total Score Average	Reviewers Identified as High Priority Project
<p>The MMM program will increase the purchase and consumption of locally grown fruits and vegetables by accepting SNAP/EBT (FoodShare) benefits at Milwaukee County farmers markets. By providing incentives at the point of purchase, Wisconsin grown produce is made more affordable by doubling the value of the customer’s transaction. This promotes equitable economic investment by increasing the income of small family produce farmers, many of whom are Milwaukee County residents. Funding would allow the MMM to run throughout the growing season (May to November) for calendar years 2022, 2023 and 2024 at 11 area markets.</p>	<p>\$1,100,000</p>	<p>95</p>	<p>High Priority Project</p>	<p>100%</p>

\*High Priority Project (85-100 average), Moderate Priority Project (60-84 average) and Low Priority (0-50 average).