



OFFICE OF ECONOMIC DEVELOPMENT
CITY OF JACKSONVILLE, FL

**MOBILE MARKET PROGRAM
FEEDING NORTHEAST FLORIDA
SUMMARY
September 24, 2019**

Entity:

Feeding Northeast Florida - FNEFL (www.feedingnefl.org)

Background: More than 283,000 individuals in Northeast Florida struggle to put food on the table. More than 81,000 of those individuals are children. Feeding Northeast Florida works to ensure that these children and families, seniors and veterans have the food and they need. Feeding Northeast Florida is a local non-profit under a parent organization Feeding Florida. It is “the Communities’ largest hunger-relief network”. Currently, FNEFL operates out of an existing 21K square foot warehouse with freezer and refrigeration located at 1116 Edgewood Avenue North. The warehouse and office is managed by 30 full time staff with 10,000 volunteers annually helping to divide food and stock a fleet of 6 refrigerated box trucks and an additional 8 freezer trailers for transport to a variety of locations in the City.

Feeding Northeast Florida provides a wide variety of options for its customers, including: fresh fruits and vegetables, fresh meats, boxed foods and dry goods. Typically, these items are provided at no cost at regularly scheduled “feeding events”, in pantries, and to non-profit partners.

FNEFL has indicated that in order to provide this mobile service to the Northwest area, the City of Jacksonville’s assistance is required, but will be matched by in-house funding and outside grants.

City of Jacksonville funding	FNEFL Matching funding	Goals
Up to \$200,000 forgivable loan (48 month term) for the purchase of one trailer fully outfitted (freezers, point of sale equipment, generators, refrigeration, etc.) and a truck designed for supporting and towing the trailer.	All Operational Costs including initial and on-going merchandise - \$144,000 annually.	Provide direct food shopping options at a minimum of 8 locations weekly (including schools and public property) in or immediately adjacent to Food Desert areas.

Project Rationale & Benefits:

In order to reach as many of the individuals located in and around the designated Food Deserts in Northwest Jacksonville, the Office of Economic Development developed a mobile market program. Feeding Northeast Florida will develop regularly scheduled locations in which to provide the option for area residents to acquire fresh foods. It is expected that this will enable those area residents to eat more healthily and less likely to develop dietary related illness.

Project Deliverables:

The City of Jacksonville proposes to provide:

- A forgivable loan (48 month term) in the amount of up to \$200,000 to purchase a fully equipped trailer outfitted with freezers, refrigeration, point of sale equipment, generators, etc. This trailer will be towed by a truck capable of supporting the trailer.

Feeding Northeast Florida will provide:

- All Annual Operational Costs (including merchandise, fuel, employees, etc.)
- Food for distribution with an average sales value of \$20,000 per month.

The total amount of City participation would be up to:

\$200,000 (Capital)

The total amount of Feeding Northeast Florida participation would be a minimum of:

\$144,000 (Annual Operating Costs)