

1 Introduced by the Council President at the request of the Mayor and  
2 Co-Sponsored by Council Member Dennis, Salem, Morgan and Pittman:

3  
4  
5 **ORDINANCE 2019-768**

6 AN ORDINANCE APPROPRIATING \$300,000.00 FROM  
7 THE NORTHWEST JACKSONVILLE ECONOMIC  
8 DEVELOPMENT FUND - SUPERMARKET INCENTIVE  
9 PROGRAM TO THE MOBILE MARKETS PROGRAM (IN THE  
10 AMOUNT OF \$200,000) AND THE TRANSPORTATION  
11 PROGRAM (IN THE AMOUNT OF \$100,000), TO FUND  
12 TWO PILOT PROGRAMS TO ADDRESS FOOD DESERTS  
13 WITHIN NORTHWEST JACKSONVILLE, AS INITIATED BY  
14 B.T. 20-019; APPROVING AND ADOPTING THE  
15 OBJECTIVES, PROPOSED ALLOCATION OF FUNDS, AND  
16 CRITERIA FOR THE FOOD DESERT PILOT PROGRAMS,  
17 CONSISTING OF THE DELIVERY INITIATIVES  
18 PROGRAM, THE MOBILE MARKET PROGRAM, THE  
19 TRANSPORTATION PROGRAM, AND THE EXPANDED  
20 INVENTORY OFFERING PROGRAM, AS REQUIRED BY  
21 ORDINANCE 2019-245-E; PROVIDING AN EFFECTIVE  
22 DATE.

23  
24 **BE IT ORDAINED** by the Council of the City of Jacksonville:

25 **Section 1. Appropriation.** For the 2019-2020 fiscal year,  
26 within the City's budget, there are hereby appropriated the  
27 indicated sum(s) from the account(s) listed in subsection (a) to  
28 the account(s) listed in subsection (b):

29 (B.T. 20-019, attached hereto as **Exhibit 1** and incorporated herein  
30 by this reference)

31 (a) Appropriated from:

1 See B.T. 20-019 \$300,000.00

2 (b) Appropriated to:

3 See B.T. 20-019 \$300,000.00

4 (c) Explanation of Appropriation

5 Ordinance 2018-195-E appropriated \$3,000,000.00 from the  
6 Northwest Jacksonville Economic Development Fund and set  
7 it aside to specifically address Food Desert related  
8 matters within Northwest Jacksonville. Ordinance 2019-  
9 245-E required the Office of Economic Development ("OED")  
10 to submit legislation outlining the criteria for the  
11 Pilot Programs and a proposed allocation of funds related  
12 thereto, prior to appropriating funding. The  
13 appropriation authorizes funding for two pilot programs.

14 **Section 2. Purpose.** The purpose of the appropriation in  
15 Section 1 is to provide funding for the Mobile Market Program in  
16 the amount of \$200,000, and the Expanded Inventory Offering Program  
17 in the amount of \$100,000.

18 **Section 3. Approval and Adoption of Criteria and Proposed**  
19 **Allocation of Funds for the Food Desert Pilot Programs.** There is  
20 hereby approved and adopted the food desert pilot programs,  
21 consisting of the Delivery Initiatives Program, the Mobile Market  
22 Program, the Transportation Program, and the Expanded Inventory  
23 Offering Program. A description of the objective, proposed  
24 allocation of funds, and criteria for each pilot program is  
25 attached hereto as **Exhibit 2** and incorporated herein by this  
26 reference.

27 **Section 4. Effective Date.** This ordinance shall become  
28 effective upon signature by the Mayor or upon becoming effective  
29 without the Mayor's signature.

1  
2  
3  
4  
5  
6  
7

Form Approved:

      /s/ John Sawyer

Office of General Counsel

Legislation prepared by: John Sawyer

GC-#1312109-v1-GC-#1311514-v2-Leg\_\_2019-\_\_\_Food\_Desert\_Pilot\_Program\_criteria\_BT\_20-019.docx