



## MEMORANDUM

**TO:** Mayor Prussing  
City Council Members

**FROM:** Bruce Walden

**DATE:** June 6, 2006

**RE:** Urbana Business Association Contract

The Urbana Business Association has proposed the attached contract. The contract is generally consistent with previous agreements with the following modifications:

1. The contract has been increased by \$2,000.
2. Due to revenues generated from the event, the Build Urbana matter has been lowered to \$3,000 in Section 2.A.
3. Due to revenues generated from the event, the Sweetcorn sponsorship has been lowered to \$7,000.
4. Holiday Decorations Downtown are new at \$2,500.00.

Representatives of the Urbana Business Association will be present Monday night to discuss the previous year's achievements and their request.

### Recommendation:

Staff recommends the continued funding of the Urbana Business Association and approval of the attached ordinance and contract. Attached is the contract proposal, an ordinance approving the contract, and a letter from Mary Dennis of the UBA Board.

BKW:ss

Attachments

June 1, 2006

Dear City Council Members:

The Urbana Business Association has had a very successful year. We would like to say thank you to the City Of Urbana Staff and the City Council for all of its support. Without the many hours of help from the City Staff and the financial support of the Council, we would not have been able to move forward in such a positive way in our efforts to promote Urbana as a dynamic place in which to live, work, and do business.

Briefly summarizing some of our projects, let me begin with the 2005 Sweetcorn Festival. Last year's festival proved to be the most successful in recent history. The weather was a big factor in bringing out a large crowd, and vendor space was maxed out. Our three student interns were an invaluable help in coordinating many of the details for the event, most importantly coordinating the volunteers during the festival which made everything run much more smoothly and allowed me to oversee all other aspects of the event. Our Saturday headline band, The Family Stone Experience, drew a huge and diverse crowd. We estimate approximately 40,000 people attended during the two-day event. We sold somewhere in the neighborhood of 20,000 ears of sweetcorn and used 450 pounds of butter.

On the heels of the Sweetcorn Festival, we held the 4<sup>th</sup> Annual International Beer Tasting & Chili Cook-Off on October 1<sup>st</sup>. This event was also the most successful one to date. We estimate 2,000 attendees enjoyed sampling over 150 different kinds of beer. There were seven teams that participated in the chili cook-off. The weather was perfect, and everyone had a good time.

For five weeks, starting in mid-November and continuing through December, we coordinated the Lincoln Square Village Holiday Market. This year brought about 40-50 vendors each Saturday. After the event we conducted a survey of the mall tenant businesses and determined that they were pleased with the increase in foot traffic and sales to their businesses during the holiday season due to the Market.

The Build Urbana program continues to build awareness about the old as well as the new subdivisions that make Urbana the great place it is to live. Last October we hosted the annual Realtor Breakfast at Lincoln Square Village, where about 100 professionals from the banking, real estate, and construction industries were in attendance. The annual Realtor Bus Tour was held in March of this year, doubling in size from last year's tour. This year's Home Parade was held in May, with four subdivisions participating. The subdivision developers were very pleased with the turnout at the open houses.

The UBA Marketing Committee produced two advertising campaigns during the current contract year. Our page in the December Holiday Shopping Guide focused on retail businesses in the downtown area, and the May 2006 Summer Fun Guide highlighted Urbana's fine dining establishments. We have a number of additional marketing campaigns planned for the upcoming year which will continue to highlight the many diverse businesses in Urbana.

Over the course of the past year, the Marketing Committee has spent many hours developing and producing the revised Downtown Urbana Visitors' Guide. It has currently gone to press and we plan to distribute it immediately upon release to many area businesses. It is a very attractive piece that we anticipate will be a helpful tool to both newcomers and long-time residents.

We continue to showcase businesses in Urbana through ribbon cuttings and groundbreaking ceremonies. Over the course of the past year we have conducted 16 ceremonies, and we have two more currently

scheduled. Our thanks to the City Staff for keeping us informed of new businesses opening in Urbana. Without their efforts in providing this information we would not be able to showcase these businesses and give them the attention they need to get off to a good start.

Every fifth Friday morning, I appear on WCIA in a segment called "On The Town". During these segments I highlight current happenings in Urbana. For example, I have used this venue to promote the redevelopment of Lincoln Square Village, the opening of the Stratford Residences, as well as drawing attention to the special events that occurred during the course of the year. We also provide regular updates about community events to Chris Foster at UPTV for broadcast on AM 530.

The UBA website continues to undergo regular updates. Fortunately, we have had several student interns with website experience who have helped us maintain current and timely information. Our website is just one of the many tools that we use to promote Urbana.

This past year we were fortunate to be selected as an overnight stop for the Great Race. Urbana received not only local but also national coverage as a Great Race city. We had the opportunity to showcase our beautiful historic downtown with 92 antique cars, which brought over 5,000 people into Urbana on a beautiful Tuesday evening in June. As part of the evening's activities, we also hosted a local car show and had live entertainment. The Great Race drivers were very impressed with our hospitality, saying that Urbana was the best stop they had experienced on the route. Should we be fortunate enough to be asked again to host a stop, we would be honored to coordinate a similar event.

The Urbana Business Association currently has 75 members. We plan and coordinate monthly networking events for our members and guests. We send out mailing packets to our members quarterly. I send frequent email messages to the members about UBA activities. Last summer we sent out a survey to the members asking for feedback about the benefits provided by UBA. Based on the choices given, the members ranked the Sweetcorn Festival as the highest benefit of the Urbana Business Association. Members also like the Holiday Market. They especially appreciate the email notices and the networking events. We are always looking for ways to add value to the membership in UBA.

In February the UBA held its first ever Board Retreat. The Board Members devoted a half-day to focusing on UBA and how to make it an even more effective and productive organization. The facilitator guided the group to create a list of fifty ideas, which were then methodically narrowed down. We ended the day with a list of five goals to work on in the coming months.

As we hope you recognize, it has been a very busy and productive year for the Urbana Business Association. The Board of Directors continues to be a strong group of business leaders always keeping the best interests of Urbana in mind. The success of our efforts depends in large part on the work and support of countless volunteers, including the Board Members. I believe the momentum that began in 2004 has continued to build. In large part, this is because I have now been the Business Manager for almost two years, and my continuing direction allows us to have the continuity necessary for a smooth-running organization. We expect this coming year to produce even greater developments for the City of Urbana and its businesses.

Sincerely,

Mary Dennis  
Business Manager  
On Behalf Of The Urbana Business Association Board Of Directors

ORDINANCE NO. 2006-06-078

AN ORDINANCE APPROVING AND AUTHORIZING THE EXECUTION OF AN AGREEMENT FOR  
PROMOTION AND MARKETING SERVICES

(Urbana Business Association FY 2006-07)

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF  
URBANA, ILLINOIS, as follows:

Section 1. That An Agreement for Promotion and Marketing Services by  
and Between the City of Urbana, a Municipal Corporation and The Urbana  
Business Association, a 501C.3 Not-For-Profit Corporation, in substantially  
the form of the copy of said Agreement attached hereto and hereby  
incorporated by reference, be and the same is hereby authorized and approved.

Section 2. That the Mayor of the City of Urbana, Illinois, be and the  
same is hereby authorized to execute and deliver and the City Clerk of the  
City of Urbana, Illinois, be and the same is authorized to attest to said  
execution of said Agreement as so authorized and approved for and on behalf  
of the City of Urbana, Illinois.

PASSED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_,  
2006.

AYES:

NAYS:

ABSTAINS:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

\_\_\_\_\_  
Laurel Lunt Prussing, Mayor

AN AGREEMENT FOR PROMOTION AND MARKETING SERVICES BY AND BETWEEN THE CITY OF  
URBANA, A MUNICIPAL CORPORATION AND THE URBANA BUSINESS ASSOCIATION, A 501C.3 NOT-  
FOR-PROFIT CORPORATION

WHEREAS, promotion of public events and programs in and around the City of Urbana is in the best interests of the City; and

WHEREAS, an efficient method of promoting such events is by a “partnership arrangement” with the Urbana Business Association (hereinafter known as UBA).

NOW THEREFORE, FOR AND IN CONSIDERATION OF THE MUTUAL PROMISES THEREIN MADE, the parties agree as follows:

Total payments under this contract shall not exceed \$52,000.00 in restricted and unrestricted expenditures.

1. Staffing Payments: Upon the execution of this contract and employment of staff, up to \$2,350 per month shall be paid to the UBA as a reimbursable for verified employee salary expenses.

2. Restricted Funds: Since the nature and extent of the costs likely to be incurred for the events contemplated below are difficult to ascertain in advance, it is agreed that those expenses and costs that are eligible for reimbursement hereunder are those actual “out-of-pocket” costs paid by the UBA. Furthermore, whether any particular expense is or is not reimbursable as provided herein shall be made at the sole discretion of the Chief Administrative Officer. Restricted Funds will be paid only on a reimbursable basis upon documentation of the incurred UBA expense and UBA payment.

- A. 2006-07 Build Urbana Events: The UBA shall promote Build Urbana through events, as well as organize, staff, coordinate, and promote the Urbana Home Parade. Only those homes within the corporate limits of Urbana shall be promoted. Prior to the City reimbursement of funds, the City must be provided with evidence of income and sponsorship from the event equaling or exceeding the developer funding match for the Home Parade. The City will reimburse UBA up to \$3,000 for advertising and promotion of events specific to the Build Urbana program. Expenditures for Build Urbana may include advertising, promotions, print ads, Realtor bus tour and the annual Realtor meeting.
- B. 2006 Urbana Sweetcorn Festival: The UBA shall organize, staff, coordinate, and promote the Urbana 2006 Sweetcorn Festival. The City of Urbana shall be included as a primary sponsor on promotions. Up to \$7,000 will be reimbursed for this event for entertainment, promotional/advertising/marketing expenses.
- C. Downtown Promotions/Events Coordination: The City will reimburse for eligible expenses for UBA Downtown events that are approved and coordinated with the City, exclusive of the Sweetcorn festival, not to exceed \$5,000. Included in this category, but not limited to these specific activities, shall be the indoor market (Lincoln Square Village Holiday Market) for assistance on promotion and outdoor banner signage on the Lincoln Square façade, the Beer & Chili Festival, financial support of the Boneyard Arts Festival and the Urbana Free Library Race, and financial support for other events specific to the promotion of the City of Urbana, as approved by the UBA Board. Where the UBA promotes an event, UBA staff shall assure that all free promotional approaches are pursued including, but not limited to, public service announcements, web site promotion, UPTV announcements, entertainment listings publications and the like.
- D. Urbana Business Marketing: Up to \$6,300 will be reimbursed to UBA for expenses incurred in relation to the promotion of Urbana merchants, the purchase of banners, and upgrades for promotion of Urbana on UBA’s website.

E. Holiday Downtown Decorations: UBA shall purchase and coordinate holiday decorations for the downtown under city approval. Examples may include light pole garland, holiday light pole banners, or the like. The City of Urbana shall assist with installation for such items. Up to \$2,500 will be reimbursed for holiday decorations.

3. Board Representation: The City of Urbana shall have at least one seat on the UBA Board for City Staff in order to assure coordination.

4. Office Space: For the term of this contract, office space shall be provided in the downtown parking deck by the City of Urbana without charge. It is expressly understood that in the event the City designates or hires a downtown coordinator pursuant to the Downtown Plan, the City may choose to share said space with the UBA. The city of Urbana agrees to provide a parking space for the UBA office on the top level of the parking deck.

5. Visitors Center: UBA shall monitor the Cunningham Avenue Visitors Center to ensure that displays remain current, for as long as the Center is maintainable.

6. AM 530: UBA shall submit script every 2 weeks to UPTV staff for programming on Urbana radio station AM 530. Script shall promote events occurring in Urbana as well as events occurring in the surrounding community.

7. Payment Procedure for Reimbursable Expenses: Requests for reimbursement shall be made in writing to CAO, 400 South Vine Street, Urbana, Illinois, and shall include such documentation as deemed appropriate by the C.A.O.

8. Funds: Neither restricted nor unrestricted funds shall be utilized for membership promotion, political activities or in any other manner that is not a direct service to the City of Urbana.

9. Budget Work Plan: The UBA board shall submit an annual budget work plan to the City of Urbana in July of each year.

10. Termination/Default: Either party may terminate this contract for cause by giving thirty (30) days written notice as provided herein.

11. Notices: All notices hereunder shall be in writing and shall be served personally, by registered mail or certified mail to the parties listed below at the addresses set after their names, or to other such addresses as shall be agreed upon.

DATED at Urbana, Illinois, this \_\_\_\_ day of \_\_\_\_\_, 2006.

CITY OF URBANA, ILLINOIS

URBANA BUSINESS ASSOCIATION

BY: \_\_\_\_\_  
Laurel Lunt Prussing, Mayor

BY: \_\_\_\_\_  
(title)

ATTEST:

ATTEST:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

\_\_\_\_\_  
(secretary)