



**DEPARTMENT OF**

**COMMUNITY DEVELOPMENT  
SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Mayor Laurel Lunt Prussing

**FROM:** Elizabeth H. Tyler, FAICP, Director

**DATE:** June 4, 2009

**SUBJECT:** Urbana Business Association Contract

---

**Description**

For several years, the City of Urbana has provided funding support to the Urbana Business Association (UBA). Over this time, the UBA has engaged in valuable marketing, promotional, and special event activities benefiting the businesses and residents of Urbana. The UBA also continues to function as an effective conduit between the City of Urbana and business interests in the City.

For these reasons, the City of Urbana provides support for the UBA via a contract for marketing and promotion. Attached are the proposed FY 09-10 contract, adopting ordinance, and the UBA budget.

**Issues and Discussion**

In addition to carrying on the activities consistent with past contracts, the UBA is interested in exploring some new ideas and initiatives in the upcoming year. The proposed contract reflects some of those initiatives. One major change is an interest in pursuing activities consistent with the goals and programs of the National and Illinois Main Street Association to promote downtown Urbana. Pursuing this initiative is a result of representatives of the UBA and City of Urbana attending the National Main Street Conference in Chicago in March of 2009. To support this effort, the draft contract proposes a new reimbursement item of \$20,000 for a second paid UBA staff member to engage in activities consistent with Main Street Association and Illinois Main Street related programs. These activities will allow for more focused attention to downtown, including facilitating coordination and partnerships among downtown merchants, promoting joint marketing efforts, and creating new opportunities in downtown. This proposed change increases the annual contract amount from \$75,000 in FY 2008-2009 to \$95,000 in the draft contract for FY 2009-2010.

In addition to the new item for Main Street activities, there are several proposed changes reallocating the available resources to priority areas as identified by representatives of the UBA. One reduction identified by representatives of the UBA is a reduction of \$1,200 in Holiday decorations from \$2,500 to \$1,300. The UBA has been requested that this \$1,200 be reallocated to staffing payments, increasing

this item from \$3,000 monthly to \$3,100 monthly.

Another reduction is in the Arts Promotion item through a \$3,000 reduction from \$5,000 to \$2,000. The remaining \$2,000 will be used to promote events such as the Boneyard Arts Festival and the UBA's new Business Backs the Arts program. The contract now formalizes the UBA's commitment to the Urbana Public Arts Program through a \$5,000 contribution of non-City UBA funds as part of the Business Backs the Arts effort. This money from UBA goes toward the Urbana Public Arts Grants program to support artistic endeavors that benefit Urbana businesses.

One increase requested by the UBA is an increase in funding for the 2009 Urbana Sweetcorn Festival from \$7,000 to \$10,000.

Overall, the reallocations requested for the Sweetcorn, Holiday Decorations, Arts Promotion, and Staffing Payments items are budget neutral and do not increase or decrease the overall contract amount.

There are also some textual changes to the contract. The matching requirement for the Build Urbana item has been removed because the Annual Home Parade will no longer be held on an annual basis. The main source of matching funds for this item was through the advertising proceeds from the Annual Home Parade publication. The Banner Decoration item previously separated \$5,000 for installation/removal and \$2,500 for purchase of new banners. The proposed contract combines those figures and offers \$7,500 for installation, removal, and purchase of new banners.

## **Fiscal Impacts**

In the approved FY09-10 City budget, the Community Development Services budget has approximately \$52,000 available for reimbursement of UBA activities and staff. In addition, TIF funds are budgeted for reimbursement of approximately \$43,000 for items such as downtown banners and decorations, downtown business marketing, promoting downtown events, and programs consistent with Main Street Association related activities. The total City commitment for FY 09-10 from both the General Fund and TIF districts is \$95,000. The \$95,000 is currently budgeted as part of the approved FY09-10 City budget.

## **Options**

The City Council has the following options with respect to this contract:

1. The City Council may approve the contract as presented.
2. The City Council may approve the contract with changes, understanding that any changes must be agreed to by the UBA.
3. The City Council may deny the contract.

## **Recommendation**

Staff recommends that the City Council approve the attached ordinance.

Prepared By:

---

Tom Carrino  
Economic Development Manager

Attachments:

Adopting Ordinance with attached Proposed 2009-2010 UBA/City of Urbana Contract  
UBA Budget  
2008/2009 UBA/City Contract

ORDINANCE NO. 2009-06-062

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

(Urbana Business Association FY 2009-2010)

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.6 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 \_\_\_\_\_,  
2008.

AYES:

NAYS:

ABSTAINS:

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

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
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.6 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 \$95,000.00 in restricted and unrestricted expenditures.

1. Staffing Payments: Upon the execution of this contract and employment of staff, up to \$3,100 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. Restricted Funds will be paid only on a reimbursable basis upon documentation of the incurred UBA expense and UBA payment.
  - A. 2009-10 Build Urbana Events: The UBA shall promote the Build Urbana Program through Build Urbana related events. Only those homes within the corporate limits of Urbana shall be promoted. 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. 2009 Urbana Sweetcorn Festival: The UBA shall organize, staff, coordinate, and promote the Urbana 2009 Sweetcorn Festival. The City of Urbana shall be included as a primary sponsor on promotions. Up to \$10,000 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 a total of \$5,000. Up to \$1,500 of the \$5,000 available as part of this effort may be used for the Lincoln Square Village Holiday Market. The remaining \$3,500 may be used for other events. Examples might include events such as the Beer & Chili Festival, Blues Brews and BBQ, CU Folk and Music Festival, 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 \$9,000 will be reimbursed to UBA for expenses incurred in relation to the promotion of Urbana merchants and upgrades for promotion of Urbana on UBA’s website. UBA shall match up to \$3,000 in this category from UBA income and continue the promotional campaigns of Urbana businesses and services.
  - 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. UBA shall coordinate installation and removal of holiday

decorations and banners. Up to \$1,300 will be reimbursed for the purchase of holiday decorations.

- F. Banner Decorations: UBA shall coordinate the Urbana Banner Program. Up to \$7,500 will be reimbursed for the purchase, installation, and removal of banners and/or holiday decorations.
- G. Arts Promotion: UBA shall collaborate with local arts organizations such as 40 North/88 West and the Urbana Public Arts Commission to promote arts, culture, and entertainment in Urbana. Up to \$2,000 will be reimbursed to the UBA for such activities.
- H. “Main Street” Activities: Up to \$20,000 will be reimbursed for activities consistent with the goals and programs of the National and State Main Street Association to promote downtown Urbana. These funds may be used for staffing payments for staff supporting Main Street Association type activities.

3. Event Permits/Contracts: All UBA events requiring event permits shall have the appropriate forms filed and approved with the City of Urbana within the time frame required in advance. Prior to UBA signing a contract with another agency to partner on an event, UBA shall inform Public Works staff and Community Development staff of the proposed contract and obtain City Staff input. UBA should ensure that a profit from each event is planned to benefit UBA prior to signing an event contract.

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

5. 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.

6. Monthly Event and Promotional Information: UBA shall supply monthly event and promotional information to City and UPTV staff for programming, marketing and outreach efforts. Information shall promote events occurring in Urbana as well as events occurring in the surrounding community.

7. Ribbon Cuttings: UBA shall continue to coordinate ribbon cuttings for businesses in Urbana, free of charge to the businesses. UBA shall work with City staff to ensure coordination and promotion of these events.

8. Business Backs the Arts Program: UBA shall provide \$5,000 through the Business Backs the Arts Program to the Urbana Public Arts Program for grants related to artistic endeavors consistent with the program.

9. Payment Procedure for Reimbursable Expenses: Requests for reimbursement shall be made in writing to Economic Development Manager, 400 South Vine Street, Urbana, Illinois, and shall include such documentation as deemed appropriate by the Economic Development Manager.

10. 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.

11. Budget Work Plan: The UBA board shall submit an annual budget work plan to the City of Urbana with the proposed contract each year.

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

13. 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 \_\_\_\_\_, 2009.

CITY OF URBANA, ILLINOIS

URBANA BUSINESS ASSOCIATION

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

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

ATTEST:

ATTEST:

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

\_\_\_\_\_

## **Urbana Business Association**

### **WORK PLAN**

**2009-2010**

#### **MISSION**

The mission of the Urbana Business Association (hereafter referred to as UBA) is to promote Urbana as a dynamic place to live, work, and do business. The UBA focuses on business membership recruitment and retention; advertising, marketing, and public relation campaigns for member businesses; ribbon cutting and ground breaking ceremonies; special events; and raising awareness about activities going on in the community. The UBA is a 501C6 nonprofit member-based organization guided by a Board of Directors.

#### **BUSINESS MEMBERSHIPS**

##### **Broad View**

The UBA helps to facilitate, recruit, and retain Urbana businesses. The UBA also functions as a referral service for business members looking for advice and assistance on marketing, networking and operational concerns.

**GOAL:** The UBA will develop cooperative marketing efforts to promote Urbana merchants through print ads, radio and television, UBA website, newsletters, and media releases.

**DATE:** Ongoing

#### **ACTION STEPS**

1. Work with media outlets to place the ads.
2. Redesign UBA website to better promote Urbana businesses and raise community awareness.
3. Create, purchase, and coordinate placement of banners on downtown light poles to promote Urbana.
4. Continue appearances on WCIA "On the Town" segments to share information about activities and events going on in Urbana.
5. Maintain and update micro media needs such as Facebook and Twitter.
6. Create and produce weekly Top Ten newsletter.
7. Create and produce monthly business newsletter.



GOAL: The UBA will provide one-of-a-kind networking events for members and other outlying business professionals to meet and collaborate.

DATE: Monthly

#### ACTION STEPS

1. Continue holding monthly Network-to-Networth event every second Wednesday of the month, each of which will include of some sort of educational or informational component.
2. Continue holding monthly Women-4-Women networking event every fourth Tuesday of the month to provide businesswomen an opportunity to meet and discuss business needs and challenges in a comfortable female-friendly setting.
3. Help market businesses during networking events by offering them the opportunity to host events at their business.

GOAL: The UBA will coordinate and publicize Ribbon Cutting and Groundbreaking Ceremonies for new and expanding businesses in Urbana.

DATE: Ongoing

#### ACTION STEPS

1. Maintain UBA Ribbon Cutting brochure.
2. Schedule dates and times for ceremonies with business, the Mayor's office, and City staff.
3. Create and distribute media releases about the event to local media outlets.
4. Send email announcements, reminders, Weekly Top Ten newsletter, and monthly business newsletter to City Council Members, City staff, and UBA members.
5. Attend events to show support for new businesses.

GOAL: The executive director will coordinate UBA Board Meetings each month.

DATE: Last Thursday of each month

#### ACTION STEPS

1. Create and distribute agenda to Board Members.
2. Distribute meeting minutes to Board Members.
3. Create and distribute Executive Director Report to Board Members.
4. Submit Executive Director Report and meeting minutes to Mayor and City Council Members.

GOAL: The Executive Director will oversee the UBA standing committees, including the Marketing Committee, Events Committee, Memberships Committee, Downtown Committee, and Krannert Center District Committee.

DATE: Monthly

ACTION STEPS

1. Attend monthly meetings for each standing committee.
2. Follow up after each committee meeting to coordinate the work that needs to be done for each specific project.

GOAL: The Executive Director will oversee the individual UBA event committees, including the Sweetcorn Festival and Build Urbana.

DATE: Monthly

ACTION STEPS

1. Attend meetings as needed for each committee.
2. Follow up after each committee meeting to coordinate the specific project work to be done.

GOAL: The Executive Director will attend other meetings as recommended by the UBA Board and City Staff, including City Neighborhood Meetings, Developers' Roundtable, Special Events Roundtable, Champaign County Economic Development, and Champaign County Convention and Visitor's Bureau Board Meetings.

DATE: Ongoing

ACTION STEPS

1. Attend meetings and provide updates to Board about UBA activities and projects.
2. Distribute UBA brochures, event flyers, calendar of events, etc. to attendees.
3. Take information gained from meetings back to share with UBA members and board in an effort to strengthen communication among communities.

GOAL: The Executive Director will recruit and manage student interns and volunteers to help with the work of the UBA.

DATE: Ongoing

**ACTION STEPS**

1. Contact appropriate departments at UIUC to recruit interns.
2. Give presentations each semester to classes at UIUC about internship opportunities at UBA.
3. Keep information about internship opportunities updated on the UBA website.
4. Orient interns and volunteers about the work of the UBA.
5. Manage interns and volunteers working on specific project tasks in the office.
6. Evaluate interns during their tenure at UBA.
7. Write letters of recommendation for interns after they leave UBA as they begin job searching.

GOAL: The Executive Director will maintain the UBA website throughout the year.

DATE: Ongoing

**ACTION STEPS**

1. Oversee interns and volunteers to update information about events and activities in a timely manner.
2. Maintain and update the Member List on the website.
3. Add and remove copy and pictures in a timely manner.

GOAL: The Executive Director will manage the work of the UBA office.

DATE: Ongoing

**ACTION STEPS**

1. Maintain office equipment, including computers, copier, furniture, and files.
2. Oversee the budget as approved by the UBA Board.
3. Oversee payment of invoices by vendors, sponsors, advertisers, and members.
4. Work with UBA Treasurer to manage financials.
5. Work with bookkeeper on budgetary tasks on a regular basis.
6. Create and submit reimbursement requests to the City.

## **Downtown**

The UBA is a national member of the *Main Street National Trust for Historic Preservation*. Through this membership, the UBA further enhances its priority of promoting, protecting, and maintaining downtown Urbana as the center of community life.

GOAL: The Executive Director will work closely with districts on a local level in order to facilitate the downtown Urbana district and to create cash register and other special events.

DATE: Ongoing

### **ACTION STEPS**

1. Work with committees to create cash register events, such as the brand new event *Second Saturday*.
2. Ensure the UBA can be fluid enough to add events as they become necessary.
  - a. Plan for live music outside downtown Urbana merchants' storefronts during the lunch hour.
  - b. Plan for evening farmers' market type event.
3. Promote weekly events occurring in downtown area through Top Ten weekly newsletter sent out to over 1,500 recipients.

GOAL: The Executive Director will service UBA members throughout the year.

DATE: Ongoing

### **ACTION STEPS**

1. Create and schedule the UBA Calendar of Events for 2009-2010.
2. Contact members to host networking events for 2009-2010.
3. Reach out to members by phone regularly and send frequent email updates about UBA and city events and activities.
4. Provide monthly networking opportunities to members.
5. Give UBA members marketing support through newsletters, events, ribbon cuttings, etc.

GOAL: The UBA will promote Urbana through the *Build Urbana* program.

DATE: Ongoing

#### ACTION STEPS

1. Coordinate the *Build Urbana Breakfast* to be held annually.
2. Schedule presentations at real estate agencies to raise awareness about Urbana throughout the year.
3. Participate in the Realtor Expo in February 2010.
4. Coordinate the Realtor Bus Tour in March 2010.
5. Contact Human Resources Directors to raise awareness about living in Urbana.
6. Network with Realtor and Affiliates through affiliations with Champaign County Association of Realtors and Women Council of Realtors.
7. Continue to administrate to Build Urbana Single Family Home Tax Rebate Program to help increase new construction in the Urbana city limits by rebating the difference between the total property tax rate between Urbana and Champaign.

#### SPECIAL EVENTS

GOAL: The UBA will organize, staff, coordinate, and promote the 2009 Urbana Sweetcorn Festival, which has grown to be the largest festival in Champaign County attracting over 60,000 people. This has become a true community event that Urbana residents can be proud of, while providing an official “welcome back” to the students of the University of Illinois.

DATE: Planning from January through August, Festival August 28-29, wrap-up in September.

#### ACTION STEPS

1. Oversee and chair Steering Committee, work with businesses in downtown on how to take advantage of foot traffic.
2. Solicit sponsors and vendors for the event.
3. Coordinate with city staff and public works on festival details, such as street closings, venue layout, electricity and water needs, city police and fire, county sheriff’s office.
4. Create and implement marketing plan for the festival.
5. Schedule steam engine, shucker, tents, port-a-potties, dumpsters, golf carts, radios, entertainment and attractions.
6. Recruit volunteers to work throughout the event.
7. Invite all businesses within the festival to be a vendor on us in order to help them take advantage of the event with the opportunity to attract new customers.

GOAL: The UBA will strive to promote downtown Urbana through individual special events coordination and support. Annual events include the *International Beer Tasting and Chili Cook-off*, Lincoln Square Village *Holiday Market* that runs from mid-November through December, the *Boneyard Arts Festival* in April each year, and help sponsor events such as *Blues, Brews, and BBQ*, and the *CU Folkfest*.

DATE: Ongoing

#### ACTION STEPS FOR HOLIDAY MARKET (mid-November through December)

1. Revise and distribute vendor application materials to potential and previous vendors.
2. Coordinate venue details with Lincoln Square Mall.
3. Create and distribute media releases about the event.
4. Create marketing plan to raise awareness about the event in the community.
5. Work with media outlets to place ads about the event.
6. Staff the Market each Saturday morning from 7 am to 3 pm.

#### ACTION STEPS FOR BONEYARD ARTS FESTIVAL (3<sup>rd</sup> weekend in April)

1. Serve on the Urbana Committee for the Boneyard Arts Festival.
2. Help recruit artists and venues for the festival.
3. Help publicize the festival via the UBA website, event posters, and flyers.
4. Help distribute materials to venues prior to the festival start.
5. Provide financial support for the Urbana portion of the festival.

GOAL: The UBA will purchase holiday decorations for the downtown area.

DATE: Order in January, install in mid-November.

#### ACTION STEPS

1. Work with UBA marketing Committee to purchase appropriate pole decorations for the holiday season.
2. Coordinate placement of decorations on poles in downtown area.
3. Coordinate with public works for storage of the decorations when not in use.

#### **SUMMARY**

Based on the Goals and Action Steps included in the 2009-2010 work plan, the UBA is looking forward to a productive year ahead. We appreciate the help and support of the City Council, the City Staff, the Board of Directors, interns, volunteers, committee members, and the Urbana businesses as we strive to fulfill our mission to promote Urbana as a dynamic place to live, work and do business.

## Urbana Business Association

### Budget Overview: UBA Budget 2009-2010 - FY10 P&L

July 2009 - June 2010

	Total
<b>Income</b>	
<b>6009 Membership</b>	
6009-1 Membership Events	1,708.00
6009-7 2007 Dues (deleted)	0.00
6009-8 2008 Dues	0.00
6009-9 2009 Dues	14,282.00
<b>Total 6009 Membership</b>	<b>\$ 15,990.00</b>
<b>6011 Build Urbana</b>	
6011-0 BU-City of Urbana	3,000.00
<b>Total 6011 Build Urbana</b>	<b>\$ 3,000.00</b>
<b>6013 Indoor Market</b>	
6013-1 IM-Vendors	10,123.00
6013-2 IM-City of Urbana	1,500.00
6013-3 IM-Table Rental	125.00
<b>Total 6013 Indoor Market</b>	<b>\$ 11,748.00</b>
<b>6014 Downtown Promotions</b>	
6014-1 DP-City of Urbana	6,800.00
DP - Banners - City	7,500.00
<b>Total 6014 Downtown Promotions</b>	<b>\$ 14,300.00</b>
<b>6015 Beer &amp; Chili</b>	
6015-1 B&C-City of Urbana	0.00
6015-4 B&C-Ian Goldberg	0.00
<b>Total 6015 Beer &amp; Chili</b>	<b>\$ 0.00</b>
<b>6017 SCF</b>	
6017.1 SCF-Sponsors	20,824.00
6017.4 SCF-Merchandise	21.00
6017.5 SCF-Ticket Sales	175,500.00
6017.6 SCF-Vendors	8,205.00
6017.8 SCF-City of Urbana	10,000.00
6017.9 SCF-Motor Muster	1,675.00
<b>Total 6017 SCF</b>	<b>\$ 216,225.00</b>

<b>6019 Urbana Marketing - General</b>	
6019-1 Urbana Mkting - City of Urbana	9,000.00
<b>Total 6019 Urbana Marketing - General</b>	<b>\$ 9,000.00</b>
<b>Administration 1</b>	
6040 Interest Income	1,373.79
6170 Staffing - City of Urbana	57,200.00
6180 Newsletter Sponsorship	50.00
6190 Retained Earnings Transfer	0.00
<b>Total Administration 1</b>	<b>\$ 58,623.79</b>
<b>Total Income</b>	<b>\$ 328,886.79</b>
<b>Expenses</b>	
8009 Membership Expense	2,700.00
8011 Build Urbana-1	3,000.00
8013 Indoor Market	4,250.00
8014 Downtown Promotion	12,500.00
8017 Sweet Corn Festival	
8017-01 SCF-Advertising	8,130.00
8017-02 SCF-Intern	1,300.00
8017-03 SCF-Tents	3,166.00
8017-04 SCF-Entertainment	35,910.00
8017-06 SCF-Insurance	1,427.00
8017-07 SCF-Merchandise	4,154.00
8017-08 SCF-Postage	625.00
8017-09 SCF-Miscellaneous	1,045.00
8017-10 SCF-Printing	708.00
8017-11 SCF-Security	5,837.00
8017-12 SCF-Supplies	404.00
8017-13 SCF-License, Fees, Etc	1,425.00
8017-14 SCF-Vendor	76,995.00
8017-15 SCF-Golf Carts	600.00
8017-16 SCF-Beer	9,842.00
8017-17 SCF-Corn	2,919.00
8017-18 SCF-Soda	2,195.00
8017-19 SCF-Garbage Hauling	3,975.00
8017-20 SCF-Tollets	2,703.00
8017-21 SCF-Stage & Lights	12,566.00
8017-22 SCF-Ice	732.00



8017-23 SCF-Power		3,459.00
8017-24 SCF-Motor Muster		258.00
8017-25 SCF-Donations		0.00
<b>Total 8017 Sweet Corn Festival</b>	<b>\$</b>	<b>180,375.00</b>
8019 Urbana Marketing		12,000.00
UMG - Arts Promotion		5,000.00
<b>Total 8019 Urbana Marketing</b>	<b>\$</b>	<b>17,000.00</b>
Administration		0.00
8040 Bank Charges		50.00
8070 Dues & Subscriptions		1,473.00
8075 Employee Benefit Programs		2,500.00
8120 Insurance		2,692.00
8135 Legal & Professional Fees		200.00
8140 Meals and Entertainment		1,500.00
8143 Mileage Reimbursement		365.00
8150 Postage		483.00
8153 Printing		256.00
8170 Salaries & Wages		92,000.00
8180 Supplies		2,300.00
8245 Telephone		1,505.00
8263 Internet Service		562.00
8264 Computer		1,210.00
8265 Miscellaneous		668.00
8266 Intern		173.00
8268 Technology		500.00
8269 Repair & Maintenance		500.00
<b>Total Administration</b>	<b>\$</b>	<b>108,937.00</b>
<b>Total Expenses</b>	<b>\$</b>	<b>328,762.00</b>
<b>Net Operating Income</b>	<b>\$</b>	<b>124.79</b>
<b>Net Income</b>	<b>\$</b>	<b>124.79</b>

Wednesday, Jun 03, 2009 02:14:12 PM GMT-5 - Cash Basis