



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, Community Development Services

DATE: June 6, 2013

SUBJECT: Urbana Business Association Annual Agreement

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 a variety of marketing, promotional, and special event activities benefiting the businesses and residents of Urbana. Some of those activities include the Holiday Market, the Middle Market, the Urbana Sweetcorn Festival, the Blend of Urbana membership meetings, Urbana Blender networking opportunities, Restaurant Week, complimentary ribbon cuttings for new/expanding businesses, management of the new Urbana App, management of the street pole banner program, the production of numerous marketing pieces, partnership with the City at numerous event exhibitions, the weekly Explore Urbana e-newsletter, and many others. 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 an agreement for marketing and promotion services. Attached is a resolution approving the proposed FY 13-14 agreement (Attachment A). Also attached are the 2013-2014 UBA Business Plan (Attachment B) and the 2013 UBA Budget (Attachment C). For reference, the approved 2012-2013 agreement is also attached (Attachment D).

This agreement generally comes before City Council in June or July each year. The currently proposed agreement covers activities from July 1, 2013 to June 30, 2014.

Issues and Discussion

The amount of the proposed FY 13-14 agreement is the same as last year's agreement at **\$95,000**. Additionally, other than some minor date changes, the substance of the agreement is identical to the FY 12-13 agreement. The main provisions of the agreement include up to \$37,200 for reimbursement of staff costs, up to \$10,000 in support of the Urbana Sweetcorn Festival, up to \$4,500 in support of downtown events and arts promotion, up to \$16,000 for marketing of Urbana businesses, up to \$7,300 for the purchase/installation/removal of banners

and holiday decorations, and up to \$20,000 for tourism marketing and promotion (including staff costs related to tourism marketing and promotion).

Some additional provisions to highlight include the City continuing to provide office space at no charge, the City continuing to have at least one seat on the UBA Board, the UBA continuing to fund the Business Backs the Arts program at \$5,000 per year, and other minor provisions. The agreement includes continued emphasis on tourism marketing and promotion.

In the last year, both the City of Urbana and the Urbana Business Association have placed an emphasis on new marketing initiatives. These initiatives are part of an effort to market the great things happening in the City of Urbana to visitors and residents. Embarking on these marketing efforts together has led to increased coordination between the City (primarily through the Marketing Coordinator and the Public Arts Coordinator) and the UBA. This increased coordination has included joint marketing pieces, joint promotional pieces, joint event attendance/exhibits, and a joint cell phone app. Representatives of the UBA have been regular participants in the City's monthly Streetscape meetings, monthly Community Marketing meetings, and monthly Communications and Outreach meetings.

As part of the annual agreement, the UBA submits to the City an annual business plan and an annual budget. The business plan lays out the mission of the UBA and lays out current and future efforts related to membership, events, tourism marketing/promotion, and staffing. The total annual budget for the UBA is approximately \$450,000. In the budget, the Urbana Sweetcorn Festival accounts for approximately \$290,000 in revenue and approximately \$270,000 in expenses. The estimated net revenue from Sweetcorn is approximately \$20,000, though the actual number will vary depending on weather, attendance, ticket sales, etc. Aside from Sweetcorn, other significant revenue sources for UBA are the City of Urbana (through this draft agreement), membership dues, and vendor fees from the Holiday Market and Middle Market. Aside from Sweetcorn, other significant expenses for UBA include membership expenses, downtown promotions, banners/holiday decorations, marketing, and staff/administrative costs.

Fiscal Impacts

The agreement amount for FY 13-14 is consistent with the FY 12-13 amount at **\$95,000**. The proposed FY 13-14 budget includes approximately \$28,000 of the proposed agreement to be funded by the General Fund, through the Community Development Services budget. The remaining \$67,000 of the proposed agreement amount will be funded by TIF funds. The total City commitment for FY 13-14 from both the General Fund and TIF districts is \$95,000. The \$95,000 is already included in the published draft FY 13-14 budget.

Options

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

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

Recommendation

Staff recommends that the City Council approve the attached resolution.

Prepared By:



Tom Carrino
Economic Development Manager

- Attachments: A - Adopting Resolution with attached Proposed 2013-2014 UBA/City of Urbana Agreement
B - 2013-2014 Urbana Business Association Business Plan
C - 2013 Urbana Business Association Budget
D - 2012-2013 Approved UBA/City of Urbana Agreement

Attachment A

RESOLUTION NO. 2013-06-027R

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

(Urbana Business Association, FY 2013 - 2014)

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Urbana,
Illinois, as follows:

Section 1.

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.

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 hereby 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 _____, _____.

Phyllis D. Clark, City Clerk

APPROVED BY THE MAYOR this ____ day of _____, _____.

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. 2013 Urbana Sweetcorn Festival: The UBA shall organize, staff, coordinate, and promote the Urbana 2013 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. In addition to up to \$10,000 available in direct support, any police and/or security services provided by the City for the Sweetcorn Festival will be charged to the UBA at 75% of actual cost.
- B. Downtown Promotions/Events/Arts Coordination: The City will reimburse eligible expenses up to \$4,500 related to downtown events and promotion of the arts. Eligible expenses include the Lincoln Square Village Holiday Market and promotion of the arts culture, and entertainment in Urbana in collaboration with 40 North/88 West and/or the Urbana Public Arts Commission. Other events seeking financial assistance from the UBA may apply to the Urbana Arts Grant program, which the UBA will support through the Business Backs the Arts program as outlined in Section 8 of this agreement.
- C. Urbana Business Marketing: Up to \$16,000 will be reimbursed to UBA for expenses incurred in relation to marketing and promotion of Urbana businesses. UBA shall match up to \$3,000 in this category from UBA income and continue the promotional campaigns of Urbana businesses and services.
- D. Downtown Banners and Holiday Decorations: UBA shall coordinate the Urbana Banner Program. Eligible expenses include the purchase, installation, and removal of banners and/or holiday decorations. Additionally, UBA shall 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 \$7,300 will be reimbursed for the above expenses.

E. **Tourism Marketing and Promotion Activities:** Up to \$20,000 will be reimbursed for activities related to tourism marketing and promotion. Such activities may include but are not limited to production and distribution of marketing materials, promoting Urbana through the use of the internet and social media, researching new and innovative methods of marketing and promotion, coordinating with hotel/motel properties, working with event venues, and coordinating with special event promoters. These funds may be used for staffing payments for staff supporting tourism marketing and promotion 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 _____, 2013.

CITY OF URBANA, ILLINOIS

URBANA BUSINESS ASSOCIATION

BY: _____
Laurel Lunt Prussing, Mayor

BY: _____
(title)

ATTEST:

ATTEST:

Phyllis D. Clark, City Clerk

MISSION

Overview: This Business Plan is intended to outline current and future initiatives, and guide the Urbana Business Association (UBA) staff and board in planning marketing campaigns, events, and other activities that back our mission.

The mission of the UBA is to promote Urbana as a dynamic place in which to live, work, and do business. The UBA focuses on the recruitment, development, and retention of local businesses; the marketing, public relations, and networking of member businesses; as well as special events designed to attract consumers to certain areas. Our existence allows many businesses the opportunity to participate in marketing and advertising they would otherwise not be able to afford. The UBA is a 501(c)6 nonprofit member-based organization guided by a Board of Directors with three full-time employees, and one part-time employee.

MEMBERSHIP

Overview: Business membership and involvement is central to the UBA's mission. The UBA generates a substantial portion of its annual operating income through recruiting and retaining local businesses for membership at various levels of financial support. This allows the organization to host and support multiple events, develop marketing campaigns that promote Urbana businesses, and provide several other services for its members and the community as a whole.

Recent Work: An Executive Director driven focus on membership with efforts to package benefits at various levels, and reinvest the revenue in local marketing campaigns has proven successful.

Personal calling efforts have resulted in the retention and expansion of our membership base. The number of members has increased from 120 to 150 businesses, and new members continue to join at a rate of 3-4 per month. The UBA has also worked on expanding its geographical footprint in Urbana with the addition of board members representing a variety of areas and fields of business.

An updated membership brochure outlines benefits at various levels of financial participation. This allows owners and managers of local businesses to easily see what they receive in exchange for their contribution, and helps the UBA maintain current records for each business. This information is also available online and offers online membership application. In addition, a brochure has been created detailing the many aspects of the UBA for a better understanding of the benefits offered.

Future Plans: The organization will continue to retain its membership base, and recruit new businesses through personal calling efforts. Sustainability will be achieved through the successful implementation of marketing campaigns like shop/experience/know local that provide value to the business community. As a non-profit organization, the UBA will continue to expand our advertising budget along with increases in membership revenue.

Regularly scheduled membership meetings will continue to provide businesses with an opportunity to network and collaborate. The opportunity to work together and discuss trends and initiatives is a critical part of a cohesive business community.

EVENTS

Overview: The UBA acts as an events manager and facilitator for both recurring and unique event programs. The organization will run *Sweetcorn Festival*, *Holiday Market*, as well as other events designed to promote downtown Urbana, and other business districts. The UBA will also prepare business networking events designed to benefit current members and attract potential members.

Recent Work: The UBA is well on its way with planning the *38th Annual Urbana Sweetcorn Festival*. Our footprint, goals, and objectives remain the same as in years past. We continue to promote community, diversity, and collaboration with various organizations, volunteer groups, and entities such as the City of Urbana and University of Illinois through the event. The UBA recently met with downtown business owners to hear their concerns and will work to implement solutions where feasible. This will provide a more cohesive environment for all involved. The financial goal is to maintain a 15% profit margin on the event, of which the proceeds are used to fund organizational overhead, marketing campaigns, and other events throughout the year.

The UBA has expanded monthly membership meetings alternating between the *Blend of Urbana*, a morning meeting that provides a mix of networking opportunities with educational sessions and have added the *Urbana Blender*, an evening networking happy hour. This expansion offers a networking outlet to a larger segment of business members. The UBA will continue to provide this opportunity to its members, expanding to new educational topics and venues with each meeting.

This year also saw the addition of *Middle Market*, a once-a-month indoor market bridging the gap between *Holiday Market* and *Market at the Square*. This new event was created in response to requests from vendors and their customers alike. The first year had a positive response from all involved and will continue to take place in years to come.

The UBA continues to partner in a variety of events including *Celebrate Summer at the Pines*, *Tour de CU Urbana Grand Prix*, *Pygmalion Music Festival*, *International Beer Tasting & Chili Cook-off*, and *CU Folk & Roots Festival*.

Future Plans: The UBA is currently exploring the implementation of a new event to the downtown area, specifically a wine festival. This would be in partnership with the Illinois Grape Growers and Vintners Association.

TOURISM MARKETING AND PROMOTION ACTIVITIES

Overview: The UBA will be an active proponent of activities and programs related to tourism marketing and promotion. Such activities may include but are not limited to production and distribution of marketing materials, promoting Urbana through the use of the internet and social media, researching new and innovative methods of marketing and promotion, coordinating hotel properties, working with event venues, and coordinating with special event promoters.

Recent Work: In partnership with the city of Urbana, the UBA has successfully implemented a smart phone app that includes all the businesses of Urbana. This phone app is available to anyone with an iPhone or Android at no cost, encouraging them to download and use the app. Push notifications will keep the users aware of specials and promotions available near them. It will also serve as a tourism tool, putting the city of Urbana in the palm of their hands.

In addition, the UBA has recently partnered with the City of Urbana and Urbana School District on a variety of advertising opportunities in an effort to expand our marketing footprint. These efforts have included Tourism week, Homebuyers Guide, Illinois Marathon, Ebertfest, as well as a variety of radio and print outlets.

Future Plans: The UBA intends to expand promotion of the phone app to all areas of Illinois, especially the Chicago area in an effort to generate interest through U of I alumni and parents. We will be researching grant possibilities to aid in the cost of this promotion.

HUMAN RESOURCES

Overview: The UBA will maintain a level of staffing that allows for adequate administration of the organization's mission and goals, but that is also fiscally responsible and within the annual operating budget. A combination of full-time and part-time employees will be used to accomplish these goals noting that a certain level of consistency and expertise must be maintained. All human resource activity will be overseen by the board to assure policies and procedures are within federal and state laws. Said Board shall also operate within the boundaries of its bylaws, assuring an appropriate level of involvement and controls for the organization.

Update Staffing continues to offer stability to the member businesses.

2013 Budget (Jan 1 - Dec 31) Urbana Business Association
REVISED

City of Urbana Related Income or Expense
Net Income or Expense

INCOME Detail	2013 Budget	Comments
Membership Dues	\$24,650	
Membership Dues - In Kind	\$20,250	**
Membership Dues TOTAL	\$44,900	**
Staffing Payments - City of Urbana	\$37,200	Per agreement with City- up to \$3,100 per month
Restricted Funds - City of Urbana Reimbursement		
Build Urbana	\$0	Category eliminated with 2012-13 agreement with City
Arts Promotion	\$0	Duplicate category eliminated
Urbana Sweetcorn Festival	\$10,000	Per agreement with City
Downtown Promotions/Events/Arts Coordination	\$4,500	Per City agreement - category increased by \$1,000 with 2012-13 agreement
Urbana Business Marketing	\$16,000	Per agreement with City
Downtown Banners and Holiday Decorations	\$7,300	Per City agreement - category increased by \$1,000 with 2012-13 agreement
Tourism Marketing and Promotion Activities	\$20,000	Per agreement with City
Restricted Funds - City of Urbana Reimbursement TOTAL	\$57,800	
Holiday Market Vendor Fee Income	\$14,000	**averaging 70 vendors over 7 week period
Middle Market Vendor Fee Income	\$4,200	**averaging 30 vendors over 4 week period at reduced rate of \$35/wk
Business Backs the Arts Program - City of Urbana	\$5,000	Per agreement with City
Sweetcorn Festival		
Sweetcorn Festival - In Kind	\$11,900	**
Sweetcorn Festival - Sponsors	\$35,000	
Sweetcorn Festival - Ticket Sales	\$228,000	
Sweetcorn Festival - Vendors	\$16,000	
Sweetcorn Festival - Motor Muster	\$2,000	
Sweetcorn Festival - Total	\$292,900	
Interest Income - Sweep Account	\$300	
Total Income	\$456,300	(Total City Funding is \$95,000)

Attachment C

2013 Budget (Jan 1 - Dec 31) Urbana Business Association
REVISED

EXPENSE Detail	2013 Budget	Comments
Membership Expense		
Membership Expense - In-Kind	(\$3,000)	**Offset Membership In-Kind (meeting facilities, catering)
Membership Expense - Mailings	(\$225)	500 mailings at \$.45 each
Membership Expense - Meetings	(\$500)	Estimated \$50 per meeting less In-kind agreement with caterer
Membership Expense - Brochures	(\$500)	Annual cost of printing brochures
Membership Expense - TOTAL	(\$4,225)	
Downtown Promotions		
Downtown Promotions - In Kind	(\$100)	**Offset membership in-kind (arts promotion)
Downtown Promotions - Holiday Market - In Kind	(\$7,000)	**Offset membership in-kind (Rental fee of Lincoln Square)
Downtown Promotions - Middle Market - In Kind	(\$4,000)	**Offset membership in-kind (Rental fee of Lincoln Square)
Downtown Promotions - Advertising	(\$1,500)	
Downtown Promotions - Events	(\$500)	New category in 2013
Downtown Promotions - Arts	(\$1,000)	
Downtown Promotions - Holiday Market	(\$1,500)	Reclassified according to the City agreement
Downtown Promotions - Middle Market	(\$1,000)	**
Downtown Promotions - Misc	\$0	
Downtown Promotions - TOTAL	(\$16,600)	
Downtown Banners and Holiday Decorations		
Downtown Banners and Holiday Decorations - Banners	(\$6,500)	Per City agreement - category increased by \$1,000 with 2012-13 agreement
Downtown Banners and Holiday Decorations - Holiday Decorations	(\$800)	Per City agreement
Downtown Banners and Holiday Decorations - TOTAL	(\$7,300)	
Sweetcorn Festival		
Sweetcorn Festival - In Kind	(\$11,900)	**Offset membership in-kind (security, advertising, entertainment, & corn)
Sweetcorn Festival - Advertising	(\$10,000)	Combine advertising & printing costs
Sweetcorn Festival - Interns	(\$300)	Hire someone to staff office in 2013
Sweetcorn Festival - Tents	(\$7,500)	
Sweetcorn Festival - Entertainment	(\$34,000)	
Sweetcorn Festival - Insurance	(\$3,200)	
Sweetcorn Festival - Misc	(\$250)	
Sweetcorn Festival - Security	(\$16,000)	
Sweetcorn Festival - Supplies	(\$1,000)	
Sweetcorn Festival - License, Fees, Etc.	(\$775)	
Sweetcorn Festival - Vendors	(\$115,000)	
Sweetcorn Festival - Golf Carts	(\$1,200)	
Sweetcorn Festival - Alcoholic Beverages	(\$15,000)	Previously labeled Beer
Sweetcorn Festival - Corn	(\$12,500)	Include corn costs, shucker, engine, etc

2013 Budget (Jan 1 - Dec 31) Urbana Business Association
REVISED

Sweetcorn Festival - Non-alcoholic Beverages	(\$2,800)	<i>Previously labeled Soft Drinks</i>
Sweetcorn Festival - Sanitation	(\$3,800)	<i>Include supplies and garbage hauling</i>
Sweetcorn Festival - Toilets	(\$2,420)	
Sweetcorn Festival - Stage & Lights	(\$16,100)	
Sweetcorn Festival - Ice	(\$1,900)	
Sweetcorn Festival - Power	(\$7,200)	<i>Include genorator rental and fuel costs</i>
Sweetcorn Festival - Motor Muster	(\$755)	
Sweetcorn Festival - Tickets	(\$3,500)	<i>Combine ticket costs and credit card processing fees</i>
Sweetcorn Festival - Volunteer T-shirts	(\$3,800)	
Sweetcorn Festival - Total	(\$270,900)	<i>City of Urbana to reimburse up to \$10,000</i>
Business Backs the Arts Program	(\$5,000)	<i>Per city agreement</i>
Urbana Marketing		
Urbana Marketing - In Kind	(\$1,250)	<i>**Offset Membership In Kind (television & giveaways)</i>
Urbana Marketing - Radio	(\$5,000)	<i>Estimated budget for Radio ads beyond Sweetcorn and Holiday Market</i>
Urbana Marketing - Website	(\$2,500)	
Urbana Marketing - Television	(\$1,500)	<i>Estimated budget for TV ads beyond Sweetcorn and Holiday Market</i>
Urbana Marketing - Print	(\$3,000)	<i>Estimated budget for Print ads beyond Sweetcorn and Holiday Market</i>
Urbana Marketing - Arts	\$0	<i>Recategorized in Downtown Promotions</i>
Urbana Marketing - Misc	(\$6,000)	<i>Sponsorship Promotions</i>
Urbana Marketing - Giveaways	(\$550)	<i>Promotional Items - 2011 was \$0/\$1,200</i>
Urbana Marketing - Communications	(\$450)	<i>Constant Contact e-marketing pieces (\$37.19/mo)</i>
Urbana Marketing - Total	(\$20,250)	
Administrative & Office		
Administrative & Office - In Kind	(\$2,000)	<i>**Offset Membership In Kind (printing, printer, & photography)</i>
Administrative & Office - Bank Charges - Fees	(\$125)	<i>Moved from separate cetegory into Admin & Office</i>
Administrative & Office - Dues & Subscriptions	(\$300)	<i>Sam's & News-Gazette</i>
Administrative & Office - Insurance	(\$3,265)	<i>Combined Insurance and Workers Compensation</i>
Administrative & Office - Legal & Professional Fees	(\$3,500)	<i>Attorney & Accounting fees combined</i>
Administrative & Office - Meals & Entertainment	(\$1,200)	<i>\$100/mo for Membership solicitation and goodwill</i>
Administrative & Office - Postage	(\$500)	
Administrative & Office - Salaries & Wages	(\$106,000)	<i>3FT, 1PT Employees factoring in 3% salary increase</i>
Administrative & Office - Supplies	(\$2,000)	
Administrative & Office - Payroll Taxes	(\$9,000)	
Administrative & Office - Communications	(\$1,600)	<i>Combine telephone & internet services</i>
Administrative & Office - Computer/Software	(\$900)	<i>Quickbooks, Norton Antivirus, etc.</i>
Administrative & Office - Misc	(\$400)	<i>Plaques for board officers, etc.</i>
Administrative & Office - Repairs & Maintenance	(\$500)	

2013 Budget (Jan 1 - Dec 31) Urbana Business Association

REVISED

Administration & Office - Total	(\$131,290)	Combine Admin & Office with Bank Charges
Total Expenses	(\$455,565)	
Total Income	\$456,300	
Total Expenses	(\$455,565)	
Net Income/Retained Earnings	\$735	

Attachment D

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).

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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. 2012 Urbana Sweetcorn Festival: The UBA shall organize, staff, coordinate, and promote the Urbana 2011 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. In addition to up to \$10,000 available in direct support, any police and/or security services provided by the City for the Sweetcorn Festival will be charged to the UBA at 75% of actual cost.
 - B. Downtown Promotions/Events/Arts Coordination: The City will reimburse eligible expenses up to \$4,500 related to downtown events and promotion of the arts. Eligible expenses include the Lincoln Square Village Holiday Market and promotion of the arts culture, and entertainment in Urbana in collaboration with 40 North/88 West and/or the Urbana Public Arts Commission. Other events seeking financial assistance from the UBA may apply to the Urbana Arts Grant program, which the UBA will support through the Business Backs the Arts program as outlined in Section 8 of this agreement.
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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.

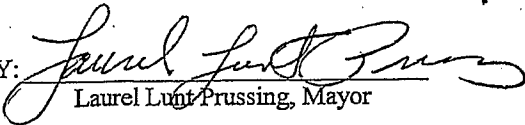
11. **Budget Work Plan:** The UBA board shall submit an annual budget work plan to the City of Urbana with the proposed contract each year.

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

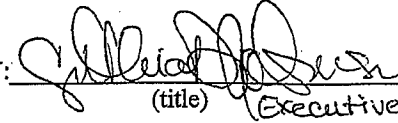
13. **Notices:** All notices hereunder shall be in writing and shall be served personally, by registered mail or certified mail to the parties listed below at the addresses set after their names, or to other such addresses as shall be agreed upon.

DATED at Urbana, Illinois, this _____ day of _____, 2012.

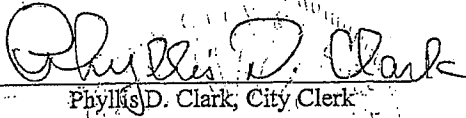
CITY OF URBANA, ILLINOIS

BY: 
Laurel Lunt Prussing, Mayor

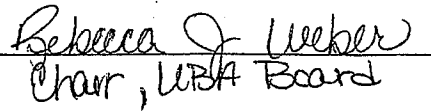
URBANA BUSINESS ASSOCIATION

BY: 
(title) Executive Director

ATTEST:


Phyllis D. Clark, City Clerk

ATTEST:


Chair, UBA Board

