



**DEPT. OF COMMUNITY DEVELOPMENT SERVICES**  
*PLANNING AND ECONOMIC DEVELOPMENT DIVISION*

m e m o r a n d u m

**TO:** Bruce K. Walden, CAO

**FROM:** April D. Getchius, AICP, Director

**DATE:** November 8, 2000

**SUBJECT:** Budget Amendment Ordinance – “Downtown Promotional Project”  
Urbana Business Alliance - Marketing Budget

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**Introduction / Background**

During discussion regarding the proposed FY2000-2001 Annual Budget at the May 22, 2000 Committee of the Whole meeting, Alderperson Huth offered a motion to put \$25,000 in the Economic Development Fund from General Reserves for a “downtown promotional project”. Following debate, the motion carried by a voice vote. This “project” was intended to provide downtown marketing and promotion funds for the Urbana Business Alliance (UBA) on the condition that the Council review and approve a specific marketing budget for the use of the funds. Attached is the proposed UBA budget submitted to City staff in October 2000. Staff is therefore requesting City Council to review the UBA budget and amend the City budget to transfer \$25,000 from the General Fund to the Economic Development Fund in accordance with the attached ordinance.

**Issues / Discussion**

The Urbana Business Alliance (formerly the Downtown Urbana Promotion Corporation) is a not-for-profit corporation that has traditionally managed the Sweetcorn Festival and a few other events during the year. The UBA Board is now preparing to take a more assertive role in the promotion of the Urbana business community, and more specifically, downtown Urbana. However, UBA’s funding currently relies on the revenues generated by the Sweetcorn Festival and some corporate sponsorships which typically provides enough money to employ a part-time staff position and enough reserves to continue the Sweetcorn Festival in the following year. The infusion of funds by the City to expand UBA’s marketing and promotion of events and businesses in downtown Urbana is intended attract more shoppers and visitors to downtown Urbana and thereby contribute to the economic vitality of the existing businesses and property owners. In future years there is an expectation that UBA will reduce its reliance on direct public support by increasing other revenue sources such as membership dues, sponsorships, etc.

**January 4, 2001**

With respect to details of the proposed marketing plan, a UBA representative will be available to answer questions at the Committee meeting. It should also be noted that the City is represented on the UBA Board by City staff.

At this time nearly one-half of the proposed budget costs has actually been incurred by UBA. Assuming Council approves the budget amendment as proposed by UBA then staff will reimburse the UBA for documented costs. Staff proposes to reimburse the UBA from the City's Economic Development Fund account based on documented invoices. Attached is another format of the UBA marketing budget prepared by staff as another way to look at the total marketing budget for the UBA.

**Recommendation**

Staff recommends the Committee forward the proposed budget amendment to transfer \$25,000 from the General Fund to the Economic Development Fund in accordance with the attached ordinance.

Prepared by: \_\_\_\_\_  
Reed Berger, AICP, Economic Development Coordinator

*c: Paul Wirth, UBA President*

ORDINANCE NO. 2000-11-137

AN ORDINANCE  
REVISING THE ANNUAL BUDGET ORDINANCE  
(Downtown Promotion Program)

WHEREAS, the Annual Budget Ordinance of and for the City of Urbana, Champaign County, Illinois, for the fiscal year beginning July 1, 2000, and ending June 30, 2001, (the "Annual Budget Ordinance") has been duly adopted according to sections 8-2-9.1 et seq. of the Illinois Municipal Code (the "Municipal Code") and Division 2, entitled "Budget", of Article VI, entitled "Finances and Purchases", of Chapter 2, entitled "Administration", of the Code of Ordinances, City of Urbana, Illinois (the "City Code"); and

WHEREAS, the City Council of the said City of Urbana finds it necessary to revise said Annual Budget Ordinance by deleting, adding to, changing or creating sub-classes within object classes and object classes themselves; and

WHEREAS, funds are available to effectuate the purpose of such revision; and

WHEREAS, such revision is not one that may be made by the Budget Director under the authority so delegated to the Budget Director pursuant to section 8-2-9.6 of the Municipal Code and section 2-133 of the City Code.

**January 4, 2001**

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

Section 1. That the Annual Budget Ordinance be and the same is hereby revised to provide as follows:

FUND:	Economic Development
AMOUNT:	\$25,000
ADD EXPENSE:	Contractual Services, Downtown Promotion
REDUCE:	Fund Balance

Section 2. This Ordinance shall be effective immediately upon passage and approval and shall not be published.

Section 3. This Ordinance is hereby passed by the affirmative vote of two-thirds of the members of the corporate authorities then holding office, the "ayes" and "nays" being called at a regular meeting of said Council.

PASSED by the City Council this \_\_\_\_\_ day of

\_\_\_\_\_, \_\_\_\_\_.

AYES:

NAYS:

ABSTAINED:

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

APPROVED by the Mayor this \_\_\_\_\_ day of

\_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Tod Satterthwaite, Mayor

<b>UBA Budget Proposal</b>					
prepared by Reed Berger based on UBA budget					
<b>Promotion &amp; Marketing</b>	<b>UBA Program</b>	<b>Other</b>		<b>City of Urbana</b>	
<b>Items</b>	<b>Total Budget</b>	<b>Fund</b>	<b>Source</b>	<b>Amount</b>	<b>Balance</b>
					<b>\$25,000</b>
Street Dance - Aug. 18, 2000	<b>\$2,000</b>	\$1,000	Park District	\$1,000	\$24,000
Street Dance - Aug. 25, 2000	<b>\$1,000</b>	\$500	Pepsi	\$500	\$23,500
Street Dance - Aug. 18, 2000	<b>\$2,000</b>	\$1,000	Park District	\$1,000	\$22,500
Sweetcorn Festival - Aug. 25, 2000	<b>\$3,000</b>			\$3,000	\$19,500
WICD TV Ad Campaign - Sep. 2000	<b>\$10,000</b>	\$5,000	WICD/ad sales	\$5,000	\$14,500
Marketing Brochure / Directory	<b>\$8,000</b>	\$3,000	CVB	\$5,000	\$9,500
Promotion Radio Ads	<b>\$4,000</b>			\$4,000	\$5,500
Promotion Print Ads	<b>\$2,000</b>			\$2,000	\$3,500
Holiday Event	<b>\$3,000</b>	\$1,000	UBA ad sales	\$2,000	\$1,500
Spring Event	<b>\$1,500</b>			\$1,500	\$0
<b>TOTALS</b>	<b>\$36,500</b>	<b>\$11,500</b>		<b>\$25,000</b>	