



## MEMORANDUM

**TO:** Mayor Prussing  
City Council Members

**FROM:** Bruce Walden

**DATE:** July 7, 2005

**RE:** Urbana Business Association Contract

For several years, the City of Urbana has provided funding support to the Urbana Business Association. The FY 05-06 budget authorizes \$50,000 for this purpose. The support is provided via a contract for marketing and promotion. Attached please find the proposed FY 05-06 contract and adopting ordinance.

There are a few minor changes that are proposed in the contract, including the following:

1. Increase in staffing from \$2,000 to \$2,100 per month.
2. Clarification of use of funds in paragraph 2 "A" to permit an alternate event.
3. Shifting \$1,500 from the Sweetcorn Festival to marketing and production of a business directory and website maintenance.
4. Clarification that one co-op ad campaign will include Urbana restaurants.
5. Updating Visitors' Center materials monthly.
6. Updating A.M. 530 twice a month.
7. Required annual submittal of budget and work plan annually.

BKW:ss

Attachments

ORDINANCE NO. 2005-07-110

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

(Urbana Business Association FY 2005-06)

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 \_\_\_\_\_, 2005.

AYES:

NAYS:

ABSTAINS:

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

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2005.

\_\_\_\_\_  
Laurel 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 downtown 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.

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 \$50,000.00 in restricted and unrestricted expenditures.

1. Staffing Payments: Upon the execution of this contract and employment of staff, up to \$2,100 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. Furthermore, whether any particular expense is or is not reimbursable as provided herein, shall be a determination made in 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. FY 2005-2006 Urbana Parade of Homes: The UBA shall organize, staff, coordinate, and promote the 2005-06 Urbana Parade of Homes or similar event. 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 a 50-50 funding match from developers. If the match funds are received, then the City will reimburse UBA up to \$5,000 for this event. Expenditures for the Parade of Homes may include advertising, promotions, print ads, and the annual Realtor meeting.
  - B. 2005 Urbana Sweetcorn Festival: The UBA shall organize, staff, coordinate and promote the Urbana 2005 Sweetcorn Festival. The City of Urbana shall be included as a primary sponsor on promotions. Up to \$8,500 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. 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. Marketing: Up to \$3,250 will be reimbursed to UBA for expense incurred in relation to general marketing/promotion of Urbana, such as production of a new/updated downtown business directory, other Urbana business sector directories, web site improvements and maintenance, and the like.
  - E. Co-Op advertising: Up to \$3,050 will be reimbursed to UBA for expenses incurred in relation to co-op advertising with Urbana merchants. At least one co-op campaign for Urbana restaurants shall be undertaken.
3. Board Representation: The City of Urbana shall have at least one staff seat on the UBA Board 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 and will update displays on a monthly basis.

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 \_\_\_\_\_, 2005.

CITY OF URBANA, ILLINOIS

URBANA BUSINESS ASSOCIATION

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

BY: \_\_\_\_\_  
(President)

ATTEST:

ATTEST:

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

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