



UBA OVERVIEW

This overview is intended to outline current and future initiatives of Urbana Business Association (UBA) which include membership benefits and services, events, and other activities that back our mission. The UBA is a 501(c)6 not-for-profit member-based organization guided by a Board of Directors of 12 local business with two full-time employees.

- **MISSION**: The current mission of the UBA is to serve our members by promoting Urbana as a dynamic place to live, work, and do business.
- **MANTRA**: “When we all work together, we prosper together!” Let’s make Urbana a welcoming and friendly community by bringing people and businesses together.

Membership

We value the development and promotion of our local businesses and our community. We are also very thankful to our loyal members who support the UBA with their annual dues. These dues generate a substantial portion of our annual operating income which allows the organization to host and support a variety of events, develop marketing campaigns that promote Urbana businesses, and provide services for its members and the community as a whole.

Statistics

- Currently 140 Member Businesses
- New Joins - Increase of 33% in 2016 & projected increase of 50% in 2017
- 2013-2015 average annual member dues = \$25,000
- 2016-2017 projected annual member dues = \$31,500

Benefits and Services

We pride ourselves in being the facilitators that connect people and provide our businesses with a multitude of networking opportunities such as Connections Over Coffee and Connections Over Cocktails. We also focus on marketing, public relations, and business enrichment services that include specialty workshops such as Fundamentals of Networking and Framing Your Following. Our existence allows many businesses the opportunity to participate in marketing and advertising that they would otherwise not be able to afford.

Relationship Building

We believe that in order to continue to grow and develop, it is vital to stay in touch with our fellow business associations and community groups. Therefore, we have made it a focus to build relationships with organizations such as Black Chamber of Commerce, Champaign Center Partnership, Champaign County Chamber of Commerce, and Imbibe. This allows us to broaden our networks and improve community relations.

Events

Along with our business benefits and services, we are honored that we can create a culture in which Urbana is an exciting and vibrant community to visit and reside in. Our special events are designed to attract consumers to our community. See the list of events and stats below.

- Market IN the Square – Saturday’s November through April
 - This season had a very successful rebranding campaign, new sponsorship opportunities, and significant growth in vendors.
 - 68% Revenue Growth (Net) Since Last Season
 - 2016-2017 Net Value \$25,000 vs. \$14,000 for the previous 5 fiscal years.
 - Projected Net Revenue Growth within next three years: \$40,000
- World’s Shortest St. Patrick’s Day Parade – Friday March 17th
- SINGO De Mayo Karaoke Contest – Friday May 5th
- Uncork Urbana Wine Festival – June 10th
- Urbana Sweetcorn Festival – August 25th & 26th
 - The Urbana Sweetcorn Festival is going through some very exciting changes this year! SCF 2017 will be locally focused. Look for a variety of LOCAL restaurants, crafters, entertainment, bars as well as more family friendly activities and fun day time activities for adults!
 - With these changes, we are able to cut costs by over 50% which in turn will save the City of Urbana \$5,000!

Sponsors

Every year, the UBA has over 40 businesses that sponsor and support the efforts of the UBA and we could not do it without them! Thank to you all of our annual sponsors and a special thank you to the **CITY OF URBANA!**

- \$150,000 Total Annually
- 41 Businesses
- \$57,000 Cash
- \$93,000 In - Kind

Future Plans

- To become a SELF-SUFFICIENT organization
- More earned revenue, less city support
- Give To Grow Program
 - Scholarships
 - Grants
 - Community Group and Small Business Funding
 - Elite Marketing Program
 - Increased Business Enrichment Services
- New UBA Agreement between the City and UBA due by June 30, 2017

Make Your Way to the UBA

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