



2018-2019 Review & 2019–2020 Future Work Plan

MISSION

Overview: This document 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 current mission of the UBA is to serve our members by making Urbana a dynamic place 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 that 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 two full-time employees.

This past year the board voted to update the bylaws to require less UBA board members for the organization. Since there are less board members, this means that less people are required for a quorum at board meetings. This allows us to be more effective and efficient when making decisions.

Future Plans: 2019 -2020 Rebranding. For many years, the UBA has been in an identity crisis. Being a membership-based organization but also executing many large and small scale events, it was difficult to offer and maintain the traditional membership benefits and services that a business association or chamber would provide. This would often cause businesses and the community to question what the UBA does, why their company should be a member and how the UBA can benefit them. Therefore, with the support and approval of the board, this fall, the UBA will undergo a complete rebrand. This rebrand will include a new DBA name, logo, and a campaign that clearly states that UBA is marketing, events and promotion organization. Our purpose will be to promote Urbana and our members through a wide variety of marketing efforts and events. The rebranding will clearly show the community, businesses and current members who the UBA is and what we do so their expectations are met without question. Member dues not only allow members to participate in events, activities and marketing opportunities that puts their business in front of thousands of people in our community that they may otherwise not be able to reach on their own, they are also a vital supporter our marvelous events and festivals that make our community an exciting and vibrant place to visit and live.

MEMBERSHIP, MARKETING & PROMOTION

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 a variety of events, develop marketing campaigns that promote Urbana and our businesses, and provide services for its members and the community as a whole.

Recent Work: Connections Networking Events: The events dully benefit our business members and the business community. Connections Over Coffee and Connections Over Cocktails are



networking events in which our business community comes together once a month at a different member business to share ideas, gain valuable contacts and promote their individual businesses. On the other hand, for only \$250-\$350, a member business can host the event and the UBA provides the marketing, food and beverage for the event.

2019 Holiday Party hosted by the Urbana Country Club, December 19th, 5:30 pm – 8:30 pm

Co-op Marketing: We also offer co-op marketing that allowed members to participate in opportunities to appear on local televisions and/or do live radio interviews to promote their business and/or upcoming Connections event. This allows the members to get exposure at no cost to them.

Other Exposure/Benefits

- Talk of the Town - As part of their benefits, members have access to put ads, articles or any other promotional information in the Talk of the Town e-newsletter.
- Press Releases – Members may submit information to the UBA and we will send out a press release on their behalf.
- Sponsorships are available and at a discount to our members. These sponsorships provide exposure of the member business to the community.
- Discounts are available for fees charged to participate in festivals, market and sponsorship opportunities.
- Ribbon Cuttings – UBA organizes and hosts ribbon cuttings for new businesses, anniversaries and other major milestones of Urbana businesses.

UBA currently has 108 members with 10 new members joining the UBA in the 2018-2019 fiscal year and the UBA had the honor of hosting over 30 ribbon cutting ceremonies.

EVENTS

Overview: The UBA acts as an events curator, manager, and facilitator for both recurring and unique event programs. The organization organizes and operates the *Urbana Sweetcorn Festival, Market IN the Square, Uncork Urbana Wine Festival, Urbana's Downtown Get Down, The Word's Shortest but Best St. Patrick's Day Parade, Downtown Trick or Treating, Connections Over Cocktails or Coffee, Realtor Tours, Workshops* as well as other events designed to promote downtown Urbana and other districts.

Recent Work: *Urbana's Downtown Get Down* - The City of Urbana Public Arts Program, Urbana Park District, 40 North 88 West Champaign County Arts Council, The Urbana Free Library, and the Urbana Business Association are proud to present the Downtown Get Down, a downtown events series that takes place on the 4th Saturday of the month May-August in the heart of Downtown Urbana with live music and festivities on Main and Race Streets plus food and drink specials, deals, and live music presented by downtown businesses! The Downtown Get Down features live concerts, DJs, an artist's street market, kids zone, teen maker lab, inflatables, games, live arts demos, performances, specials in the downtown businesses and so much more! The first one was held on May 25th and drew large crowds to our downtown. We considered a huge success and are looking forward to it growing over the summer!

Uncork Urbana Wine Festival - The festival is held in our beautiful Meadowbrook Park, located at 2808 S Race Street and will be on Saturday, June 8, 2019 from 3:00PM - 10:00PM. Every year over 1500 people attend Uncork Urbana Wine Festival. We are excited to host



several Illinois Wineries, food vendors, live music, live cooking demonstrations, interactive vendors, give-a-ways and more!

The UBA is going into its *45th Annual Urbana Sweetcorn Festival*. Last year was year two of keeping the festival LOCAL and with success! In 2018, from the festivals stages to the bands booked in our downtown venues, we hosted over 30 local bands and entertainers. As always we had over 100 amazing local food, merchandise, informational, non profit and downtown business vendors attend the festival. We also host many kid and family friendly activities including our Corn Classic Corn Eating Contest and CU Adventures in Time and Space Save the Sweetcorn Festival puzzle hunt! In keeping with the local theme, the festival only served local beer and wine over the two days.

The *Market IN the Square*, indoor farmer's and crafter's market that runs from November through April each year. Over the past year, this market has grown to over 110 vendors and continues to grow by partnering with Urbana Public Arts to add programming on a monthly basis. We were also able to secure all but 3 Saturdays in the spring which lead to a more consistent market for the season and even the year.

Downtown Trick or Treating - The UBA and Urbana Free Library partner to bring a fun afternoon of safe trick or treating and kid's activities. The Library hosts an array of kid's activities including a mini parade in the library, a costume contest and a zombie prom for the teens. Along with these fun activities UBA makes arrangements with over 40 downtown business to allow the kid's to trick or treat at each business. This is great fun for the kid's but also allows the community to explore and discover businesses that they may not normally patron. This is also great exposure for our downtown and our businesses.

The UBA continues to partner in a variety of events including *Boneyard Arts Festival*, *Tour de CU Urbana Grand Prix*, *Urbana Arts Expo*, and *CU Folk & Roots Festival*.

Future Plans: Market IN the Square 2019-2020

- SNAP - provides nutrition benefits to supplement the food budget of needy families so they can purchase healthy food and move towards self-sufficiency. UBA is working with The Land Connection to offer this program or something similar at our market.
- Add more entertainment or other activities in the Spring to increase patron and vendor attendance.
- Create an Instagram account to help further promote the market.
- Increased social media presence.

Urbana Sweetcorn Festival 2019

- The final Get Down will land during this year's SCF which will add additional entertainment to the festival.
- Rigg's is the exclusive beer sponsor of SCF 2019.

Downtown Trick or Treating 2019

- Will add Public Arts & Culture as a partner to plan more decoration and activities throughout the downtown.

**Urbana Business Association
Apr '19**

	Jul '18-Apr '19 Actual	Jul '18-June '19 Budget	Jul '17- Jun '18 Actual	Jul '16-Jun '17 Actual
Income				
Administration Income				
Interest Income	\$ 8.36	\$ -	\$ 2.25	\$ 3.74
Staffing (City Reimbursement)	\$ -	\$ -	\$ -	\$ 35,000.00
City Funding	\$ 57,815.01	\$ 57,815.00	\$ 62,815.00	\$ 35,000.00
Total Administration Income	\$ 57,823.37	\$ 57,815.00	\$ 62,817.25	\$ 70,003.74
Membership Income				
Dropped Membership	\$ (4,800.00)	\$ (4,500.00)	\$ (2,575.00)	\$ (7,500.00)
Dues	\$ 23,933.30	\$ 30,000.00	\$ 30,250.00	\$ 33,775.00
Educational Services	\$ -	\$ 1,800.00	\$ 1,013.90	\$ 1,648.00
Event Sponsor	\$ 3,000.00	\$ 3,000.00	\$ 3,175.00	\$ 1,500.00
Membership Events	\$ -	\$ -	\$ -	\$ 418.25
Promotional Services	\$ 2,350.00	\$ 2,100.00	\$ 1,750.00	\$ 2,080.00
Total Membership Income	\$ 24,483.30	\$ 32,400.00	\$ 33,613.90	\$ 31,921.25
EVENTS				
Market Income				
Holiday Market	\$ -	\$ -	\$ -	\$ (40.60)
Market IN the Square- Delinquent Vendor Fees	\$ (25.00)	\$ (300.00)	\$ -	\$ (1,210.00)
Market IN the Square- Vendor Income	\$ 29,696.43	\$ 27,000.00	\$ 26,664.10	\$ 26,690.00
Market IN the Square- Sponsor Income	\$ -	\$ 1,000.00	\$ -	\$ 2,300.00
St. Patty's Day Parade Income	\$ -	\$ -	\$ -	\$ -
Urbana's Downtown Get Down Income	\$ 500.00	\$ -	\$ -	\$ -
Thirteen Thursdays Income	\$ -	\$ -	\$ -	\$ 2,050.00
Total Market Event Income	\$ 30,171.43	\$ 27,700.00	\$ 26,664.10	\$ 29,789.40
Sweetcorn Income (Net Income)	\$ 6,656.30	\$ 19,940.00	\$ 16,268.57	\$ (16,471.81)
Uncork (Net Income)	\$ 1,960.00	\$ 8,848.00	\$ 7,659.95	\$ 10,416.17
Total Income	\$ 121,094.40	\$ 146,703.00	\$ 147,023.77	\$ 125,658.75
Expenses				
Administration Expense				
Bank Charges	\$ -	\$ -	\$ -	\$ 5.93
Bank Charges-Memberzone	\$ 117.06	\$ 250.00	\$ 482.38	\$ 152.13
Bank Charges-Paypal	\$ 848.96	\$ 1,500.00	\$ 1,319.49	\$ 435.89
Communications (phone, internet)	\$ 460.80	\$ 550.00	\$ 544.49	\$ 533.71
Computers/Software	\$ 6,419.58	\$ 7,000.00	\$ 10,935.09	\$ 8,180.28
Dues & Subscriptions	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 4,111.00	\$ 4,500.00	\$ 4,581.00	\$ 4,172.00
Legal & Professional Fees	\$ 1,036.00	\$ 1,000.00	\$ 1,035.00	\$ 1,485.00
Meals and Entertainment	\$ 104.41	\$ 500.00	\$ 446.04	\$ 216.29
Miscellaneous	\$ 1,216.15	\$ -	\$ 502.74	\$ -
Postage	\$ 50.00	\$ 100.00	\$ 49.00	\$ 94.00
Professional Deveopment	\$ -	\$ -	\$ -	\$ 261.64
Supplies	\$ 143.84	\$ 500.00	\$ 2,078.83	\$ 650.60
Travel	\$ 9.50	\$ 100.00	\$ 18.37	\$ 26.00
Total Administration Expense	\$ 14,517.30	\$ 16,000.00	\$ 21,992.43	\$ 16,213.47
Membership Appreciation Program Expense	\$ -	\$ -	\$ 7,355.98	\$ -
Event Expense				
Downtown Trick or Treating	\$ 99.92	\$ 300.00	\$ 273.27	\$ -
Market IN the Square	\$ 2,526.77	\$ 3,000.00	\$ 3,838.92	\$ 3,123.51
Membership Events	\$ 1,505.00	\$ 2,400.00	\$ 2,625.00	\$ 5,239.74
Thirteen Thursdays	\$ -	\$ -	\$ -	\$ 2,736.36
Total Event Expense	\$ 4,131.69	\$ 5,400.00	\$ 6,737.19	\$ 11,099.61
Payroll Expenses				
Payroll Taxes	\$ 7,497.33	\$ 8,900.00	\$ 7,985.94	\$ 6,909.99
Salary	\$ 68,270.92	\$ 81,000.00	\$ 81,227.48	\$ 78,972.98
SCF Salary Offset	\$ -	\$ -	\$ -	\$ (14,509.74)
Total Payroll Expense	\$ 75,768.25	\$ 89,900.00	\$ 89,213.42	\$ 71,373.23
Urbana Marketing & Promotion Expense				
Urbana Business Marketing- Electronic Communications (e-n	\$ 364.86	\$ 1,500.00	\$ 1,602.09	\$ 1,183.43
Urbana Business Marketing-Sponsorships/Event Support	\$ 656.73	\$ -	\$ 1,275.00	\$ 654.43
Urbana Business Marketing- Print (print ads)	\$ -	\$ -	\$ -	\$ 7,816.00
Urbana Business Marketing- Radio (radio ads)	\$ 5,875.02	\$ 6,500.00	\$ 6,500.00	\$ 11,379.50
Urbana Business Marketing- Television (television ads)	\$ 1,870.00	\$ 2,500.00	\$ 2,500.00	\$ 1,963.21
Urbana Business Marketing- Website (monthly maintenance, app maintenance)	\$ 308.00	\$ 1,000.00	\$ 1,066.00	\$ 858.20
Urbana Promotion (arts, miscellaneous promotion) & Banners	\$ 472.50	\$ 2,000.00	\$ 2,035.00	\$ 2,739.50
Total Urbana Business Marketing Expense	\$ 9,547.11	\$ 13,500.00	\$ 14,978.09	\$ 26,594.27
Total Expenses	\$ 103,964.35	\$ 124,800.00	\$ 140,277.11	\$ 125,280.58
Net Income-UBA	\$ 17,130.05	\$ 21,903.00	\$ 6,746.66	\$ 378.17

Urbana Business Association 2019-2020 DRAFT BUDGET

	Jul '19-June '20 Budget
Income	
Administration Income	
Interest Income	\$ -
City Funding	\$ 57,815.00
Total Administration Income	\$ 57,815.00
Membership Income	
Dropped Membership	\$ (4,500.00)
Dues	\$ 30,000.00
Educational Services	\$ 1,800.00
Event Sponsor	\$ 3,000.00
Promotional Services	\$ 2,100.00
Total Membership Income	\$ 32,400.00
EVENTS	
Market Income	
Market IN the Square- Delinquent Vendor Fees	\$ (300.00)
Market IN the Square- Vendor Income	\$ 30,000.00
Total Market Event Income	\$ 29,700.00
Sweetcorn Income (Net Income)	\$ 11,000.00
Uncork (Net Income)	\$ 10,000.00
Total Income	\$ 140,915.00
Expenses	
Administration Expense	
Bank Charges-Memberzone	\$ 250.00
Bank Charges-Paypal	\$ 1,500.00
Communications (phone, internet)	\$ 550.00
Computers/Software	\$ 7,000.00
Dues & Subscriptions	\$ -
Insurance	\$ 4,500.00
Legal & Professional Fees	\$ 1,000.00
Meals and Entertainment	\$ 500.00
Miscellaneous	\$ -
Postage	\$ 100.00
Supplies	\$ 500.00
Travel	\$ 100.00
Total Administration Expense	\$ 16,000.00
Event Expense	
Downtown Trick or Treating	\$ 300.00
Market IN the Square	\$ 3,000.00
Membership Events	\$ 2,400.00
Total Event Expense	\$ 5,400.00
Payroll Expenses	
Payroll Taxes	\$ 8,900.00
Salary	\$ 81,000.00
Total Payroll Expense	\$ 89,900.00
Urbana Marketing & Promotion Expense	
Urbana Business Marketing- Electronic Communications (e-newsletters)	\$ 1,500.00
Urbana Business Marketing-Sponsorships/Event Support	\$ -
Urbana Business Marketing- Print (print ads)	\$ -
Urbana Business Marketing- Radio (radio ads)	\$ 6,500.00
Urbana Business Marketing- Television (television ads)	\$ 2,500.00
Urbana Business Marketing- Website (monthly maintenance, app maintenance)	\$ 1,000.00
Urbana Promotion (arts, miscellaneous promotion) & Banners	\$ 2,000.00
Total Urbana Business Marketing Expense	\$ 13,500.00
Total Expenses	\$ 124,800.00
Net Income-UBA	\$ 16,115.00