



**TO:** Mayor Diane Marlin and City Council Members

**FROM:** Carol Mitten, City Administrator

**DATE:** July 6, 2022

**SUBJECT: THIRD QUARTER 2022 UPDATE ON MAYOR/COUNCIL STRATEGIC GOALS**

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The City Council adopted the Mayor/Council Strategic Goals for 2022-2023 on April 11, 2022. This first update reflects the work that has been accomplished during the past three months to address the Action Items that were identified.

Each Action Step has its own reporting form, which will be updated each quarter. At the end of calendar year 2023, there will be a record of the incremental progress that was made on each of the 38 Action Steps over the two-year period.

I will make a brief presentation of the highlights of this progress at the Council meeting on July 11.



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being  
**Strategy** 1. Pursue methods to mitigate community violence  
**Action Step** a) Fund community partners that address the root causes of gun violence

**Responsibility for Action** Mayor/Council

### Reporting Period Q3/22

**STATUS** ARPA funding priorities have been identified; application process in development. A total of \$100,000 in social service grants awarded to community partners focused on youth programming.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being  
**Strategy** 1. Pursue methods to mitigate community violence  
**Action Step** b) Enhance City programs that address root causes of violence

**Responsibility for Action** Mayor/Council

### Reporting Period Q3/22

**STATUS** Closed out the FY 22 program year for Self Made Kingz. Collaborating with USD #116 on Anti-Violence Collective.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being  
**Strategy** 1. Pursue methods to mitigate community violence  
**Action Step** c) Identify and fund options that enhance current police capacity...

**Responsibility for Action** Police / Council / Executive

### Reporting Period Q3/22

**STATUS** The FY23 City budget includes funding for a civilian Digital Forensics Specialist and a civilian Intelligence Analyst, as well as funding for ABLE (Active Bystandership for Law Enforcement) training. This funding became available on July 1, 2022.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being

**Strategy** 2. Enhance and expand public safety resources

**Action Step** a) Contract for and complete a Public Safety Review

**Responsibility for Action** Council / Executive / Police / Fire

### Reporting Period Q3/22

**STATUS** A Request for Proposals (RFP) for a comprehensive Public Safety Review was issued on 2.23.22. As of the closing date for the RFP (3.31.22), no responses had been received. Staff contacted some of the interested prospective bidders for feedback. The RFP is currently being re-scoped and should be reissued during the month of July.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being

**Strategy** 2. Enhance and expand public safety resources

**Action Step** b) Develop comprehensive safety plan based on the Public Safety Review

**Responsibility for Action** Council / Executive / Police / Fire

Reporting Period Q3/22

**STATUS** Awaiting completion of Public Safety Review.

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Reporting Period Q4/22

**STATUS**

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Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being  
**Strategy** 3. Promote community well-being  
**Action Step** a) Fund and support community partners that promote health & wellness

**Responsibility for Action** Mayor/Council

### Reporting Period Q3/22

**STATUS** This is included among the ARPA funding priorities; application process in development.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being

**Strategy** 3. Promote community well-being

**Action Step** b) Promote communication & outreach to individual neighborhood groups

**Responsibility for Action** All Departments

Reporting Period Q3/22

**STATUS** No progress to date.

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Reporting Period Q4/22

**STATUS**

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Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #1 Public Safety & Well-Being

**Strategy** 3. Promote community well-being

**Action Step** c) Create a 'manual' for victims of violence w/ support services available

**Responsibility for Action** Police

### Reporting Period Q3/22

**STATUS** This task has been assigned to the Crisis Co-Responder Team (CCRT). A draft is expected by the end of July.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #2 Housing

**Strategy** 1. Support housing security and equity

**Action Step** a) Complete HOME ARP Action Plan

**Responsibility for Action** Community Development

### Reporting Period Q3/22

**STATUS** HOME ARP Allocation Plan draft released on June 30 for a 30-day comment period. A public hearing is scheduled prior to Council COW meeting on July 18 and CD Commission on July 26. Comments will be accepted through July 30. Staff will take to Council COW on August 1 with final approval August 8. Plan will be submitted to HUD by August 12 for their review.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #2 Housing

**Strategy** 1. Support housing security and equity

**Action Step** b) Determine amount of ARPA funds to set aside for Housing

**Responsibility for Action** Mayor/Council

### Reporting Period Q3/22

**STATUS** This is included among the ARPA funding priorities; application process in development.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #2 Housing

**Strategy** 1. Support housing security and equity

**Action Step** c) Coord w/ housing and social service agencies to reduce homelessness

**Responsibility for Action** Community Development

### Reporting Period Q3/22

**STATUS** Social Service agencies participated in the priorities and input for the HOME ARP Allocation Plan. All comments were included as part of the Plan. Staff is working with agencies to do a Point-in-Time Count in August in hopes of getting a more realistic number of homeless in our community.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #2 Housing

**Strategy** 1. Support housing security and equity

**Action Step** d) Enhance compliance with housing provisions of Human Rights Ord.

**Responsibility for Action** Executive

### Reporting Period Q3/22

**STATUS** Community introduction/education meetings w/ local organizations: Cunningham Twp, Re-Entry Council, NAACP, RPC/Community Services programs, and the New American Welcome Center. Staff attended the Equity Summit/Equity Institute.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #2 Housing

**Strategy** 2. Improve housing quality

**Action Step** a) Pursue funds to rehab dilapidated homes in targeted neighborhoods

**Responsibility for Action** Community Development

### Reporting Period Q3/22

**STATUS** Staff will be applying for ARPA funding for a roof repair/replacement program.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #2 Housing

**Strategy** 2. Improve housing quality

**Action Step** b) Provide targeted assistance for home rehabs & repairs for seniors, etc

**Responsibility for Action** Community Development

### Reporting Period Q3/22

**STATUS** Annual Action Plan included funding for Emergency Repair, Senior Repair and Accessibility programs. Staff continues to work with Ameren on a partnership for energy efficiency improvements.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #2 Housing

**Strategy** 2. Improve housing quality

**Action Step** c) Prepare & review Consolidated Annual Performance Evaluation Report

**Responsibility for Action** Community Development/Council

Reporting Period Q3/22

**STATUS** Draft Report will be reviewed by Council at its 8/22/2022 meeting.

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Reporting Period Q4/22

**STATUS**

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Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

---

Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 1. Improve quality of current infrastructure assets

**Action Step** a) Develop asset mgt plans of existing infrastructure (lighting, etc)

**Responsibility for Action** Public Works

### Reporting Period Q3/22

**STATUS** Traffic Signals - on Schedule; Lochmueller Group was engaged in March and has begun this effort. Street Lighting - awaiting proposal from CMT. Sanitary System - delayed; closing gaps in system data in FY 23. Bridges - delayed; to be completed internally if/when staff bandwidth is available.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 1. Improve quality of current infrastructure assets

**Action Step** b) Develop plan for funding, level of service, and to replace/repair/etc

**Responsibility for Action** Public Works

### Reporting Period Q3/22

**STATUS** No progress; awaiting completion of public infrastructure asset management plans. Strategic recommendations for funding and level of service targets will be developed based on information from asset management plans.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 1. Improve quality of current infrastructure assets

**Action Step** c) Update City infrastructure codes (subdivision & land development)

**Responsibility for Action** Public Works / Community Development

### Reporting Period Q3/22

**STATUS**

On schedule; a task force comprised of members of Public Works & Community Development has meetings every 2 weeks to perform a detailed and comprehensive review of the draft Manual of Practice (MOP) and Subdivision & Land Development Code (SLDC) updates that began in 2017.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 2. Increase investment in infrastructure equity

**Action Step** a) Solicit community input for use of EQL funding

**Responsibility for Action** Executive / Public Works

### Reporting Period Q3/22

**STATUS** Input was solicited from the community; 78 applications are under review for project selection.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 2. Increase investment in infrastructure equity

**Action Step** b) Implement EQL selected projects

**Responsibility for Action** Executive / Public Works / BPAC

### Reporting Period Q3/22

**STATUS** Applications are under review for project selection; money is included in FY 23 CIP once projects have been scoped, selected, and designed.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 2. Increase investment in infrastructure equity

**Action Step** c) Budget and strategy to take advantage of infrastructure grant funding

**Responsibility for Action** Public Works / Community Development

### Reporting Period Q3/22

**STATUS** CD Coordinator position was included in FY 23 budget to help strategize, assist with research/applications, and grant administration. Recruitment/hiring is the next step.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 2. Increase investment in infrastructure equity

**Action Step** d) Incorporate "equity lens" into priorities evaluation

**Responsibility for Action** Public Works

### Reporting Period Q3/22

**STATUS** No progress; EQL program serves as a pilot for incorporating equity lens. Will use what we learn from EQL to identify successful implementation strategies.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 3. Expand "green" infrastructure within the community

**Action Step** a) Explore possible locations and funding for EV infrastructure

**Responsibility for Action** Public Works / SAC

### Reporting Period Q3/22

**STATUS** Once final details of IEPA established EV Charging Station rebate and grant program are released as directed by the Climate and Equitable Jobs Act (CEJA) passed 9/15/21, the City plans to install an EV charging station at Downtown parking deck and assist with marketing this program for other public/private developments. Program was slated to begin 7/1/22 with up to 80% of costs of installation of Level 2 or Level 3 charging stations being eligible for funding but final details have yet to be released.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 3. Expand "green" infrastructure within the community

**Action Step** b) Options to enhance sustainability/climate resiliency on City property

**Responsibility for Action** Public Works / HR/Finance

### Reporting Period Q3/22

**STATUS** Storage Facility (under construction) is being built solar ready. Reviewing alternates for renewable energy sources during design/bidding of public facility improvement projects (including Fire Stations and other proposed facility improvements in the CIP).

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #3 Infrastructure

**Strategy** 3. Expand "green" infrastructure within the community

**Action Step** c) Explore "green" fee revenue (ex: plastic bags) & green revolving funds

**Responsibility for Action** Public Works / SAC / HR/Finance / Executive

### Reporting Period Q3/22

**STATUS** Staff received data sheets from UIUC students titled A Plastic Bag Tax for C-U and Logistics of Urbana Waste Plan highlighting info about implementation of a plastic bag tax & development of food waste diversion regs. Additional research, public engagement, etc. regarding green fee revenues or viability of a sustainable green revolving fund has not occurred at this time due to staff bandwidth.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

Reporting Period Q3/23

**STATUS**

Reporting Period Q4/23

**STATUS**

Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development

**Strategy** 1. Support current local businesses

**Action Step** a) Expand small business pandemic support to non-trad'l Urbana bus.

**Responsibility for Action** Council / Community Development

### Reporting Period Q3/22

**STATUS** Awaiting ARPA allocations. Staff will identify the businesses using current home occupancy permits and food truck licenses with the City by the end of July.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development

**Strategy** 1. Support current local businesses

**Action Step** b) Survey local, minority-owned businesses to understand challenges

**Responsibility for Action** Community Development

### Reporting Period Q3/22

**STATUS** Staff are in conversation with the Champaign County Black Chamber of Commerce about services they can provide to the City through a partnership agreement. The survey may be one of the areas where BCC can assist. We are also awaiting the results of the Illinois Office of Minority Business Empowerment survey to see how those results capture Urbana.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development

**Strategy** 1. Support current local businesses

**Action Step** c) Identify site/s Downtown to target for 50 units of market rate housing

**Responsibility for Action** Mayor / Staff

### Reporting Period Q3/22

**STATUS** Staff has begun the process of identifying sites for market rate housing development.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development

**Strategy** 1. Support current local businesses

**Action Step** d) Enhance CDAP to include more Urbana MBE/WBE/VBE

**Responsibility for Action** Executive

### Reporting Period Q3/22

**STATUS** Staff participated in Office of Minority Economic Enterprise financial resources for small business webinar. Staff met with Gabe JaJa, Eprism, for presentation on CDAP and automation features for data collection for contract work. City of Urbana, Champaign County, and Urbana Park District hosted a "mixer" for construction contractors to meet each other for potential partnerships on upcoming construction projects.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development

**Strategy** 1. Support current local businesses

**Action Step** e. Merge existing businesses lists and create business registry

**Responsibility for Action** Executive / Community Development

### Reporting Period Q3/22

**STATUS** Staff are waiting on the Urbana Free Library to purchase Reference USA, which will provide a list at no charge to the City of ALL Urbana businesses that staff can use to cross-reference with the lists already assembled.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development

**Strategy** 1. Support current local businesses

**Action Step** f. Study the challenges facing childcare providers in Urbana

**Responsibility for Action** Executive

### Reporting Period Q3/22

**STATUS** Staff have started collecting examples of programs in other cities to support childcare providers.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development  
**Strategy** 2. Promote workforce development  
**Action Step** a. Explore creation of incentive program for hospitality/retail workers

**Responsibility for Action** City Administrator's Office / Urbana Free Library

### Reporting Period Q3/22

**STATUS** Urbana Free Library staff are currently researching whether any such incentive programs exist in other communities. Results of research expected by the end of July.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development

**Strategy** 2. Promote workforce development

**Action Step** b. Collaborate to create a robust marketing program for SWFT.

**Responsibility for Action** Mayor's office / Contracted marketing firm

### Reporting Period Q3/22

**STATUS** The SWFT program is fully enrolled and funded. May need to consider realigning Action Step, such as funding Parkland Foundation Scholarships for Urbana residents enrolled in SWFT or funding Urbana students enrolled in Champaign County Housing Authority Youthbuild program.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

Strategic Area #4 Economic Recovery/Development

Strategy 2. Promote workforce development

Action Step c. Explore the creation of a Dual Credit Program (FIRE/EMS/LE)

Responsibility for Action Executive

Reporting Period Q3/22

STATUS No progress to date.

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Reporting Period Q4/22

STATUS

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Reporting Period Q1/23

STATUS

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development  
**Strategy** 3. Recruit new businesses and industries  
**Action Step** a) Recruit a new hotel to the Cunningham Ave corridor near I-74

**Responsibility for Action** Economic Development

### Reporting Period Q3/22

**STATUS** Hotel Market Study shared with more than 50 hotel brands/franchisees, both locally and nationally. Staff to continue building these relationships and spreading the word on the viability of a hotel on North Cunningham/I-74.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development  
**Strategy** 3. Recruit new businesses and industries  
**Action Step** b) Create an incentive package & recruit a grocery store to NW Urbana

**Responsibility for Action** Economic Development / Council

### Reporting Period Q3/22

**STATUS** Property on North Lincoln Avenue has been identified as a possible site. Aldi isn't interested because proximity too close to existing store. Property is in Opportunity Zone but not in TIF or EZ.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:



# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development  
**Strategy** 3. Recruit new businesses and industries  
**Action Step** c) Create an incentive package to attract a new cannabis dispensary

**Responsibility for Action** Economic Development

### Reporting Period Q3/22

**STATUS** Initial research has begun on the state's licensing requirements with the IL Cannabis Loan and Grant Program and the IL Cannabis Regulation Oversight Office. Staff will research how many licenses are available, when they will be issued, and the City's realistic ability to recruit a minority owner.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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# Mayor/Council Goals

## Quarterly Reporting

**Strategic Area** #4 Economic Recovery/Development  
**Strategy** 3. Recruit new businesses and industries  
**Action Step** d) Identify Downtown destinations for Hotel Royer guests, etc.

**Responsibility for Action** Mayor / Contracted Firm / BPAC / SAC

### Reporting Period Q3/22

**STATUS** Downtown destinations will be defined further through the Public Realm Study, which will kick-off the week of July 18th. Confluence and Project for Public Spaces are leading the study. Once destinations are defined, they will be marketed via the marketing campaign for which the ED team is issuing an RFP. The RFP will be issued July 8th, responses will be due by August 15th and a selection made by October 1st.

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### Reporting Period Q4/22

**STATUS**

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### Reporting Period Q1/23

**STATUS**

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Reporting Period Q2/23

**STATUS**

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Reporting Period Q3/23

**STATUS**

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Reporting Period Q4/23

**STATUS**

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Additional Notes:

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