

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

memorandum

TO: Urbana's Market at the Square Advisory Board

FROM: Natalie Kenny Marquez, Director, Market at the Square

DATE: January 28, 2016

SUBJECT: 2016 Market at the Square Strategic Plan Update

Background

The Community Development Services Department began a strategic planning process for the Market in 2010. This effort was in response to the Urbana City Council's goals to incorporate the Market as part of the City's environmental sustainability goals and in response to community interest in the future of the Market. A Steering Committee of stakeholders was recruited to help guide the planning process. As part of the effort of the data gathering stage, the City conducted extensive outreach, including several public meetings, a survey, and an open house. The Steering Committee studied the history of the Market as well as recent trends and issues. From this information, a mission statement for the Market was developed and a set of goals and implementation strategies were formulated. The Market at the Square Strategic Plan was approved in late 2011 and many of its recommendations have been implemented, as shown in the attached updated implementation program matrix.

Update

Now at the five-year mark, it is an opportune time to undertake a comprehensive review of the goals and implementation strategies as outlined in the 2011 Market at the Square Strategic Plan. A survey was implemented the first full week of January 2016 in order to gain feedback on the Market's current strategic goals and to determine if they are still relevant and whether there are new goals that should be pursued. The survey is being administered to gain feedback from past and present Market at the Square vendors, community groups, and patrons helping to form a blueprint from which to operate the Market for the next several years. The survey closes on January 28th.

Recommendation

Since the next Market at the Square Advisory Board meeting will not occur until April 2016, staff recommends holding a special meeting in late-February to review the survey results, assess strategic goals and identify any new goals that should be pursued as part of the Strategic Plan Update.