



Urbana's Market at the Square

strategic plan update 2016



mission

Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.

Urbana's Market at the Square Advisory Board

Shea Belahi - Blue Moon Farm

Paris Blalock - Urbana Business Association

Brion Kerlin - Antique Sterlig Spoon Rings

Robert Kleiss - Kleiss Produce Farm

Diane Marlin - Urbana City Council

Kent Miles - Illinois Willows

Stan Schutte - Triple S Farm

Urbana's Market at the Square's Staff

Natalie Kenny Marquez, Director

Sterling Bollman, Assistant Director



key priorities

1 Ensure that the provision of a variety of fresh, healthy, local, high quality foods remains the cornerstone of the Market.

Initiatives



key priorities

2 Enhance the quality of life in Urbana and the surrounding community by providing community activities which foster social gathering and interactions.

Initiatives



3 Promote the Market as an educational forum for consumers to learn the uses and benefits of quality, locally grown and/or prepared foods.

Initiatives



key priorities

4 Enhance the Market's role in the local food system, vendor profitability, and in the local economy.

Initiatives

- ❑ Increase collaboration and coordination with regional farmers markets.
- ❑ Conduct an annual post-Market recap with the Market at the Square Advisory Board to review vendor categories and products.



5 Consider future growth of the Market and ensure that it remains consistent with the Market's mission and remains as a financially self-sufficient program of the City of Urbana.

Initiatives



key priorities

6 Encourage a dynamic, high-quality growers Market.

Initiatives



7 Promote the inclusion of stakeholders in the decision-making process for the Market.

Initiatives

- ❑ Create a seat on the Market Advisory Board specifically for a food truck.
- ❑ Annually provide input on proposed Market policies and guidelines.
- ❑ Periodically revisit the Market at the Square Strategic Plan.





learn more at www.urbanailinois.us/market