



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Mayor Diane Wolfe Marlin and City Council

FROM: John A. Schneider, MPA, Community Development Manager
Brandon S. Boys, AICP, Economic Development Manager

DATE: February 21, 2018

SUBJECT: **A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND MARKETING AGREEMENT FOR 2018 URBANA SWEETCORN FESTIVAL (Urbana Business Association, FY 2018-2019)**

Introduction

The first Urbana Sweetcorn Festival was held in August 1975 in the Busey Bank parking lot as a community event put on by the employees of Busey. Forty-two years later and frequented by as many as 50,000 individuals from all over Illinois and surrounding states, this same festival is now one of the largest free street festivals in downstate Illinois.

The City of Urbana provided financial support to the festival from 2005 through 2008 in the amount of \$7,000 each year, and \$10,000 each year from 2008 through 2014. In Calendar Year 2015, the City increased Sweetcorn Festival support to \$15,000. The increase in support occurred due to an increase in festival costs, inflation, and the addition of accounting for UBA staff time. In addition, the City has provided in-kind donations of equipment and labor for street closures, crowd control barriers, traffic control and electrical setup, which have an estimated value of up to \$10,000 for each festival year.

In 2017, UBA initiated major changes to the structure and focus of the Urbana Sweetcorn Festival to better integrate the identity of the festival with Downtown Urbana, to directly benefit brick and mortar retail establishments in the downtown, and to emphasize the contributions and talents of local and regional artists. In 2018, UBA plans to build upon these successes, continue its focus on local food and entertainment, enhance its partnerships with downtown businesses, expand family-oriented activities, and make improvements to festival flow and function.

The attached draft resolution and agreement (**Exhibit A: Draft Adopting Resolution with attached Agreement**) would provide for up to \$15,000 in City sponsorship for the 2018 Sweetcorn Festival and up to \$10,000 of in-kind support. The UBA has also provided a proposal for this year's funding request as well as information on the financial performance of the 2017

Sweetcorn Festival (**Exhibit B: 2018 Sweetcorn Funding Proposal and 2017 Financial Performance Report**)

Discussion

In past years, the City has benefited greatly from the Sweetcorn Festival which brings additional visitors, residents, and University of Illinois students into Downtown Urbana, generating revenue in the form of hotel/motel taxes, and food and beverage taxes. During the festival, many visitors are exposed to restaurants and retail locations in Downtown Urbana where they later return, generating future tax revenue. In addition, last year's changes gave festival-goers significantly more opportunities to interact with local businesses and artists. This year's festival is expected to provide additional opportunities for festival goers to interact with Urbana businesses.

The proposed agreement would maintain the 2017 agreement stipulations; providing \$10,000 based on the submittal of receipts and proof of payment from the UBA, and making an additional \$5,000 available based on a formula developed by the City and UBA. The formula for reimbursement of additional funds is calculated based on the Net Revenue of the Sweetcorn Festival received by the UBA. For the purpose of the agreement, Net Revenue is the festival's revenues (including the City's base \$10,000 sponsorship) after subtraction of the festival's expenses (including the direct cost of UBA staff time). The reconciliation does not include any in-kind contributions or UBA overhead expenses.

In order to be financially sustainable, the UBA needs to generate net revenue from each of its programs, including the Sweetcorn Festival. The formula in the draft agreement would require the City to pay half of the difference between UBA's Net Revenue goal of \$10,000 and its actual Net Revenue from the 2018 Sweetcorn Festival, up to a maximum of \$5,000. The formula is designed to help UBA reach a goal of modest net revenue from running the Sweetcorn Festival, but will not assist in UBA achieving anything above this goal. **Figure 1** shows a breakdown of how the formula functions.

The UBA has also requested that the City again provide in-kind donation of equipment and labor for street closures, traffic control and electrical setup, as has been done in years past for the Festival. This in-kind service is estimated to have a market value of up to \$10,000.

Fiscal Impacts

The proposed 2018 Sweetcorn agreement under consideration would commit the City to an expenditure of up to \$15,000, in FY 2018-19 for the Sweetcorn Festival. The costs associated with this agreement will be realized through TIF Funds.

The City is also anticipated to obligate additional budgeted funds to UBA for its organizational activities in FY2018-19 through a Promotional and Marketing Agreement in the coming months. **Figure 2** shows a breakdown of both UBA organizational and Sweetcorn Festival

Figure 1:

Formula for Additional City Sponsorship up to \$5,000

Event Net Revenue to UBA	Over/Under Net Revenue Goal	City Sponsorship Supplement	Total Net Revenue to UBA	
15,000	5,000	-	15,000	
14,000	4,000	-	14,000	
13,000	3,000	-	13,000	
12,000	2,000	-	12,000	
11,000	1,000	-	11,000	
10,000	-	-	10,000	Goal Net Revenue
9,000	(1,000)	500	9,500	
8,000	(2,000)	1,000	9,000	
7,000	(3,000)	1,500	8,500	
6,000	(4,000)	2,000	8,000	
5,000	(5,000)	2,500	7,500	
4,000	(6,000)	3,000	7,000	
3,000	(7,000)	3,500	6,500	
2,000	(8,000)	4,000	6,000	
1,000	(9,000)	4,500	5,500	
-	(10,000)	5,000	5,000	Zero Net Revenue
(1,000)	(11,000)	5,000	4,000	
(2,000)	(12,000)	5,000	3,000	
(3,000)	(13,000)	5,000	2,000	
(4,000)	(14,000)	5,000	1,000	
(5,000)	(15,000)	5,000	-	
<p><i>Under the proposed draft agreement, the City would pay half of the difference between UBA's net revenue goal of \$10,000 and its actual net revenue from the 2018 Sweetcorn Festival up to a maximum of \$5,000.</i></p>				
<p><i>This would be in addition to the \$10,000 base City sponsorship.</i></p>				

Figure 2: UBA Funding

Fiscal Year	UBA Organization	Sweetcorn	Total
2012-2013	\$85,000	\$10,000	\$95,000
2013-2014	\$85,000	\$10,000	\$95,000
2014-2015	\$80,000	\$10,000	\$90,000
2015-2016	\$75,000	\$15,000	\$90,000
2016-2017	\$70,000	\$15,000	\$85,000
2017-2018	\$62,815	\$15,000	\$77,815
2018-2019	TBD*	\$15,000	TBD*

*To be determined by future Council action

Options

The City Council has the following options with respect to this agreement:

1. The City Council may approve the resolutions as presented.
2. The City Council may approve the resolution with changes, understanding that any changes must be agreed to by the UBA.
3. The City Council may deny the resolution.

Recommendation

Staff recommends that the City Council approve the attached resolution.

Prepared By:

A handwritten signature in black ink, appearing to read 'BS Boys', is written over a horizontal line.

Brandon S. Boys, AICP
Economic Development Manager

- Exhibit A: Draft Adopting Resolution with attached Agreement
Exhibit B: 2018 Sweetcorn Funding Proposal and 2017 Financial Performance Report

EXHIBIT A

RESOLUTION NO. 2018-02-008R

**A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A
PROMOTIONAL AND MARKETING AGREEMENT FOR 2018 URBANA
SWEETCORN FESTIVAL**

(Urbana Business Association, FY 2018-2019)

WHEREAS, the City of Urbana ("City") is a home rule unit of local government pursuant to Section 6 of Article VII of the State of Illinois Constitution of 1970; and

WHEREAS, the City has determined that supporting marketing and promotion services provides a benefit to the City; and

WHEREAS, the Urbana Business Association ("UBA") is well positioned to provide those promotion and marketing services for the City; and

WHEREAS, the City deems it beneficial for its residents and its business community to continue to host the annual special event known as the Urbana Sweetcorn Festival (hereinafter, the "Festival") within the City's corporate limits; and

WHEREAS, the UBA has arranged for, marketed, promoted, staged, and offered the Festival in past years; and

WHEREAS, the City and the UBA seek to form a mutually beneficial arrangement whereby the UBA undertakes the promotion, marketing, sponsoring, and staging of the Festival.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1.

A Promotional and Marketing Agreement for 2018 Urbana Sweetcorn Festival by and between the City of Urbana, a Municipal Corporation, and the Urbana Business Association, a 501c.6 Not-For-Profit Corporation, in substantially the form of the copy of said Agreement attached hereto and hereby incorporated by reference, be and the same is hereby authorized and approved.

Section 2.

The Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to execute and deliver and the City Clerk of the City of Urbana, Illinois, be and the same is hereby authorized to attest to said execution of said Agreement as so authorized and approved for and on behalf of the City of Urbana, Illinois.

PASSED BY THE CITY COUNCIL this ____ day of _____, _____.

AYES:

NAYS:

ABSTAINED:

Charles A. Smyth, City Clerk

APPROVED BY THE MAYOR this ____ day of _____, _____.

Diane Wolfe Marlin, Mayor

As Authorized by City of Urbana Resolution No. _____

**PROMOTIONAL AND MARKETING AGREEMENT
FOR 2018 URBANA SWEETCORN FESTIVAL**

This Promotional and Marketing Agreement for Annual Urbana Sweetcorn Festival (hereinafter, "Agreement") is entered into this 1st Day of July, 2018 by and between the City of Urbana (hereinafter, the "City") and the Urbana Business Association (hereinafter, the "UBA") (collectively, the "Parties").

WHEREAS, the City is a home rule unit of local government pursuant to Section 6 of Article VII of the State of Illinois Constitution of 1970; and

WHEREAS, the UBA is not-for-profit business league which has been granted tax-exempt status by the Internal Revenue Service pursuant to Section 501(c)(6) of the Internal Revenue Code (26 U.S.C. § 1 et seq.) and which is comprised of business members which are located in and about the City's corporate limits; and

WHEREAS, the City deems it beneficial for its residents and its business community to continue arranging for, marketing, promoting, staging, offering, and conducting the annual special event within the City's corporate limits known as the Urbana Sweetcorn Festival (hereinafter, the "Festival"); and

WHEREAS, the UBA has arranged for, marketed, promoted, staged, and offered the Festival in past years; and

WHEREAS, the City and the UBA seek to form a mutually beneficial arrangement whereby the UBA undertakes the promotion, marketing, sponsoring, and staging of the Festival and the City agrees to provide a certain amount of funding to the UBA for such purpose.

NOW for good, valuable and mutual consideration which each Party acknowledges as having in hand received and for the mutual exchange of the covenants, terms and conditions contained in this Agreement, the Parties agree as follows:

A. CITY'S OBLIGATIONS TO THE UBA:

1. City Festival Funding: The City shall make available to the UBA up to but not more than fifteen thousand dollars (\$15,000) which the UBA shall apply to defray the UBA's costs of promoting, marketing, and staging the Festival (hereinafter, "City Festival Funding") as hereinafter provided for in Paragraph A.2.

2. Disbursement of City Festival Funding: The City shall disburse City Festival Funding on a reimbursement basis and based on receipts for expenditures made by the UBA which shall be presented to the City. The City shall provide such reimbursement within fourteen (14) days following the UBA's presentment to the City of receipts for which the UBA seeks reimbursement. The UBA shall present its requests for reimbursement no more frequently than once per month.

The City shall disburse up to ten thousand dollars (\$10,000) of the City Festival Funding based only the presentments of receipts for direct out-of-pocket expenses in connection with the Festival. For purposes of this disbursement, direct out-of-pocket expenses shall not include any expenses whatsoever which is, are or may be attributable to UBA staff expenses.

The City shall disburse up to an additional five thousand dollars (\$5,000) of the City Festival Funding upon the satisfaction of the following criteria:

- a. On or before January 31, 2019, the UBA shall submit to the City a financial statement which reports the actual revenue derived from and all expenses which have been actually paid by the UBA in connection with the Festival as more fully provided for in Sub-Paragraph B.3 of this Agreement. Festival revenue shall include all cash receipts derived from the Festival, cash received for sponsorships for the Festival and the City's contribution of the above-referenced ten thousand dollars (\$10,000). Festival revenue shall not include any in-kind contributions, contributions for overhead costs, or exchanges (barter) of goods and/or services. Festival expenses shall include all out-of-pocket expenses which the UBA actually paid in connection with the Festival plus direct payroll expenses for UBA staff related to their work on or directly in connection with the Festival but shall not include any sum paid for overhead. "Festival Net Revenue" shall be defined as Festival revenue minus Festival expenses.
- b. The UBA agrees that its net revenue goal for the Festival occurring in 2018 ("Festival Net Revenue Goal") shall be ten thousand dollars (\$10,000) of Festival Net Revenue.
- c. In the event that the Festival Net Revenue fails to equal or exceed the Festival Net Revenue Goal, the City shall make available to the UBA an amount equal to one-half the difference between the Festival Net Revenue and the Festival Net Revenue Goal up to a maximum of five thousand dollars (\$5,000). By way of example and by example only, if the 2018 Festival Net Revenue is \$8,000, thereby leaving a short-fall from the 2018 Festival Net Revenue Goal of \$2,000, the City's contribution shall be \$1,000 above and beyond the initial Festival Funding of ten thousand dollars (\$10,000) thereby making the City's total contribution to UBA for the Festival equal to \$11,000.

3. In-Kind Services: Separate and apart from the City Festival Funding provided for in Paragraph 2 of this Agreement, the City shall provide in-kind services the reasonable value of which shall not exceed ten thousand dollars (\$10,000).

4. Payment of City Festival Funding and In-Kind Services: The City shall have the sole discretion whether to reimburse the UBA for any receipt which the UBA presents to the City for reimbursement but such reimbursement shall not be unreasonably withheld. The City shall value the in-kind services which it provides to, for, or for the benefit of the UBA and the Festival based on the rates which the City customarily charges for the provision of the same or similar services in connection with special public events held within the City's corporate limits.

B. THE UBA'S OBLIGATIONS TO THE CITY:

1. Promotional, Marketing and Staging Activities: The UBA shall use its reasonable best efforts to develop, promote, market, stage or otherwise arrange for the development, promotion, marketing, and staging of the Festival and all aspects related thereto. In the event that the UBA contracts with a third person to undertake the immediate aforesaid activities, the UBA shall make a reasonable effort to assure that such person performs the immediate aforesaid obligations in the same or better manner than would be required of the UBA by reason of this Sub-Paragraph. In the development, promotion, marketing, and staging of the Festival, the UBA and its agent, if any, shall comply with all applicable City ordinances, policies and procedures concerning such public special events. Further, the UBA shall undertake reasonable measures to assure that all other persons who are or become involved with the promotion, marketing, and staging of the Festival comply with all City ordinances, policies and procedures concerning such special public events.

2. City Sponsorship Recognition: The UBA shall identify the City as a primary sponsor of the Festival on any and all promotional and marketing material and information provided to or made available to the public in connection with the Festival including any and all posters, signs, banners, mailers, print advertisements, radio and television advertisements, entertainment stage decorations, and any other means by which the Festival is promoted, marketed, and staged.

3. Accounting for Festival: The UBA shall submit to the City a complete accounting of all revenue received and expenditures made and/or incurred relating to the promotion, marketing and staging of the Festival. The accounting shall identify each source of revenue and the amount derived from each source and each expense paid or for which the UBA is obligated to pay and the amount paid or to be paid. Such accounting shall be submitted to the City in writing on or before January 31, 2019.

4. Refund of City Festival Funding: In the event that the UBA elects not to promote, market, and/or stage or arrange for a third person to promote, market or stage on its behalf the Festival, the City shall be relieved of any and all responsibility to provide any form of City Festival Funding or in-kind services as provided in Sub-Paragraphs A.1., A.2., and A.3. of this Agreement. If the City has provided any City Festival Funding and/or in-kind services to the UBA for the Festival as provided for in the Sub-Paragraphs A.1., A.2., and/or A.3. of this Agreement, prior to the date when the UBA elects to cancel the Festival, the UBA shall promptly refund any and all such City Festival Funding along with the reasonable value of any in-kind services provided which in-kind services will be valued as provided in Sub-Paragraph A.3. of this Agreement.

C. MISCELLANEOUS TERMS:

1. Term of Agreement: This Agreement shall remain in full force and effect from the date first appearing above through June 30, 2019.

2. Default and Opportunity to Cure: In the event that either Party believes that the other Party has defaulted on any covenant, term or condition contained in this Agreement, the non-defaulting Party shall provide written notice to the other Party of such default. The aforesaid written notice shall state or describe the nature of the default, whether by act or omission, and the Paragraph and/or Sub-Paragraph, as the case may be, which governs the obligation which is alleged to be in default. Within ten (10) calendar days of the effective date of such notice of default (as defined by Sub-Paragraph C.5. below), the recipient of such notice shall (i) cure the default and provide

documented evidence of the nature and/or manner of such cure; (ii) respond in writing to such notice which writing shall advise that the recipient reasonably believes that it is not in default and which describes the reasons for such belief; or (iii) provides a written plan of cure in those instances where cure of a default cannot be completed within the aforesaid ten (10) calendar day period.

3. Dispute Resolution: In the event that the Parties cannot resolve any dispute between them, they shall submit to mediation in an effort to resolve any such dispute. The Parties shall agree on the selection of the mediator and that mediator's rules and/or procedures shall govern any such mediation. The Parties shall share equally in the cost of the mediation. In the event that the Parties fail to resolve their dispute through mediation, then either or both Parties shall be free to initiate and maintain an action to construe, interpret and/or enforce this Agreement in the Circuit Court for the Sixth Judicial Circuit, Champaign County, Illinois.

4. Termination:

a. This Agreement may be terminated by the City immediately and without written notice if the UBA –

- (i) defaults on this Agreement without reasonable cure as provided for in Sub-Paragraph C.2. and which default/dispute is not resolved through mediation;
- (ii) files a petition or is the subject of an involuntary petition for bankruptcy filed in a United States Bankruptcy Court;
- (iii) files a notice of intent or other paper with the Secretary of State for the State of Illinois which evidences an intent to liquidate or dissolve;
- (iv) loses its IRS 501(c)(6) status as a tax-exempt business league by reason of any act or omission on the part of the UBA;
- (v) becomes involuntarily dissolved for any reason by the Secretary of State of the State of Illinois and where the UBA fails to apply for reinstatement within ten (10) business days of notice of such involuntary dissolution;
- (vi) enters into any arrangement with creditors which could reasonably be deemed, construed, or interpreted as a common law composition with creditors;
- (vii) is placed in receivership by a lawful court order;
- (viii.) acts or fails to act in such a manner as would injure or likely injure the City in any way, or cast the City or any business located within the City in a negative light unless, in the case of a business, such negative light is reasonably supported by evidence (e.g., an announcement that a business has closed or moved from the City when in fact such business has moved or closed); and/or
- (ix) acts or fails to act in a manner which threatens or which may reasonably threaten human life, health or safety.

In the event that the City elects to terminate this Agreement for any one or more of the reasons provided in this Sub-Paragraph, the City's obligation to provide City Festival Funding to the UBA shall automatically cease and become wholly null and void. In addition to any other remedy which the City may have as a matter of law or right, the City shall be entitled to seek, obtain and recover a refund from the UBA of any and all City Festival Funds advanced to or paid to the UBA as provided for in Sub-Paragraphs A.1., A.2. and/or A.3.

b. In the event that the City has provided no City Festival Funding to the UBA, this Agreement may be terminated by either Party by giving written notice to the other Party of its intent to terminate and such termination shall be deemed effective fourteen (14) days after the effective date of such written notice (as defined by Sub-Paragraph C.5. below). Any Party providing such notice of termination shall offer the other Party an opportunity to meet and discuss such termination prior to the effective date hereunder. In the event of such termination, the UBA shall refund to the City any and all City Festival Funds advanced to or paid to the UBA as of the date of termination.

5. Notices: All notices required to be given shall be in writing such notices shall be deemed proper and effective as hereinafter provided:

a. If by First Class U.S. Mail: All such notices shall be sent by registered or certified mail with a return receipt requested. If any such notice is placed in an envelope properly addressed to the intended recipient and bearing proper postage, such notice shall be deemed effective four (4) days from the date of placement with the United States Postal Service.

b. If by facsimile: All such notices shall be deemed effective if transmitted to the intended recipient's facsimile machine and the same shall be deemed effective on the next business day following transmission if the sender's facsimile machine provides a printed receipt that the facsimile was received by the intended recipient's facsimile machine. If no such printed receipt is provided, then the notice shall be deemed effective four (4) days after its transmission.

c. If by overnight courier: All such notices shall be deemed effective if placed in a properly addressed overnight courier envelope properly addressed to the intended recipient with delivery charges to be paid by the sender of such notice, and such notice shall be deemed effective the next business day following delivery of such notice.

d. If by personal delivery: All such notices shall be deemed effective if hand delivered by an employee of the sender to an employee of the intended recipient and such notice shall be deemed effective on the next business day following delivery of such notice.

e. No other form of notice, including e-mail notice, shall be deemed effective whether or not such notice was in fact received by the intended recipient.

Notices shall be delivered to the following locations unless a Party informs the other Party in writing of a different location to where notices should be directed:

TO THE CITY:

Economic Development Manager
City of Urbana
400 S. Vine St.
Urbana, IL 61801

TO THE UBA:

Executive Director
Urbana Business Association
111 W. Main St.
Urbana, IL 61801

6. Waiver: The failure of any Party to enforce any covenant, term or condition contained in this Agreement or to take action to enforce the same shall not be deemed to constitute a waiver of that Party's right to enforce or take action to enforce such covenant, term or condition. Notwithstanding the foregoing, if a Party fails to enforce or undertake any action to enforce any covenant, term or condition contained in this Agreement and knows that the other Party has relied on such forbearance to its financial detriment, then such knowledge shall constitute a waiver by the Party which has or had the right to enforce or initiate an action to enforce such covenant, term or condition.

7. Assignment: The UBA shall not have the right to assign or otherwise transfer to any third person the UBA's obligations provided for in this Agreement without the express written consent of the City. If the City consents to any such assignment, the UBA shall remain responsible for the performance of its obligations as required by this Agreement as if it would be performing such obligations and the third person to whom the UBA makes such assignment shall be bound to perform the UBA's obligations as if a party to this Agreement.

8. Binding Effect: This Agreement shall be binding upon and shall inure to the benefit of the City and the UBA and their respective successors and assigns.

9. Human Rights: The UBA, in all respects, shall comply with the City's Human Rights Ordinance and, if requested in writing by the City, the UBA shall provide such hiring information as requested by the City as if requested pursuant to the City's Equal Opportunity in Purchasing Ordinance.

10. Representations and Warranties: Each Party represents and warrants that the individual executing this Agreement is duly authorized to do so.

11. Supersedious: This Agreement shall supersede and replace any and all agreements respecting the subject matter of this Agreement, whether oral or in writing, entered into by and between the Parties heretofore.

[END OF AGREEMENT, SIGNATURES FOLLOW.]

FOR THE CITY:

Diane Wolfe Marlin, Mayor

ATTEST:

Charles A. Smyth, City Clerk

FOR THE UBA:

Executive Director

ATTEST:

Board of Directors Chair



URBANA SWEETCORN FESTIVAL: 2018 FUNDING REQUEST

DESCRIPTION OF URBANA BUSINESS ASSOCIATION & SWEETCORN FESTIVAL

- The UBA is a 501(c)(6) non-profit member-based organization guided by a Board of Directors of 12 local business with two full-time employees.
- Paris Baldarotta, Executive Director, is authorized to sign agreements
- History of the UBA: The Urbana Business Association has been in existence in some form or fashion for decades. In its current state, Urbana Business Association was formed in 2005 and is has been proudly serving our members and our community for 12 years.
- History Sweetcorn Festival: The first Urbana Sweetcorn Festival was held in August 1975 in the parking lot at Main & Race Streets in downtown Urbana. It was a community event put on by the employees of local business Busey Bank. The Urbana Business Association is now responsible for the planning of the festival, over the years adding a local car show, an expanded family area, live music on multiple stages, food, vendors, and beer all in the heart of downtown Urbana.
 - Festival Facts
 - Around 20,000 ears of sweet corn are consumed each year at the festival.
 - We get the corn from a nearby Illinois farm, so our corn is fresh, local, and delicious!
 - We use an antique steam engine to cook the corn.
 - The festival promotes green efforts by offering recycling receptacles throughout the festival, and we compost our corncobs!
 - Every year, this gives Urbana exposure and recognition as we host the largest free festival in the area.
- The 2017 Sweetcorn Festival went back to its roots and is focused on local entertainment and local food, information & merchandise vendors, including our downtown businesses into the festival footprint, expanding the kid's zone and incorporating more fun and exciting activities such as Corn Classic corn eating contest and CU Adventures in Time and Space Puzzle Hunt.
- The 2018 SCF will stay in line with the same festival layout and continue to focus on local vendors, downtown businesses, entertainment, and partnering with other local organizations for activities/performances.
 - Changes to the 2018 SCF
 - Give incentives for food vendors to put corn themed items on their menus. i.e. discount on space fees and specifically listed on the street view of the festival guide.
 - Japan House will provide activities/performances during the festival.
 - Chainsaw carving performances
 - Completely ticketless festival – all cash and credit card sales
 - Beer and Cups sold in the same tent (no standing in multiple lines)
 - New line structure for the corn lines to make the lines go faster
 - Additional troughs to cook the corn to reduce the wait time in line
 - Reduction in the cost of the cup/beer combo
 - Motor Muster will be moved to a new location (TBD), therefore, the city lot behind Rose Bowl will not be closed and North Race will stay open for traffic.
 - Beer stands will open at 11am on Saturday morning.
 - Vendor pricing will be re-evaluated and prices for additional space will be reduced.

- A VIP package has been created, therefore, tickets will be sold to VIP this year. Of course, sponsors will have access to VIP depending on the sponsorship that is chosen. VIP access will not be as limited in 2018 as it was in 2017. Below are items included in VIP. They will be sold as 1 or 2 Day Passes. Prices TBD.
 - Unlimited Free Beer
 - Limited Free Meals
 - Private seating under a tent, next to the Main Stage
 - Special parking in parking garage
 - Limited Edition SCF 2018 T-Shirts
 - Souvenir Festival Cups
 - Private Luxury Restrooms

SWEETCORN FESTIVAL FINANCIAL INFORMATION 2017

- 2017 SCF P&L – found at the end of this document
- 2017 Cash and In-Kind Sponsors – found at the end of this document
- 2018 Budget is still in development but will be similar to 2017’s budget.

CITY RECOGNITION

- The City of Urbana recognized as a Presenting Sponsor of the Festival.
- Presenting Sponsor Perks: Large logo present on all promotional materials •Large logo and link on Urbana Sweetcorn Festival website •Large logo present on all volunteer/staff shirts throughout the festival •Branded banners present throughout the Sweetcorn Festival performance area •Radio Mentions in ALL Sweetcorn promotional ads •UBA Website Banner Ad on UBA’s Homepage •Logo displayed on the sponsors page on the UBA website •Included in all Press Releases pertaining to the Sweetcorn Festival •Promotional booth (10’x15’) set up at festival for marketing/engagement purposes •Recognition and official stage announcements at the main stage throughout the festival •VIP Seating in the Marquee Sponsor Tent •10 souvenir cups, 10 corn bucks, and 100 tickets to be used at UBA beer and corn tents •Weekly posts on Twitter and Linked In •\$25 Weekly Boosted Sweetcorn Facebook Page Post •Bi-weekly 4 x 6 ad in Talk of the Town e-newsletter
- Example of Print Marketing: Please see the photo below from 2017 that reflects an example of print marketing for the festival. This is the *style* of the marketing materials that you will find on *ALL* of our print and web marketing efforts. Of course, size and orientation will change based on the type of marketing format being used.



FUNDING REQUEST – Min \$10,000 with a max of \$15,000

Make Your Way to the UBA
www.urbanabusiness.com
Paris Baldarotta, Executive Director
paris@urbanabusiness.com
217-344-3872

Urbana Sweetcorn Festival 2017
Year Over Year

	2016 Actual	Approved 2017	2017 Final	Budget Difference
Income				
City Reimbursement	\$ 15,000.00	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00
Motor Muster	\$ 3,055.00	\$ 3,055.00	\$ 3,090.00	\$ 35.00
Sponsors	\$ 28,750.00	\$ 30,000.00	\$ 26,250.00	\$ (3,750.00)
Sponsors-OCT Stage	\$ 3,365.00	\$ 2,500.00	\$ 2,500.00	\$ -
Total Sponsors	\$ 32,115.00	\$ 32,500.00	\$ 28,750.00	\$ (3,750.00)
Ticket Sales	\$ 187,177.56	\$ -	\$ -	\$ -
Activities	\$ -	\$ -	\$ 50.00	\$ 50.00
Cups (UBA)	\$ -	\$ 60,000.00	\$ 6,072.00	
Cups/Ice (Bars)			\$ 4,900.75	
Cups Total		\$ 60,000.00	\$ 10,972.75	\$ (49,027.25)
Corn		\$ 30,000.00	\$ 16,361.96	
Beer	\$ -	\$ -	\$ 16,636.00	
Corn/Beer Total		\$ 30,000.00	\$ 32,997.96	\$ 2,997.96
Total Corn/Beer/Cup Sales	\$ 187,177.56	\$ 90,000.00	\$ 43,970.71	\$ (46,029.29)
Vendors Fees	\$ 19,925.00	\$ 20,000.00	\$ 26,610.00	\$ 6,610.00
Total Income	\$ 257,272.56	\$ 155,555.00	\$ 117,470.71	\$ (38,084.29)
Expenses				
Alcoholic Beverages	\$ 12,989.90	\$ 4,700.00	\$ 4,815.10	\$ (115.10)
Bank Charges	\$ 316.21	\$ 300.00	\$ 285.86	\$ 14.14
Consulting & Professional Fees (Insurance)	\$ 7,061.00	\$ 6,600.00	\$ 1,510.00	\$ 5,090.00
Corn	\$ 12,061.90	\$ 12,000.00	\$ 9,919.35	\$ 2,080.65
Crowd Control Barriers	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00
Entertainment- CUFR Stage	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -
Entertainment- Main Stage	\$ 51,937.32	\$ 20,000.00	\$ 6,250.00	\$ 13,750.00
Entertainment - VIP Food	\$ -	\$ -	\$ 1,461.94	\$ (1,461.94)
Entertainment- OCT Stage	\$ 3,365.00	\$ 2,500.00	\$ 2,465.00	\$ 35.00
Entertainment - Activities	\$ -		\$ 3,383.35	\$ (3,383.35)
Golf Carts	\$ 1,185.00	\$ 1,200.00	\$ 1,820.00	\$ (620.00)
Ice	\$ 1,746.30	\$ 1,800.00	\$ 1,990.55	\$ (190.55)
License & Fees	\$ 1,751.75	\$ 1,500.00	\$ 1,053.12	\$ 446.88
Marketing/Advertising	\$ 5,827.74	\$ 10,000.00	\$ 9,829.15	\$ 170.85
Cups	\$ -	\$ 8,500.00	\$ 5,489.29	\$ 3,010.71
Miscellaneous	\$ 359.06	\$ 300.00	\$ 170.36	\$ 129.64
Motor Muster Expenses	\$ 854.95	\$ 900.00	\$ 854.95	\$ 45.05
Non-Alcoholic Beverages	\$ 2,362.77	\$ -	\$ -	\$ -
Power/Lights/Refuel	\$ 7,902.44	\$ 9,000.00	\$ 5,893.76	\$ 3,106.24
QuickBooks Payments Fees	\$ 238.16	\$ 300.00	\$ 529.65	\$ (229.65)
Sanitation	\$ 2,721.41	\$ 2,700.00	\$ 2,640.00	\$ 60.00
Security	\$ 18,317.86	\$ 13,000.00	\$ 17,508.00	\$ (4,508.00)
Staff Salaries	\$ 14,509.74	\$ 17,000.00	\$ 17,000.00	\$ -
Stage & Lights & Backline	\$ 16,177.50	\$ 6,000.00	\$ 7,550.00	\$ (1,550.00)
Supplies	\$ 915.69	\$ 500.00	\$ 739.31	\$ (239.31)
Tents	\$ 7,297.82	\$ 5,000.00	\$ 6,722.37	\$ (1,722.37)
Tickets	\$ 1,530.93	\$ 1,000.00	\$ 890.04	\$ 109.96
Tickets-CC Processing Fees	\$ 1,080.51	\$ 250.00	\$ 492.58	\$ (242.58)
Toilets	\$ 2,990.00	\$ 3,000.00	\$ 2,990.00	\$ 10.00
Vendor Expenses	\$ 94,352.75	\$ 300.00	\$ 1,210.00	\$ (910.00)
Volunteer Expenses	\$ 3,150.66	\$ 2,000.00	\$ 1,738.41	\$ 261.59
Total Expenses	\$ 274,004.37	\$ 135,350.00	\$ 118,202.14	\$ 17,147.86
Net Income	\$ (16,731.81)	\$ 20,205.00	\$ (731.43)	\$ (20,936.43)

2017 Sweetcorn Sponsors

Company	Level	Donation (cash)	Donation (in- kind)	Total Donation
In Kind Only				
Central Illinois Scale Company		\$0	\$500	\$500
Eastland Suites	Gold	\$0	\$5,000	\$5,000
Illini Radio Group (94.5/100.3/92.5/99.1/92.1/97.9)	Gold	\$0	\$5,600	\$5,600
Illinois Portable Toilets	Silver	\$0	\$1,500	\$1,500
Lincoln Square	Silver	\$0	\$2,500	\$2,500
SJ Broadcasting (Q96/Connect FM/105.9)	Presenting	\$0	\$23,000	\$23,000
SUPERVALU - Reefer Truck for Vendor Product		\$0	\$500	\$500
WCIA	Silver	\$0	\$5,500	\$5,500
A&A Graphics	Silver	\$0	\$1,800	\$1,800
WHIP Backland Radio	Silver	\$0	\$4,660	\$4,660
Krannert	Gold	\$0	\$5,000	\$5,000
CU Adventures	Silver	\$0	\$2,500	\$2,500
Republic	Silver	\$0	\$1,320	\$1,320
Protagonist Pizza Production		\$0	\$2,000	\$2,000
Illini Studio		\$0	\$5,000	\$5,000
Walmart		\$0	\$6,000	\$6,000
Total In Kind Only			\$72,380	\$72,380
CASH				
Carle Foundation Hospital	Silver	\$1,000	\$0	\$1,000
Health Alliance Medical Plans	Silver	\$1,000	\$0	\$1,000
U of I Employees Credit Union	Crowd Control	\$500	\$0	\$500
First Federal	Crowd Control	\$1,000	\$0	\$1,000
Busey Bank	Ticket	\$1,000	\$0	\$1,000
CU MTD	Gold	\$1,250	\$3,750	\$5,000
Reynold's	Silver	\$500	\$500	\$1,000
Tricoci University	Corn Classic	\$2,000	\$0	\$2,000
Illinois American Water	Gold	\$6,000	\$0	\$6,000
Skeff Distributing	Presenting	\$10,000	\$2,500	\$12,500
Total Private Sponsors		\$24,250	\$6,750	\$31,000
University of Illinois	OCT Stage	\$2,500	\$0	\$2,500
City of Urbana	Presenting	\$15,000	\$10,000	\$25,000
Total University & City		\$17,500	\$10,000	\$27,500
Motor Muster Sponsors (16)		\$3,090		
Total Cash Income		\$44,840		
Total In Kind Income			\$89,130	
Grand Total Sponsor Income				\$133,970