



Perennial
Asiatic Lilies
New Crop! \$3.00
2 for \$5



MARKET AT THE SQUARE

strategic plan update 2017



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 Baldarotta
Urbana Business Association

Brion Kerlin
Antique Sterling 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 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.

- Encourage prepared food vendors to source local ingredients, especially those ingredients grown or produced by vendors that participate in Urbana's Market at the Square.
- Improve the availability of a diverse range of high-quality foods.
- Promote a healthier community by offering sustainably and organically raised produce and products.



KEY PRIORITIES

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

- Expand relations with surrounding businesses, restaurants and neighborhood groups.
- Increase community engagement and attract new customers through targeted media and increased brand awareness.
- Customize vendor offerings and programs for shopper base, such as: tourists, families, seniors, children and students.
- Seek out opportunities to coordinate events and partner on programs that enhance the customer experience.



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

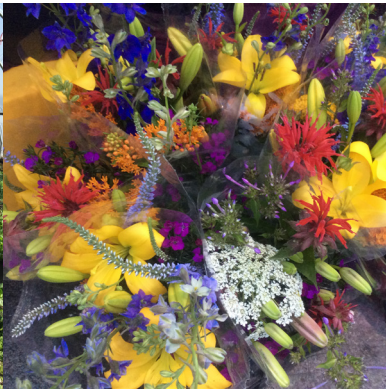
- Educate consumers about high-quality food and its source.
- Educate customers on how to prepare and preserve seasonal and local food.
- Connect the community with producers through farm linkage and nutrition outreach opportunities.



KEY PRIORITIES

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

- Support and encourage the preservation of sustainable farmed land.
- Connect local producers and farmers to chefs, restaurateurs, food organizations and the public.
- Offer a pathway for farmers and producers to help them grow from incubation to independent success based on their individual needs.
- Increase outreach to entrepreneurs in underrepresented culture groups to vend at Urbana's Market at the Square.



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.

- Partner with local economic development departments to research and understand market trends and data.
- Determine methods for engaging and building stakeholder loyalty, such as: surveys, sponsorships, partnerships, etc.
- Remain open to opportunities such as pop-up markets, new markets, and expanding Urbana's Market at the Square.



KEY PRIORITIES

6 Encourage a dynamic, high-quality growers Market.

- Give priority to vendors that source local ingredients for their products as a way to nurture partnerships and collaboration.
- Curate the market with vendors that bring a balance of variety and competition while reflecting vendor and customer needs.



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

- Exchange ideas with the Market at the Square Advisory Board to review vendor categories and products.
- Engage the Market at the Square Advisory Board in the end-of-season review process, future projects, and in the development of the annual report.





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