

**Urbana's Market at the Square**  
**Strategic Plan Update 2016**

**Mission** (*affirmed by Advisory Board at March 17<sup>th</sup> meeting*):

*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.*

**Strategic Priorities** (*affirmed at April 28th meeting*):

1. Ensure that the provision of a variety of fresh, healthy, local, high quality foods remain the cornerstone of the Market.
2. Enhance the quality of life in Urbana and the surrounding community by providing community activities which foster social gathering and interaction.
3. Promote the Market as an educational forum for consumers to learn the uses and benefits of quality, locally grown and/or prepared foods.
4. Enhance the Market's role in the local food system, vendor profitability, and in the local economy.
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.
6. Encourage a dynamic, high quality growers Market.
7. Promote the inclusion of stakeholders in the decision-making process for the Market.