



# CITY OF URBANA

## MAYOR/CITY COUNCIL STRATEGIC GOALS 2022-2023

### Strategic Area #4: Economic Recovery and Development

#### ***Strategies:***

#### **1. Support current local businesses.**

##### **Action Steps**

- a) Expand small business pandemic support to non-traditional Urbana businesses (e.g., on-line, food truck, mobile)
- b) Survey local, minority-owned businesses to better understand their current challenges
- c) Identify one or more sites Downtown\* that the City will target for development with at least 50 units of market rate housing [\*Downtown: both sides and everything in between: Illinois, Race, University, and Vine]
- d) Enhance the Champaign Diversity Advancement Program (CDAP) to include more Urbana minority, veteran and woman owned businesses
- e) Merge together lists of Urbana businesses that currently exist and utilize that to work toward creating a business registry that is updated annually
- f) Study the challenges facing childcare providers in Urbana

#### **2. Promote workforce development.**

##### **Action Steps**

- a) Explore the creation of an incentive program to encourage people to take retail, restaurant, hospitality jobs (with partners, e.g., Parkland, RPC...).

b) Collaborate with District #116 and Parkland College to develop a robust and unique marketing program to enroll Urbana residents in the SWFT program.

c) Explore the creation of a Dual Credit Program modeled on Peoria (Fire/EMS/LE)

### **3. Recruit new businesses and industries.**

#### **Action Steps**

a) Recruit a new hotel to the Cunningham Avenue corridor near I-74 to leverage the demand generated by the Rantoul Sports Complex.

b) Create an incentive package and recruit a new grocery store and essential services to northwest Urbana

c) Create an incentive package to attract a new cannabis dispensary that has a minority owner and identify potential locations that are available for this use.

d) Identify Downtown destinations for Hotel Royer guests; develop plan to enhance the safety and aesthetics of pedestrian paths of travel to those destinations.