



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Mayor Laurel Lunt Prussing

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: June 7, 2012

SUBJECT: Urbana Business Association Annual Agreement

Description

For several years, the City of Urbana has provided funding support to the Urbana Business Association (UBA). Over this time, the UBA has engaged in a variety of marketing, promotional, and special event activities benefiting the businesses and residents of Urbana. The UBA also continues to function as an effective conduit between the City of Urbana and business interests in the City. For these reasons, the City of Urbana provides support for the UBA via an agreement for marketing and promotion services. Attached is a resolution approving the proposed FY 12-13 agreement. Also attached are the 2012 UBA Budget and the 2012-2013 UBA Business Plan.

This agreement generally comes before City Council in June or July each year. For FY 11-12, staff turnover at the UBA prompted a delay in the review and approval of the agreement until December 2011. The agreement approved in December 2011 covered the period from July 1, 2011 to June 30, 2012. The currently proposed agreement covers activities from July 1, 2012 to June 30, 2013.

Issues and Discussion

While the amount of the proposed FY 12-13 agreement is the same as last year's agreement at **\$95,000**, the City and representatives of the UBA have discussed reallocation of some of those funds and a continued commitment related to visitor and tourism marketing and promotion. The requested changes are reflected in the attached agreement.

The main change identified by representatives of the UBA is the elimination of the "Build Urbana Events" item. While the UBA has committed to continue marketing the benefits of home construction in Urbana, the Build Urbana Tax Rebate Program is set to expire December 1, 2012. As such, formal Build Urbana events will be replaced by additional marketing and promotion efforts. The \$2,000 previously set aside for Build Urbana will be divided up

between Downtown Promotions/Events/Arts Coordination and Downtown Banners and Holiday Decorations. Downtown Promotions/Events/Arts Coordination will see an increase of \$1,000 from \$3,500 to \$4,500. Downtown Banners and Holiday Decorations will also see an increase of \$1,000 from \$6,300 to \$7,300.

In addition to the changes outlined above, there are several provisions in the draft agreement that are unchanged from previous years. These include the City continuing to help fund the Urbana Sweetcorn Festival, the City continuing to provide office space at no charge, the City continuing to have at least one seat on the UBA Board, the UBA continuing to fund the Business Backs the Arts program at \$5,000 per year, and other minor provisions.

Fiscal Impacts

The agreement amount for FY 12-13 is consistent with the FY 11-12 amount at **\$95,000**. The proposed FY 12-13 budget includes approximately \$28,000 of the proposed agreement to be funded by the General Fund, through the Community Development Services budget. The remaining \$67,000 of the proposed agreement amount will be funded by TIF funds. The total City commitment for FY 12-13 from both the General Fund and TIF districts is \$95,000. The \$95,000 is already included in the published draft FY 12-13 budget.

Options

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

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

Recommendation

Staff recommends that the City Council approve the attached resolution.

Prepared By:



Tom Carrino
Economic Development Manager

Attachments:

Adopting Resolution with attached Proposed 2012-2013 UBA/City of Urbana Agreement
2012-2013 Urbana Business Association Business Plan
2012 Urbana Business Association Budget
2011-2012 Approved UBA/City of Urbana Agreement

RESOLUTION NO. _____

**A RESOLUTION APPROVING AN AGREEMENT WITH THE URBANA BUSINESS
ASSOCIATION FOR PROMOTION AND MARKETING SERVICES**

(FY 2012 - 2013)

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Urbana,
Champaign County, Illinois, as follows:

Section 1.

An Agreement for Promotion and Marketing Services 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.

Motion was made by Alderman _____, seconded by Alderman _____ that the Resolution be adopted.

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

Phyllis D. Clark, City Clerk

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

Laurel Lunt Prussing, Mayor

AN AGREEMENT FOR PROMOTION AND MARKETING SERVICES BY AND BETWEEN THE CITY OF URBANA, A MUNICIPAL CORPORATION AND THE URBANA BUSINESS ASSOCIATION, A 501C.6 NOT-FOR-PROFIT CORPORATION

WHEREAS, promotion of public events and programs in and around the City of Urbana is in the best interests of the City; and

WHEREAS, an efficient method of promoting such events is by a "partnership arrangement" with the Urbana Business Association (hereinafter known as UBA).

NOW THEREFORE, FOR AND IN CONSIDERATION OF THE MUTUAL PROMISES THEREIN MADE, the parties agree as follows:

Total payments under this contract shall not exceed \$95,000.00 in restricted and unrestricted expenditures.

1. Staffing Payments: Upon the execution of this contract and employment of staff, up to \$3,100 per month shall be paid to the UBA as a reimbursable for verified employee salary expenses.
2. Restricted Funds: Since the nature and extent of the costs likely to be incurred for the events contemplated below are difficult to ascertain in advance, it is agreed that those expenses and costs that are eligible for reimbursement hereunder are those actual "out-of-pocket" costs paid by the UBA. Restricted Funds will be paid only on a reimbursable basis upon documentation of the incurred UBA expense and UBA payment.
 - A. 2012 Urbana Sweetcorn Festival: The UBA shall organize, staff, coordinate, and promote the Urbana 2011 Sweetcorn Festival. The City of Urbana shall be included as a primary sponsor on promotions. Up to \$10,000 will be reimbursed for this event for entertainment, promotional/advertising/marketing expenses. In addition to up to \$10,000 available in direct support, any police and/or security services provided by the City for the Sweetcorn Festival will be charged to the UBA at 75% of actual cost.
 - B. Downtown Promotions/Events/Arts Coordination: The City will reimburse eligible expenses up to \$4,500 related to downtown events and promotion of the arts. Eligible expenses include the Lincoln Square Village Holiday Market and promotion of the arts culture, and entertainment in Urbana in collaboration with 40 North/88 West and/or the Urbana Public Arts Commission. Other events seeking financial assistance from the UBA may apply to the Urbana Arts Grant program, which the UBA will support through the Business Backs the Arts program as outlined in Section 8 of this agreement.
 - C. Urbana Business Marketing: Up to \$16,000 will be reimbursed to UBA for expenses incurred in relation to marketing and promotion of Urbana businesses. UBA shall match up to \$3,000 in this category from UBA income and continue the promotional campaigns of Urbana businesses and services.
 - D. Downtown Banners and Holiday Decorations: UBA shall coordinate the Urbana Banner Program. Eligible expenses include the purchase, installation, and removal of banners and/or holiday decorations. Additionally, UBA shall coordinate holiday decorations for the downtown under city approval. Examples may include light pole garland, holiday light pole banners, or the like. UBA shall coordinate installation and removal of holiday decorations and banners. Up to \$7,300 will be reimbursed for the above expenses.

E. **Tourism Marketing and Promotion Activities:** Up to \$20,000 will be reimbursed for activities related to tourism marketing and promotion. Such activities may include but are not limited to production and distribution of marketing materials, promoting Urbana through the use of the internet and social media, researching new and innovative methods of marketing and promotion, coordinating with hotel/motel properties, working with event venues, and coordinating with special event promoters. These funds may be used for staffing payments for staff supporting tourism marketing and promotion activities.

3. **Event Permits/Contracts:** All UBA events requiring event permits shall have the appropriate forms filed and approved with the City of Urbana within the time frame required in advance. Prior to UBA signing a contract with another agency to partner on an event, UBA shall inform Public Works staff and Community Development staff of the proposed contract and obtain City Staff input. UBA should ensure that a profit from each event is planned to benefit UBA prior to signing an event contract.

4. **Board Representation:** The City of Urbana shall have at least one seat on the UBA Board for City Staff in order to assure coordination.

5. **Office Space:** For the term of this contract, office space shall be provided in the downtown parking deck by the City of Urbana without charge. It is expressly understood that in the event the City designates or hires a downtown coordinator pursuant to the Downtown Plan, the City may choose to share said space with the UBA. The city of Urbana agrees to provide a parking space for the UBA office on the top level of the parking deck.

6. **Monthly Event and Promotional Information:** UBA shall supply monthly event and promotional information to City and UPTV staff for programming, marketing and outreach efforts. Information shall promote events occurring in Urbana as well as events occurring in the surrounding community.

7. **Ribbon Cuttings:** UBA shall continue to coordinate ribbon cuttings for businesses in Urbana, free of charge to the businesses. UBA shall work with City staff to ensure coordination and promotion of these events.

8. **Business Backs the Arts Program:** UBA shall provide \$5,000 through the Business Backs the Arts Program to the Urbana Public Arts Program for grants related to artistic endeavors consistent with the program.

9. **Payment Procedure for Reimbursable Expenses:** Requests for reimbursement shall be made in writing to Economic Development Manager, 400 South Vine Street, Urbana, Illinois, and shall include such documentation as deemed appropriate by the Economic Development Manager.

10. **Funds:** Neither restricted nor unrestricted funds shall be utilized for membership promotion, political activities or in any other manner that is not a direct service to the City of Urbana.

11. **Budget Work Plan:** The UBA board shall submit an annual budget work plan to the City of Urbana with the proposed contract each year.

12. **Termination/Default:** Either party may terminate this contract for cause by giving thirty (30) days written notice as provided herein.

13. **Notices:** All notices hereunder shall be in writing and shall be served personally, by registered mail or certified mail to the parties listed below at the addresses set after their names, or to other such addresses as shall be agreed upon.

DATED at Urbana, Illinois, this _____ day of _____, 2012.

CITY OF URBANA, ILLINOIS

URBANA BUSINESS ASSOCIATION

BY: _____
Laurel Lunt Prussing, Mayor

BY: _____
(title)

ATTEST:

ATTEST:

Phyllis D. Clark, City Clerk

Urbana Business Association

BUSINESS PLAN

2012-2013

MISSION

Overview: This Business Plan is intended to outline current and future initiatives, and guide our staff and board in planning marketing campaigns, events, and other activities that back our mission.

The mission of the Urbana Business Association (UBA) is to promote Urbana as a dynamic place to live, work, and do business. The UBA focuses on the recruitment, development, and retention of local businesses; the marketing, public relations, and networking of member businesses; as well as special events designed to attract consumers to certain areas. Our existence allows many businesses the opportunity to participate in marketing and advertising they would otherwise not be able to afford. The UBA is a 501C6 nonprofit member-based organization guided by a Board of Directors with two full-time employees, and three part-time employees/interns.

MEMBERSHIP

Overview: Business membership and involvement is central to what we do. The UBA generates a substantial portion of its annual operating income through recruiting and retaining local businesses for membership at various levels of financial support. This allows the organization to host and support multiple events, develop marketing campaigns that promote Urbana businesses, and provide several other services for its members and the community as a whole.

Recent Work: Executive Director driven focus on membership with efforts to package benefits at various levels, and reinvest the revenue in local marketing campaigns.

Personal calling efforts have resulted in the retention and expansion of our membership base. The number of members has remained stable at about 120 businesses, and we continue to add new businesses at a rate of 3-4 per month. The UBA has also worked on expanding its geographical footprint in Urbana, and recruited 2 new board members from North Urbana and the Krannert District.

We have updated our membership brochure (attached) that outlines benefits at various levels of financial participation. This allows owners and managers of local businesses to easily see what they receive in exchange for their contribution, and helps the UBA maintain current records for each business. This information is also available online with an online membership application.

Future Plans: The organization will continue to retain its membership base, and recruit new businesses through personal calling efforts. Sustainability will be achieved through the successful implementation of marketing campaigns like shop/experience/know local that provide value to our business community. As a non-profit organization, we will continue to expand our advertising budget along with increases in membership revenue.

Regularly scheduled membership meetings will continue to provide our businesses an opportunity to network and collaborate. The opportunity to work together and discuss trends and initiatives is a critical part of a cohesive business community.

EVENTS

Overview: The UBA acts as an events manager and facilitator for both recurring and unique event programs. The organization will run Sweetcorn Festival, Holiday Market, as well as other events designed to promote Downtown Urbana, or other business districts. The UBA will also prepare business networking events designed to attract members and potential members.

Recent Work: We are well on our way with planning the 37th annual Sweetcorn Festival. Our footprint, goals, and objectives remain the same as in years past. We continue to promote community, diversity, and collaboration with various organizations, volunteer groups, and entities such as the City of Urbana and University of Illinois through the event. Our financial goal is to maintain a 15% profit margin on the event, of which the proceeds are used to fund organizational overhead, marketing campaigns, and other events throughout the year.

The UBA has started a new monthly membership meeting labeled *Blend of Urbana* providing a mix of networking opportunities with educational sessions for our members. This event has seen a steady growth in attendance each month and has formed new relationships between businesses as reflected in recent newspaper articles. We will continue to provide this opportunity to our members, expanding on new educational topics and venues each month.

Future Plans: We intend to continue our event work, and expand where able. The UBA has partnered with The Atkins Group to promote “Celebrate Summer at The Pines” which is a family oriented Saturday event each June. We also recently partnered with Tour de CU’s Urbana Grand Prix to promote their downtown event and draw people to downtown Urbana. In addition, we will begin exploratory work with the “at home” business community to consider a possible *Home Consultant Expo* allowing home based businesses an opportunity to get in front of new clientele and see what Urbana has to offer (i.e. Avon, Pampered Chef, Lia Sophia, etc.).

TOURISM MARKETING AND PROMOTION ACTIVITIES

Overview: The UBA will be an active proponent of activities and programs related to tourism marketing and promotion. Such activities may include but are not limited to production and distribution of marketing materials, promoting Urbana through the use of the internet

and social media, researching new and innovative methods of marketing and promotion, coordinating hotel properties, working with event venues, and coordinating with special event promoters.

Recent Work: The UBA has been researching the implementation of a smart phone app that would include all of Urbana as an outlet for businesses to promote themselves. This phone app would be available to anyone with a smart phone at no cost encouraging them to download and use the app. Push notification would keep the phone owner aware of specials and promotions available near them. It will also serve as a tourism tool, putting all the information of the city on their hands.

Future Plans: The UBA intends to pursue the phone app further and bring it to fruition. We also plan to promote the phone app to all areas of Illinois, especially the Chicago area in an effort to generate interest through U of I alumni and parents. We will be researching grant possibilities to aid in the cost of this promotion.

HUMAN RESOURCES

Overview: The UBA will maintain a level of staffing that allows for adequate administration of the organization's mission and goals, but that is also fiscally responsible and within the annual operating budget. A combination of full-time employees and interns will be used to accomplish these goals noting that a certain level of consistency and expertise must be maintained. All human resource activity will be overseen by the board to assure policies and procedures are within federal and state laws. Said Board shall also operate within the boundaries of its bylaws, assuring an appropriate level of involvement and controls for the organization.

Update: Recent staffing turnover has resulted in two new full-time employees coming on board. We have and will continue to use student volunteers available through the University as an alternative staffing option to hiring additional paid staff.

2012 Budget (Jan 1 - Dec 31) Urbana Business Association

INCOME

GL#	Detail	2012 Budget
6009	Membership Dues (enter all in-kinds at face value)	\$35,000
6170	Staff Reimbursement - City of Urbana	\$37,200
6011	Build Urbana	
6011.1	Build Urbana - City of Urbana	\$2,000
6011.4	Build Urbana - Sponsors	\$0
	Total Build Urbana	\$2,000
6013	Holiday / Indoor Market - Vendor Fees	\$12,000
6013.2	Downtown Promotions/Holiday Market - City of Urbana	\$1,500
6014	Downtown Promotions	
6014.2	Downtown Promotions - Other Income	\$0
6014.3	Downtown Promotions -Banners/Holiday Decorations - City of Urbana	\$6,300
6014.4	Downtown Promotions - Holiday Decorations - City of Urbana (eliminate)	\$0
	Total Downtown Promotions	\$6,300
6016	Downtown Events/Arts Promotion - City of Urbana	\$2,000
6021	Tourism Marketing & Promotion Activities - City of Urbana	\$20,000
??	Business Backs the Arts Program	\$5,000
6017	Sweetcorn Festival	
6017.1	Sweetcorn Festival - Sponsors	\$35,000
6017.5	Sweetcorn Festival - Ticket Sales	\$220,000
6017.6	Sweetcorn Festival - Vendors	\$16,000
6017.4	Sweetcorn Festival - Merchandise Sales	\$250
6017.8	Sweetcorn Festival - City of Urbana	\$10,000
6017.9	Sweetcorn Festival - Motor Muster	\$2,500
	Total Sweetcorn Festival	\$283,750
6019	Urbana Marketing - General	\$16,000
6025	Co-op Advertising - Advertisers	\$0
6023	Cherry Jam - Sponsors (eliminate)	\$0
6040	Interest Income - Sweep Account	\$300
	Total Income	\$414,550

EXPENSE

GL#	Detail	2012 Budget
8009	Membership Expense	
8009.1	Membership Expense - Mailings	(\$250)
8009.2	Membership Expense - Meetings	(\$500)

2012 Budget (Jan 1 - Dec 31) Urbana Business Association

8009.3	Membership Expense - Misc. (change to in-kind)	(\$8,000)
8009.4	Membership Expense - Brochures	(\$200)
	Total Membership Expense	(\$8,950)
8011	Build Urbana	
8011.1	Build Urbana - Home Parade Advertising	\$0
8011.3	Build Urbana - Home Parade Signs	\$0
8011.4	Build Urbana - Realtor Breakfast	\$0
8011.5	Build Urbana - Home Parade Kickoff Party	\$0
8011.6	Build Urbana - Expo	\$0
8011.7	Build Urbana - Bus Tour	\$0
8011.8	Build Urbana - Misc (change to Promotional Expense)	(\$2,000)
8011.9	Build Urbana - Mailings	\$0
	Total Build Urbana	(\$2,000)
8013	Holiday / Indoor Market	
8013.2	Holiday / Indoor Market - Advertising	(\$1,500)
8013.4	Holiday / Indoor Market - Rent	\$0
8013.6	Holiday / Indoor Market - Assistant	\$0
8013.7	Holiday / Indoor Market - Vendor Goodwill	\$0
	Total Holiday / Indoor Market	(\$1,500)
8014	Downtown Promotions	
8014.5	Downtown Promotions - Advertising	\$0
8014.2	Downtown Promotions - Banners	(\$5,500)
8014.6	Downtown Promotions - Holiday Decorations	(\$800)
8014.7	Downtown Promotions - Misc	\$0
	Total Downtown Promotions	(\$6,300)
8017	Sweetcorn Festival	
8017.1	Sweetcorn Festival - Advertising	(\$8,500)
8017.2	Sweetcorn Festival - Interns	\$0
8017.3	Sweetcorn Festival - Tents	(\$7,250)
8017.4	Sweetcorn Festival - Entertainment	(\$34,000)
8017.6	Sweetcorn Festival - Insurance	(\$3,200)
8017.7	Sweetcorn Festival - Merchandise Cost of Goods Sold	\$0
8017.8	Sweetcorn Festival - Postage	\$0
8017.9	Sweetcorn Festival - Misc	(\$750)
8017.10	Sweetcorn Festival - Printing	(\$200)
8017.11	Sweetcorn Festival - Security	(\$16,000)
8017.12	Sweetcorn Festival - Supplies	(\$1,000)
8017.13	Sweetcorn Festival - License, Fees, Etc.	(\$900)
8017.14	Sweetcorn Festival - Vendors	(\$117,000)
8017.15	Sweetcorn Festival - Golf Carts	(\$900)
8017.16	Sweetcorn Festival - Beer	(\$15,000)
8017.17	Sweetcorn Festival - Corn (engine, shucker, etc)	(\$12,500)
8017.18	Sweetcorn Festival - Soda	(\$2,800)

2012 Budget (Jan 1 - Dec 31) Urbana Business Association

8017.19	Sweetcorn Festival - Garbage Hauling & Bags	(\$3,800)
8017.20	Sweetcorn Festival - Toilets	(\$2,500)
8017.21	Sweetcorn Festival - Stage & Lights	(\$14,500)
8017.22	Sweetcorn Festival - Ice	(\$1,900)
8017.23	Sweetcorn Festival - Power	(\$7,000)
8017.24	Sweetcorn Festival - Motor Muster	(\$850)
8017.26	Sweetcorn Festival - Tickets	(\$1,400)
8017.28	Sweetcorn Festival - Volunteer T-shirts	(\$3,600)
8017.29	Sweetcorn Festival - Consulting & Professional Fees	\$0
8017.30	Sweetcorn Festival - Credit Card Processing	(\$1,200)
8017.31	Sweetcorn Festival - Lanyards (eliminate)	\$0
	Total Sweetcorn Festival	(\$256,750)
??	Business Backs the Arts Program	(\$5,000)
8019	Urbana Marketing	
8019.1	Urbana Marketing - Radio	(\$1,500)
8019.2	Urbana Marketing - Website	(\$2,500)
8019.3	Urbana Marketing - Television	(\$1,500)
8019.4	Urbana Marketing - Billboards	\$0
8019.5	Urbana Marketing - Print	(\$8,000)
8019.6	Urbana Marketing - Business Backs The Arts (eliminate)	\$0
8019.7	Urbana Marketing - Arts	(\$2,000)
8019.8	Urbana Marketing - Misc	(\$6,000)
8019.9	Urbana Marketing - Giveaways	\$0
8019.10	Urbana Marketing - Communications	(\$450)
	Total Urbana Marketing	(\$21,950)
8023	Cherry Jam Trade Agreement (eliminate)	\$0
8025	Co-op Advertising	\$0
8040	Bank Charges	
8040.1	Bank Charges - Loan Interest	\$0
8040.2	Bank Charges - Fees	(\$125)
	Total Bank Charges	(\$125)
	Administrative & Office	
8070	Dues & Subscriptions	(\$200)
8075	Employee Benefit Programs	\$0
8120	Insurance	(\$2,540)
8125	Insurance - Errors and Omissions	\$0
8130	Insurance - Workers Compensation	(\$725)
8135	Legal & Professional Fees	(\$3,500)
8140	Meals & Entertainment	(\$600)
8143	Mileage Reimbursement	\$0
8150	Postage	(\$500)

2012 Budget (Jan 1 - Dec 31) Urbana Business Association

8153	Printing	\$0
8170	Salaries & Wages	(\$94,600)
8180	Supplies	(\$2,900)
8225	Taxes on Payroll	(\$8,020)
8245	Telephone	(\$780)
8263	Internet Service	(\$720)
8264	Computer (change to computer/software)	(\$900)
8265	Misc	(\$400)
8266	Interns (eliminate)	\$0
8267	Assistant Expenses (eliminate)	\$0
8268	Technology (eliminate)	\$0
8269	Repairs & Maintenance	(\$500)
8275	Convention / Conference	\$0
8280	Community Relations	\$0
8500	Bad Debts	\$0
	Total Administration & Office	(\$116,885)
	Total Expenses	(\$414,460)
	Total Income	\$414,550
	Total Expenses	(\$414,460)
2012	Net Income//Retained Earnings	\$90

Impact of Earnings on Capital

	Cash And Receivables as of 12-31-11	\$41,996
	Net Income// loss from 2011 operation	\$90
	Projected Reserves as of 12-31-12	\$42,086

AN AGREEMENT FOR PROMOTION AND MARKETING SERVICES BY AND BETWEEN THE CITY OF URBANA, A MUNICIPAL CORPORATION AND THE URBANA BUSINESS ASSOCIATION, A 501C.6 NOT-FOR-PROFIT CORPORATION

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 - A. 2011-12 Build Urbana Events: The UBA shall promote the Build Urbana Program through Build Urbana related events. Only those homes within the corporate limits of Urbana shall be promoted. The City will reimburse UBA up to \$2,000 for advertising and promotion of events specific to the Build Urbana program. Expenditures for Build Urbana may include advertising, promotions, print ads, Realtor events and/or efforts related to promoting home ownership in Urbana.
 - B. 2011 Urbana Sweetcorn Festival: The UBA shall organize, staff, coordinate, and promote the Urbana 2011 Sweetcorn Festival. The City of Urbana shall be included as a primary sponsor on promotions. Up to \$10,000 will be reimbursed for this event for entertainment, promotional/advertising/marketing expenses. In addition to up to \$10,000 available in direct support, any police and/or security services provided by the City for the Sweetcorn Festival will be charged to the UBA at 75% of actual cost.
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8. **Business Backs the Arts Program:** UBA shall provide \$5,000 through the Business Backs the Arts Program to the Urbana Public Arts Program for grants related to artistic endeavors consistent with the program.

9. **Payment Procedure for Reimbursable Expenses:** Requests for reimbursement shall be made in writing to Economic Development Manager, 400 South Vine Street, Urbana, Illinois, and shall include such documentation as deemed appropriate by the Economic Development Manager.

10. **Funds:** Neither restricted nor unrestricted funds shall be utilized for membership promotion, political activities or in any other manner that is not a direct service to the City of Urbana.

11. **Budget Work Plan:** The UBA board shall submit an annual budget work plan to the City of Urbana with the proposed contract each year.

12. **Termination/Default:** Either party may terminate this contract for cause by giving thirty (30) days written notice as provided herein.

13. **Notices:** All notices hereunder shall be in writing and shall be served personally, by registered mail or certified mail to the parties listed below at the addresses set after their names, or to other such addresses as shall be agreed upon.

DATED at Urbana, Illinois, this 21st day of December, 2011.

CITY OF URBANA, ILLINOIS

BY: Laurel Lunt Prussing
Laurel Lunt Prussing, Mayor

URBANA BUSINESS ASSOCIATION

BY: Christina DeBevoise
(title) Executive Director

ATTEST:

Phyllis D. Clark
Phyllis D. Clark, City Clerk

ATTEST:

Rebecca Glueber
Board Chair