



111 West Main Street
Urbana, IL 61801

217-344-3872 phone
217-344-8224 fax

March 4, 2002

City Council
City of Urbana
400 S. Vine
Urbana, IL 61801

Dear Council members,

The Urbana Business Alliance respectfully submits our request for \$50,000 in unencumbered funds from the City of Urbana for the next fiscal year.

As you know, in December the Urbana Builders and Developers Association merged with the Urbana Business Alliance and we have our new board in place. Officers are Paul Tatman, President; Carolyn Baxley, Vice President; Ann Gehant, Treasurer; and Alex Ruggieri, Secretary. Board members are Brad Cook, Ellen Kirsanoff, Tony Stephens, Ian Goldberg, Don Flessner, and Carl Hill; the City is represented by Reed Berger. Members of both groups are very excited about this merger and feel that it will give us the strength in numbers that have been lacking to allow us to take a giant leap forward in promoting Urbana as a great place to live, work, and do business. If we are to send that message beyond our city limits, it is essential that everyone involved in this effort pull together in the same direction with maximum efficiency and without duplication of effort, and we feel very positive about joining forces. One of our first steps after the merger was to increase our Executive Director Laurie Bonnett to full time in order to provide a continuous presence for our organization downtown, to coordinate both the Parade of Homes and the Sweetcorn Festival, and to work with businesses and community groups on other promotional ventures during the year.

We would like to assure City staff and City Council of our intention to keep our primary focus squarely on downtown Urbana as the heart of our community. The UBA/UBDA merger will not in any way alter that focus, but rather will allow for more cooperation between developers and downtown

business owners and put UBA in a better position to partner with the City in implementing the new Downtown Plan. We all share the same goal—to see Urbana grow and prosper.

The enclosed budget provides details about how we hope to fund our ventures. We are now conducting a membership drive that we expect to generate substantial revenue, and we will continue to seek sponsors for Parade of Homes and the Sweetcorn Festival. Sweetcorn revenue is projected at \$70,000 for 2002, and sponsors for Parade are already lined up to contribute \$15,000. We will also be investigating grant opportunities through Rep. Tim Johnson's office as well as DCCA and the Main Street program. But in order to continue the successful marketing campaign that attracted so much attention and benefited so many Urbana businesses last year, we need the City's support.

We trust that the City Council will recognize that this group holds a great deal of promise for the betterment of the City and will encourage our endeavors by earmarking \$50,000 in next year's budget.

Sincerely,

A handwritten signature in cursive script, appearing to read "Paul Tatman", written in dark ink.

Paul Tatman
President

Urbana Business Alliance 2002 budget

Revenue

Sweetcorn	70,000
Home Parade	15,000
City of Urbana	50,000
Membership	35,000
Total	170,000

Expenses

Salaries	38,500
Payroll tax	2,945
Health benefits	1,200
General advertising	27,150
Business directory	3,000
Holiday promotion	3,000
Banners	2,500
Web site	2,500
Insurance	1,100
Tax preparation	250
Dues/subscriptions	600
Equipment repair	500
Postage/shipping	1,000
Supplies	2,000
Telephone	1,200
Travel/per diem	300

Sweetcorn	
Advertising	9,650
Vendor payments	31,500
Tents	1,500
Entertainment	10,000
Miscellaneous	2,800

Home Parade	
Advertising	7,000
Printing	5,000
Design	1,000
Promotions	2,000

SubTotal	158,195
Contingency	10,000
Total expenses	168,195



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February 12, 2002

Dear Friends of Urbana,

The Urbana Business Alliance (formerly the Downtown Urbana Promotion Corporation) has been working for the past 27 years to insure that Urbana businesses have a voice. We interact with the City of Urbana Community Development and Planning Departments to insure that staff understands the needs and concerns of business owners when plans are being put into place, and we try to convey to the public the benefits of doing business in Urbana. We had a representative on the courthouse planning committee, and most recently we participated on the steering committee that drafted the new Downtown Plan. We are also the group who plans and runs Urbana's largest event--the annual Sweetcorn Festival in August, which attracts over 30,000 people each year. We have also done other events such as Breakfast with Santa, street dances, holiday carriage rides, and we are planning some additional events for next year.

One of the things you have been telling us is that you need more visibility for your business, so in 2001 we secured \$25,000 in promotional funds from the City of Urbana to plan and implement a marketing campaign for Urbana businesses. Some of the billboards and ads we placed in county wide publications at no charge to businesses are shown on the enclosed page. We made every attempt to include as many businesses as we could in the various themed ads, and the result was very positive. Many of you reported increases in your business during the campaign, and we trust the good public relations generated by this effort will carry over into future projects. The City has allocated additional funds for 2002, and there will be further opportunities for members of UBA to participate in cooperative advertising to grow their businesses. Members must be located within the city limits to participate.

In December 2001 UBA took a major step forward and merged with the Urbana Developers and Builders Association, a group that was formed to increase residential and commercial development in Urbana. We felt that our missions were very similar and that we could accomplish a great deal more as a team than as two separate groups. The transition was handled smoothly; the new board is in place,

and we are all very excited at the prospect of having a larger, more representative board to undertake cooperative projects that will benefit Urbana. There is definitely strength in numbers, and we are moving confidently ahead to make this year's Home Parade and Sweetcorn Festival the best yet and to plan more activities that will directly benefit Urbana businesses!

For the past six years UBA's operating funds have come primarily from the Sweetcorn Festival, but we are coming to you now to ask for your help in securing a solid financial future for our group by becoming a member of UBA. Visitors to our community often remark that Urbana is the best-kept secret around, and we can't keep sitting back and waiting for people outside our community to discover what we have to offer. It takes money to implement promotional projects and special events, so it is important that businesses and residents of Urbana come to understand their interdependence and support each other to get the message out that Urbana is a dynamic place to live, work, and do business.

We have created several levels of membership and hope you will consider joining us as we plan new activities to get our message out beyond the Urbana city limits. In addition to planning Sweetcorn 2002 and Home Parade, we will be hosting quarterly breakfasts to keep you informed about our activities and solicit input about what you would like us to be doing. You may return your membership form by mail or drop it by our office and meet our Executive Director Laurie Bonnett who is now working full time. We would also welcome your participation on one of the committees we have established to spread the workload and allow us to accomplish more; descriptions of the committee opportunities are enclosed. Call Laurie at 344-3872 if you can volunteer some time this year.

Cordially,

Board Members:

Paul Tatman, Tatman-Hartrich Construction - President
Carolyn Baxley, Lindley House/Cinema Art Café - Vice President
Alex Ruggieri, Ramshaw-Smith - Secretary
Ann Gehant, Busey Bank - Treasurer
Reed Berger, City of Urbana
Brad Cook, Park Inn
Don Flessner, Urbana Township
Ian Goldberg, The Canopy Club
Carl Hill, Hillshire Realty
Ellen Kirsanoff, Urbana Park District
Tony Stephens, Lincoln Square Mall



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Membership Levels and Benefits

25.00	Individual / Family	Magnet Quarterly Newsletter Listing on UBA Web site
50.00	Business Contributor	Magnet Quarterly Newsletter Invitation to quarterly breakfasts Listing on UBA Web site Co-op advertising
100.00	Business Donor	Magnet Quarterly newsletter Invitation to quarterly breakfasts Listing on UBA Web site Co-op advertising
250.00	Business Supporter	Magnet Quarterly newsletter 2 invitations to quarterly breakfasts Listing and link on UBA Web site Co-op advertising
500.00	Business Sustainer	Magnet Quarterly newsletter 2 invitations to quarterly breakfasts Listing and link on UBA Web site Co-op advertising
1,000.00	Benefactor	Magnet Quarterly newsletter 2 invitations to quarterly breakfasts Listing and link on UBA Web site Co-op advertising \$50 in Sweetcorn tickets 2 Annual Dinner tickets
2,500.00	Founder	Magnet Quarterly newsletter 4 invitations to quarterly breakfasts Listing and link on UBA Web site Co-op advertising \$100 in Sweetcorn tickets 6 Annual Dinner tickets Plaque



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UBA Membership Application

Name: _____ Business name _____
Address: _____
Zip _____ Phone _____
Fax _____ Email _____

Membership Level:

- | | | | |
|---------------------------------|----------------------|----------------------------------|--------------------|
| <input type="checkbox"/> 25.00 | Individual / Family | <input type="checkbox"/> 250.00 | Business Supporter |
| <input type="checkbox"/> 50.00 | Business Contributor | <input type="checkbox"/> 500.00 | Business Sustainer |
| <input type="checkbox"/> 100.00 | Business Donor | <input type="checkbox"/> 1000.00 | Benefactor |
| | | <input type="checkbox"/> 2500.00 | Founder |

Please select from the following:

- I would like to be involved with the organization. Please have someone contact me.
- I would like to serve on the Membership/Sponsorship Committee.
- I would like to serve on the Marketing/Promotions Committee.
- I would like to serve on the Home Parade Committee.
- I would like to serve on the Sweetcorn Festival Committee.
- I would like to serve on the Downtown Development / Main Street Committee.
- I would like to volunteer to work in the office.
- I would like to receive emails about Urbana events.

Committee Responsibilities

Downtown Development/Main St. Work with the UBA board and City of Urbana staff to identify private and public partners to redevelop the downtown into an active, unique, visible, and viable heart of the community. Beneficial interest areas: historic preservation, real estate development, architecture, city planning, construction, media relations, grantwriting.

Sweetcorn Festival Work with the UBA board to organize, advertise, and operate the Sweetcorn Festival in downtown Urbana. Beneficial interest areas: special events marketing and promotion, music promotion, food service operation, media relations.

Home Parade Work with the UBA board to organize, advertise, and operate the Home Parade of Urbana residential properties. Beneficial interest areas: real estate sales or development, construction, special events marketing and promotion, media relations.

Membership/Sponsorship Work with UBA board to solicit and retain members of UBA. Identify and solicit potential sponsors for UBA special events. Maintain personal contact with UBA members to solicit their input on UBA activities. Plan annual member/sponsor dinner. Beneficial interest areas: public relations, social events planning.

Marketing/Promotion Work with UBA committees and board to coordinate marketing for special events and for the organization. Identify and pursue advertising opportunities for Urbana businesses. Beneficial interest areas: media relations, marketing, advertising, design, Web site development, direct mail.