

ORDINANCE NO. 2004-07-089

AN ORDINANCE APPROVING AND AUTHORIZING THE EXECUTION OF AN AGREEMENT FOR TIF  
PROMOTION AND MARKETING SERVICES

(Urbana Business Association)

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF  
URBANA, ILLINOIS, as follows:

Section 1. That An Agreement for TIF Promotion and Marketing Services  
by and Between the City of Urbana, a Municipal Corporation and The Urbana  
Business Association, a 501C.3 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. That 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 authorized to attest to said  
execution of said Agreement as so authorized and approved for and on behalf  
of the City of Urbana, Illinois.

PASSED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_,  
2004.

AYES:

NAYS:

ABSTAINS:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2004.

\_\_\_\_\_  
Tod Satterthwaite, Mayor

AN AGREEMENT FOR TIF PROMOTION AND MARKETING SERVICES BY AND BETWEEN THE CITY OF URBANA, A MUNICIPAL CORPORATION AND THE URBANA BUSINESS ASSOCIATION, A 501C.3 NOT-FOR-PROFIT CORPORATION

WHEREAS, promotion of public events and programs in downtown 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.

WHEREAS, tax increment finance district marketing and the street banner program are eligible TIF activities,

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 \$10,000.

1. Banner Program: The UBA shall be responsible for the downtown banner program including but not limited to the following responsibilities: coordination of banner art with the City of Urbana, solicitation of sponsors, the timely display and take down of banners, and the acquisition of banners. Up to \$5,000 in direct banner acquisition costs is eligible for reimbursement pursuant this contract.

2. Build Urbana Campaign: The UBA shall be responsible for coordinating the Build Downtown Campaign including but not limited to the following responsibilities: One monthly event supporting the goals of the program, use of UBA web site to promote program, organization of ribbon cuttings and media events, development of press releases and press conferences supporting downtown projects, coordinating monthly with city staff, development of downtown brochures, solicit feedback from downtown business on a regular basis including business retention visits and initiate application to the Illinois Main Street program. Up to \$5,000 in direct staff or marketing costs shall eligible for reimbursement pursuant this contract.

3. Payment Procedure for Reimbursable Expenses: Requests for reimbursement shall be made in writing to C.A.O, 400 South Vine Street, Urbana, Illinois, and shall include such documentation as deemed appropriate by the C.A.O.

4. 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.

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

6. 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 \_\_\_\_\_, 2004.

CITY OF URBANA, ILLINOIS

URBANA BUSINESS ASSOCIATION

BY: \_\_\_\_\_  
Tod Satterthwaite, Mayor

BY: \_\_\_\_\_  
(title)

ATTEST:

ATTEST:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

\_\_\_\_\_  
(secretary)