



## MEMORANDUM

**TO:** Urbana City Council Members

**FROM:** Bruce Walden, Chief Administrative Officer

**DATE:** July 22, 2004

**RE:** Urbana Business Association Funding

I have attached two contracts for your review. One contract is for our annual UBA funding. The second contract is new and is a special one time marketing contract for promoting "Build Downtown." The recently approved budget includes \$47,250 for the UBA contract and \$10,000 in the TIF District budget for the one time contract for "Build Downtown."

It is important to the City generally and particularly downtown marketing efforts to have a successful business promotion organization. The City has supported this organization for a number of years and I recommend approval of the contracts. UBA representatives will be present for questions on Monday. Please call me if you have questions about the contracts.