



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor

FROM: Elizabeth H. Tyler, Community Development Director

DATE: June 2nd, 2014

SUBJECT: **Economic Development Activities Report for May 2014**

Business and Development Activity

Downtown Urbana

- A UBA Ribbon Cutting was held for Personify, Inc. on May 22nd at 210 West Main Street, one of the offices above Cafeteria & Co. Personify has developed software that allows a user to be instantly represented on the screen of their computer in real time with the use of an inexpensive camera. This technology allows for dynamic video chatting and conferencing and is expected to become widely adopted in the coming years. The image at right is a screenshot of the Mayor and CEO Sanjay Patel while they were being “personified” on one of the desktop monitors at the office. The company recently graduated out of Enterprise Works at the UIUC Research Park. The Urbana office currently houses five employees and serves as the company’s headquarters. Personify also has offices in Chicago and Vietnam. Mr. Patel is also a Professor of Electrical and Computer Engineering at UIUC. Personify was presented a \$1,000 Opening Grant at the Ribbon Cutting.



This Ribbon Cutting also culminates the 2013 Amended and Restated Redevelopment Agreement with Cake Design Development which incentivized the renovation of this second story of the building for the purpose of creating offices for creative professionals. A second company, Launchable, which serves as a boutique tech incubator has occupied the second office space and is in the process of attracting startups to its co-working space.

- On May 9th, three UBA Ribbon Cuttings were held at [co][lab] at 206 West Main Street for three new startups leasing co-working space. Each business was awarded a \$1,000 Opening Grant.
 - DITCHSTOCK is artist, illustrator and branding consultant David Michael Moore. Recently David designed the map for the new City/UBA Downtown Urbana Retail & Restaurant Guide. He also designed the shirts for the last CU Bike to Work Day.
 - Adjacency is videographer and marketing consultant Jarvis Kim. Jarvis performed much of the video work for the Small Business Development Center’s new CU150 video series highlighting tech and creative industry in the community (the video is linked at the end of this report).
 - Pandamonium Doughnuts is owner and baker James Kyung. James is responsible for creating many long lines in Downtown Urbana at his doughnut pop-up shop and Farmers Market stand.

- On May 10th, the Illiac Spring Music Festival was held in Downtown Urbana drawing a large crowd.
- On May 15th, Masijta Grill opened at 202 N Race Street. The Korean BBQ restaurant offers grilling of meats at the table and also plans to serve American breakfast featuring Mirabelle baked goods.
- On May 28th, the Digital Equality Initiative, a nonprofit focusing on digital literacy and computer resale to low income citizens, held a UBA Ribbon Cutting at its new office space at [co][lab] at 206 W Main Street. DEI will receive both a \$2,000 Business Development Grant a \$1,000 Opening Grant.
- On May 28th, the CUMTD Board approved the Intergovernmental Agreement with the City of Urbana, which once fully executed, will allow for the generation of proposals for a new mixed-use Downtown transit facility and associated redevelopment over a period of five years.
- Cake Design Development is in the process of finalizing financing and working with a structural engineer to plan the project to create the proposed outdoor market at 204 West Main Street.
- Work is underway at Dancing Dog Eatery & Juicery at 126 W Main, which plans to open in July.
- Priceless Books received a \$2,000 Business Development Grant for completing business counseling in relation to the relocation of their store to 112 W Main Street, the former Heartland Gallery space. Priceless Books was asked to relocate in order to accommodate a proposed expansion of Heel to Toe.
- Error Records which plans to open both a retail store and event space in 123 West Main Street was awarded a \$2,000 Business Development Grant after completing business counseling.
- The Request For Qualifications for commercial realty services to market the 200 Block of South Vine Street property has closed. In June, staff will conduct interviews of the finalists and select a broker to facilitate the development of a mixed-use building at this site.
- Preparations continue for the installation of two Curbanas on Main Street. The pilot program is expected to commence in mid-June.

University-Medical

- Urbana's Hair Salon and 217 Boutique, a hair accessory shop, both intend to open at 202 West University Avenue at the location of the former Mirror Image Hair Salon. The boutique is eligible for \$3,000 in Business Grants as a new retail startup.
- Construction continues for the new Wendy's at the Five Points Commerce Center.
- Final designs and zoning have been approved for the Campus Circle apartment complex on University Ave.

Cunningham Avenue

- Uncle Martin's Sports Bar opened on May 5th and held a UBA Ribbon Cutting May 29th at 1104 N Cunningham Avenue.
- Staff has begun looking into the repurposing the Visitor Center and the welcome sign on North Cunningham Avenue.

Marketing and Events Activity

- Staff completed a new guide to Downtown Urbana Retail Shopping and Restaurants has begun distribution. The new guide features art and design work by local artists David Michael Moore and Langston Allston.
- 125 visitor information bages were provided for an upcoming Exchange Club Conference to occur in Urbana at the Holiday Inn in June.
- The latest edition of "It's All About U" was filmed and will be made available the first week of June.
- The Marketing Coordinator attended a social media and tourism workshop on May 27th in Springfield, which was held by the Land of Lincoln and Great Rivers Regional Tourism offices.

Urbana's Market at the Square

- The new seating area project located in the northeast corner of the Market is installed and is already popular. A brick wall will be installed by the Arbor Division later this summer.
- On May 22nd, Market Director Natalie Kenny-Marquez presented on marketing Illinois Farmers Markets to the USDA Midwest Regional Office in Chicago.
- The Market and the Illinois Stewardship Alliance are promoting a series of dining events in Urbana-Champaign at restaurants that will feature locally-produced items on their menu. Learn more at www.ilstewards.org
- Hannah Vantrease, Market staff, is now assisting with both Market and City marketing efforts. Hannah will be a junior at UIUC this fall and also works at Illini Media in advertising production.

Public Arts Program

- The 2014 Art at the Market season began on May 10th with a Japanese suminagashi printmaking workshop led by Judy Lee and West African Drumming and Dance by Djibril Camara and the Mara Giri Dance Ensemble. The attendance for these events was phenomenal; over 400 people participated in the workshop and/or listened to the drumming. The next Art at the Market will be on June 14th with klezmer music by Don't Ask and an eco-friendly art workshop with Meredith Foster.



- A new Corridor exhibition was installed in the lobby of the City Building on May 5. This fantastic exhibition of children's art is inspired by trees from preschool and K-3 students at Prairie Elementary and University Primary Schools. This exhibition will run through August 3rd.
- In sad news, Public Art Commissioner and beloved theatre instructor and arts staple of the Champaign-Urbana community Gregory Chew passed away on May 14th.

Other Updates

- Economic Development Manager Tom Carrino has taken a position in Eustis, Florida as its new Director of Economic Development. Tom served the City of Urbana for eight years, overseeing the growth of the Market at the Square, Public Arts, and Marketing programs in addition to managing the City's many traditional economic development efforts. Tom will be greatly missed.
- Grace Kyung has been hired as the summer Economic Development Intern. Grace holds a Masters in Public Health and is currently pursuing a Masters in Urban Planning at UIUC. Grace also plans to conduct her graduate capstone project on the topic of Downtown Urbana and its future potential.
- Public Works Director Bill Gray presented on the City's current and planned public projects at the May Developer's Roundtable Luncheon.
- CU150 is new video series commissioned by the Small Business Development Center at the EDC. The video series is being produced by Carl Cathedral and Jarvis Kim, both tenants of [co][lab]. The first round of interviews include Pixo founder, Lori Gold Patterson. You can find the trailer and the first few episodes on their YouTube Channel here: <http://youtu.be/NGnJJrstwAY>

Memorandum



TO: Laurel Lunt Prussing, Mayor
FROM: Cynthia Chandler, Executive Director
DATE: June 1, 2014
SUBJECT: Urbana Business Association Activities Report for May 2014

Board of Directors

The UBA Board of Directors and the Executive Director held the second of two retreats focusing on the future direction and growth of the organization. The second meeting was equally productive and resulted in the creation of goals and action items.

New Staff Member

The new Marketing Coordinator, Daley Schwengel, began employment on May 14th. In her third week she attended a Land of Lincoln Regional Tourism Workshop focused on social media marketing of events.

Membership Numbers

The 2014 renewals are complete with a retention rate of 90%. The 2014 membership year has seen the addition of 15 new member businesses.

Uncork Urbana Wine Festival

Planning continues on the wine festival; sponsors have been finalized, music line-up has been set, marketing materials have been created, and momentum is building. The UBA is partnering with the Illinois Grape Growers and Vintners Association as they secure 10-15 Illinois vineyards to participate. In addition, the UBA is partnering with Common Ground Food Co-op to provide food pairing and cooking demonstrations through a portion of the event. And a partnership with Illini Radio Group will provide marketing and promotion of the event through radio and online advertisements. This event is restricted to attendees ages 21 and over.

Sweetcorn Festival

Sweetcorn planning continues with more than 25 vendors registered to date. Progress has been made on the entertainment line-up with contracts in place for the local bands. Sponsorship levels continue to grow. The UBA will continue to work with the downtown businesses to ensure they benefit from the event with a meeting scheduled for Monday, June 23rd. A partnership has been proposed to CU Folk & Roots on a possible third stage