



# 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:** July 3<sup>1st</sup>, 2014

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

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### **Business and Development Activity**

#### **Downtown Urbana**

- Both Curbanas on Main Street are now completed and have been in frequent use by the public. Both Pizza M and Crane Alley have added outdoor tables with umbrellas to create shade.



- A brokerage firm has been tentatively selected to market the City-owned 200 Block of South Vine Street. Staff is negotiating a service contract which will be brought to the City Council on August 11<sup>th</sup>.
- C2E, a video-conferencing-based English training startup, has opened in [co][lab] at 206 W Main Street. C2E received a \$1,000 Business Development Grant from the City.
- Error Records and Farm League Skate Shop held a joint Ribbon Cutting on July 11<sup>th</sup> at 123 West Main Street. Error Records is a retail record store and an entertainment venue. Farm League Skate Shop is a retail skateboarding and apparel shop. Each business received a \$1,000 Opening Grant.
- Connections, the resale shop for Courage Connection, completed its business counseling with SBDC and received a \$2,000 Business Development Grant for its expanded store. At the time of the expansion the shop was called Transitions and the agency was called the Center for Women in Transition; the organization rebranded itself earlier this year.
- Colorable, a new advertising agency located in [co][lab] at 206 W Main Street, completed its business counseling with SBDC and received a \$2,000 Business Development Grant.
- Oriental World, an import retail store, is now open in Lincoln Square.
- Dancing Dog Eatery & Juicery at 126 W Main plans to open as a vegan restaurant in August.
- Brownfield Sports moved its retail sports apparel store to the corner of North Lincoln and University Avenues at 406 N Lincoln Avenue. The move allowed the firm to consolidate its screen-printing, embroidery, and retail operations under one roof at a highly visible location.

- A permit will be issued soon for the buildout of a full kitchen for Emma’s Eatery. The new diner and video gambling establishment will be located in the Urbana Crossing strip where Quizno’s was.
- Miss Possible, a startup working to engage girls in science and technology, has started a major crowd-funding campaign and received a tweet from Melinda Gates. Miss Possible is currently working out of [co][lab] in Downtown Urbana. The fundraising campaign can be found here: <https://www.indiegogo.com/projects/miss-possible-dolls-to-inspire-girls-across-generations>

### **University-Medical**

- A Ribbon Cutting for the new Wendy’s at the Five Points Commerce Center was held on July 15<sup>th</sup>. Site improvements will be installed to reduce some access and parking congestion issues.
- Demolition has begun for the Campus Circle apartment complex on University Avenue.

### **Cunningham Avenue**

- Public Works is moving forward with design for curb cut closures and sidewalks along North Cunningham.

### **North Lincoln Avenue**

- The Holiday Inn on North Lincoln Avenue is under new ownership.

### **Philo Road**

- Boost Mobile, a new cellular phone store and service center, has opened at 1813 South Philo Road at the former US Cellular location in the outlot of County Market.

### **Marketing and Events Activity**

- Staff is now submitting weekly posts to the SPlog at smilepolitely.com. The SPlog posts timely information which is then also promoted on Smile Politely social media. Posts submitted by the City have included: “It’s All About U” July edition, Urbana Public Arts Call for Sculpture, and Board and Commission Vacancies. Staff will also begin showcasing new Urbana businesses on the SPlog. Suggestions for future topics can be sent to Marketing Coordinator Natalie Kenny-Marquez.
- 600 various Urbana promotional brochures were mailed to three Illinois Travel Information Centers.

### **Urbana’s Market at the Square**

- The Market at the Square Advisory Board met on July 15<sup>th</sup>. The Board voted to move forward with research into the purchase and use of sustainable plastic bags.
- UPTV is filming two short videos for use by the Lt. Governor’s Office to promote the use of SNAP/LINK/EBT at Illinois farmers markets.
- The Market, in partnership with the Illinois Stewardship Alliance, is promoting a series of dining events in Urbana-Champaign at restaurants that will feature locally-produced items on their menu. Learn more at [ilstewards.org](http://ilstewards.org). Lunch will be served at Pizza M on July 1<sup>st</sup> and a dinner will be served by Piato at Hudson Farm on July 17<sup>th</sup>.
- Patron attendance at the Market was strong in July – with an estimated 7,000 patrons visiting the market on July 19<sup>th</sup>.
- The Market Director is coordinating state-wide efforts to celebrate National Farmers Market Week, August 3-9, in which Urbana’s market will participate.
- Staff is working with the Central Illinois Chapter of Buy Fresh, Buy Local to have an on-air presence every Monday on ciLiving (WICA News Channel 3 afternoon program) to promote Market vendors, local farmers and area restaurants committed to producing, sourcing, and using local ingredients. The July 21<sup>st</sup> episode will feature Flying Machine Coffee and Triple ‘S’ Farm will be featured July 28<sup>th</sup>.

## **Public Arts Program**

- The July Art at the Market performances and workshops featured Makerspace Urbana and their popular T-shirt to Tote Bag workshop and the Aduki Jazz Quartet from Bloomington.
- Staff is in the midst of pulling together sculptures for 2014-16 to place in downtown Urbana and Philo Road. The Public Arts Commission has identified four and is performing a national call for the other three. Those that have been selected are shown below, from left to right they are:
  - Stranger Reduction Zone, Timothy Flood, Denver, CO- downtown Main St.
  - Asteray, Nicole Beck, Chicago, IL – corner of Green and Cedar by the Library.
  - Athirst, Sarah Deppe, Madison, WI- Boneyard Creek Park area- location to be determined.
  - Fanfare, Shawn Morin, Bowling Green, OH- corner of Elm and Race, next to Iron Post.



- The Public Art Commission proposed Fanfare by Shawn Morin for the permanent collection of public art for Urbana. This sculpture is installed in the mini park next the Iron Post in downtown Urbana. Council will decide on final approval of this purchase in August.
- Artist Jack Mackie did a final walk-through of the Boneyard Project with Project Manager Beth Reinke and Public Arts Coordinator Lisa Hatchadoorian on July 23. 90% of the public art part of the project is finished and excepting some minor items, the artist has signed off on the project.

## **Other Updates**

- Staff continues to work on an application for a new Urbana Enterprise Zone. Urbana is working closely with both Champaign County and the City of Champaign. Meetings have also taken place with the Urbana School District and the Urbana Park District to explore options for partnership.
- Economic Development staff held retention visits with four businesses in July and participated in two retention visits organized by the EDC.
- Multiple businesses have expressed interest in citing a medical cannabis dispensary in Urbana. These businesses will be required to conform to all state and local restrictions in choosing a location. A state administered application process will determine which applicants are approved to open. Only two dispensaries will be authorized in this state police district which also includes Danville and Decatur.
- Staff will issue a new business survey in August to assess the needs of Urbana's business community.
- FEMA recently updated the floodplain maps for the Boneyard Creek (BYC). Staff is now updating the Zoning Map to reflect those changes. The BYC District overlay zone will be updated to include properties added to the floodplain and exclude those removed. A public meeting for impacted property owners will be held on August 12th at 6:00 PM at the Civic Center. More information at: [http://urbanaininois.us/zoning/boneyard\\_creek\\_district](http://urbanaininois.us/zoning/boneyard_creek_district)

# Memorandum



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

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## Membership Growth

The 2014 membership year has seen the addition of 24 new member businesses, including six new members in the month of July.

## Sweetcorn Festival

Sweetcorn planning continues with 88 vendors registered: 32 food, 41 information, 11 merchandise, and five entertainment. Of the 85 vendors, 12 are downtown businesses. The vendor application deadline was July 25 so no additional requests will be accepted.

All entertainment contracts have been finalized for the Miller Main stage, the One Community Together stage, and the new CU Folk & Roots stage. The new Folk & Roots stage location has been finalized and will be placed on Race St. between Main and Elm.

Promotion of the Sweetcorn Festival has begun with commercials running on 15 area radio stations, and live news coverage on four area television stations. The UBA staff participated in the Champaign County Freedom Celebration Parade on July 4<sup>th</sup> by having Corny wave to the crowd and handing out 5,000 save the date flyers to the parade attendees. The UBA staff has also hung 200 posters around the Champaign-Urbana area.

## Other Sponsorships

The UBA is once again assisting Urbana High School with the planning and coordination of the 2<sup>nd</sup> Annual Sundae 5K Run/Walk. In addition, staff met with representatives from the Community Center for the Arts, Corson Music, Champaign Cycle in Urbana, City of Urbana, and Market at the Square to coordinate promotional efforts of downtown events.

## Staff Update

New to the UBA staff this month is a part time intern helping with the planning of the Sweetcorn Festival. Melinda Mendoza is a current advertising student at the University of Illinois and graduate of Urbana High School and is excited to gain experience with event planning.

## Banner Program

New large banners have been purchased for placement along Vine St. in the winter months promoting #UrbanaLove.