



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

New Business

April 21, 2015

Prepared by Natalie Kenny Marquez, Director, Market at the Square

Introduction

The Community Development Services Department began a strategic planning process for the Market in 2010. This was in response to the Urbana City Council's goals of incorporating the Market as part of the City's environmental sustainability goals and in response to growers' overall concerns about the direction of the Market.

A Steering Committee of stakeholders was recruited to help guide the planning process. As part of the data gathering stage, the City conducted outreach including several public meetings, a survey, and an open house. The Steering Committee studied the history of the Market as well as recent trends and issues.

From this information, a mission statement for the Market was developed and a set of goals and implementation strategies were formulated.

Time for Review

The Market at the Square Strategic Plan was approved in late 2011, and with four years passed, it is well overdue to review the goals and implementation strategies as outlined during the Strategic Planning Process.

Attached is the full Strategic Plan, which also contains the goals and implementation strategies. Over the next few months, the Market Director will provide you with the opportunity to participate in a survey in order to gain feedback on the Market's goals and determine if they are still relevant or are due for revision. City Staff also welcomes your feedback on other recommendations you might have as it relates to updating and modifying the Strategic Plan.

Your feedback will be assembled and presented to the entire Market at the Square Advisory Board at the regularly scheduled July 14, 2015 meeting. In the meantime, if you have any questions please contact Natalie Kenny Marquez at 217/384-2319 or nmkennymarquez@urbanaininois.us.