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FOR IMMEDIATE RELEASE

March 28, 2022

URBANA PARKING LOT 1 LICENSED TO THE ROSE BOWL FOR TEMPORARY USE

The Rose Bowl Tavern has been granted a license agreement to use the east half of public lot 1 in downtown Urbana to host events that support arts and culture and also generate sales tax for the community.

In early 2020, when the Covid-19 pandemic and subsequent shut-down limited opportunities for businesses to conduct business and earn revenue, members of City staff created a committee to discuss creative ideas to help our local businesses. Several initiatives were rolled out including the elimination of fees for special event permits, free parking, installing four “Curbanas” for outdoor service, and the use of the east half of public lot 1 by the Rose Bowl to host outdoor entertainment.

When considering plans for downtown activation in 2022, staff felt it was important to allow the option of using public space to anyone who might have ideas for activation which would create an economic impact in the downtown area and support area arts and culture. With that goal in mind, a request for proposal (RFP) was issued on February 18, 2022.

A proposal from the Rose Bowl met the criteria of the RFP including hosting a minimum of one concert or event every day from May 1 through October 31, 2022, encouraging their audience to patronize area businesses, especially those offering food and drink, and partnering with other organizations and performers to support their efforts. The Rose Bowl also offered to pay a monthly license agreement fee.

The Rose Bowl proactively addressed in their proposal some of the concerns they had heard about their continued use of lot 1 and offered the following to:

- have operational systems in place to ensure the space looks nice daily
- monitor overall volume of every event and reorient their stage to face away from affected residents
- limit amplified performances to no later than 9 p.m. Sunday through Thursday and 10 p.m. on Fridays and Saturdays along with a promise to strictly adhere to these provisions
- meet with City staff and planners to consult about traffic patterns and share ideas on how best to ensure safe and efficient traffic flow

The committee that met to review the proposal agreed unanimously in favor of the City of Urbana signing a licensing agreement for the east half of lot 1 with the Rose Bowl.

For more information about the City of Urbana, please visit www.urbanaininois.us.

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