



CITY OF URBANA

MAYOR/CITY COUNCIL STRATEGIC GOALS 2024-2025

Strategic Area #4: Economic Health

Strategies:

1. Support local businesses.

Action Steps

- a) Create an Ordinance to enhance City contracting opportunities by MWVBE and local businesses
- b) Educate businesses on available resources and explore resource gaps for challenges identified in the 2023 Illinois State Black Business Survey
- c) Issue at least two Requests for Proposals for development of Downtown City-owned sites for housing developments

2. Enhance employment opportunities in Urbana.

Action Steps

- a) Collaborate with Parkland College, RPC, or other partners to create workforce development scholarships for low-income Urbana residents focusing on the trades and hospitality industry

3. Recruit new businesses and industries.

Action Steps

- a) Create an incentive package and recruit a grocery store in northwest Urbana

3. Create a Tourist and Entertainment District.

Action Steps

- a) Direct UIUC visitors to Downtown Urbana with signage at Lincoln Avenue and Green street
- b) Implement selected recommendations of Downtown Public Realm study
- c) Enhance the vibrancy of Downtown Urbana by working with private entities to increase murals, sculptures, and other physical art