



Urbanna Business Association
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urbanna.com
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Since the re-organizational meeting of January 2009, the Urbanna Business Association (UBA) has produced the following accomplishments:

1. Expanded its membership from the 17 members remaining in January 2009. Membership dues accounted for \$6,105 of revenue in 2009.
2. Installed new slate of officers and reestablished the committees of the UBA.
3. Continued to fund the rent and electric expense of the billboards at Route 17 and Town Bridge Road as well as the sign at Cook's Corner. These signs advertise and direct attention to Urbanna at a cost of \$1,228 in 2009.
4. Developed the calendar tear-off maps, maintained an ongoing correction and update process, monitored their availability, maintained re-supply and distributed them to multiple locations in the area starting in May 2009. Cost to UBA is \$107 per 20 pads of 50 sheets (1000 sheets).
5. Took the initiative in correcting, updating and maintaining the information on the Urbanna.com website by reporting to the website manager.
6. Paid \$565 for brochures advertising Urbanna in 2009.
7. Paid \$240 in additional advertising for UBA sponsored events in 2009.
8. Implemented and maintained a telephone service for the UBA, which cost \$899 in 2009.
9. Took part in the Art on the Half Shell event in May 2009 at no significant cost from UBA funds.
10. Held yard sale fundraiser at the Chesapeake Inn in May 2009. This and other Special Events fundraisers brought \$5,980 to the UBA.
11. Initiated and continued the Music Under the Stars program every third Saturday of the months of May through October 2009 and May through September 2010.
12. Contributed to and sponsored the Baseball Event in July 2009 through donations from UBA members. There was no cost to the UBA.
13. Welcomed the schooner, Serenity, to Urbanna and assisted in having it recognized and advertised on the urbanna.com website. Also, the UBA officially welcomed Serenity's captain with a welcome letter.
14. Contributed \$1000 to the Middlesex Volunteer Fire Department at a time of financial need.

15. Sponsored the Oyster Buyboat Homecoming in August 2009. This included a coupon program that resulted in 50 discount coupons redeemed by buyboat families and visitors at 17 different retail locations at a cost of \$51 to the UBA.
16. Recommended and assisted in altering the trolley route to improve business exposure to riders.
17. Implemented and managed the Oyster Festival Beer Garden fundraiser in November 2009 which netted in \$4,786 revenue for the UBA.
18. Implemented changes to the Bylaws, which included changes to the amendment process itself as well as changes to the allocation and reporting of funds.
19. Sponsored the Urbanna Christmas House Tour program in 2008 and 2009 (\$300 in 2009).
20. Sponsored and held the Urbanna Christmas Decorating Contest in December 2008 and 2009. There was no significant cost to UBA in 2009.
21. Enrolled and participated in a Rural Development Webinar Series (winter and spring, 2010) which provided much needed economic development education to five UBA members from four UBA member businesses as well as the Town Manager of Town of Urbanna. Funded by donation.
22. Sponsored the Meet the Artist events in April 2009 and 2010. In 2010, \$175 was allocated from UBA funds for the sponsorship.
23. Partnered with the Town of Urbanna and the Oyster Festival Foundation in participating in the Bay Bridge Boat Show in April 2010. This provided exposure of the Town of Urbanna and its businesses to thousands of regional boaters at a cost to UBA of under \$400. In the first month after the Boat Show, the Urbanna.com website saw nearly 24,000 hits from Maryland. This is a marked increase in interest from that area compared to previous months and is thought to have been a direct result of Urbanna's exposure at the Bay Bridge Boat Show.
24. Partnered with the Town in planning and implementation of the major upgrade and improvements to the Urbanna.com website in spring, 2010. The Town of Urbanna and the UBA each assumed half the cost of the upgrade and half the cost of monthly maintenance. Cost to UBA for the upgrade was \$1362.50 and is less than \$100 each month. This agreement gives exclusive rights for UBA to market and sell special advertising on the Urbanna.com website for profit solely to UBA. Since the upgrade, the number of hits on urbanna.com website has increased to over 85,000 per month during the summer season.
25. Initiated Special Advertising Program for Urbanna.com website which is expected to achieve profit to UBA and expand membership through financial incentive. UBA members are eligible to receive special advertising at a substantially discounted fee that adds value to UBA membership.
26. Sponsored the Art on the Half Shell event in May 2010 at a cost of \$300 to UBA.

27. Managed the Farmers Market in 2009 and continues to manage the Farmers Market in 2010. The Farmers Market fees realized \$553 in net revenue to the UBA in 2009.
28. Moved the Farmers Market to Taber Park to allow an increase in number of vendors, widen variety of vendor products and expand vendor mix to include Middlesex County Artists beginning with the Art On the Half Shell event, May 2010. This was achieved at no additional cost to the UBA. The relocated Farmers Market has already achieved higher numbers of vendors and participants than previous years. By August 2010, all of the available spaces at the Taber Park location were reserved (46) by vendors.
29. Supported the Farmers Market by funding additional advertising in the form of signs and banners in order to increase awareness of the Farmers Market and to improve directions to the Farmers Market's new location.
30. Implemented a series of 50/50 raffles held at each of the Farmers Market and Music Under the Stars events. This series of raffles adds to the excitement and festival atmosphere at each of the events and generates additional funds in support of UBA projects.
31. Produced and distributed Urbanna.com business cards to advertise the Town and the website.
32. Initiated and assisted in having the Middlesex Volunteer Fire Department (MVFD) hold fund-raising programs at the Urbanna Farmers Market and Music Under the Stars events starting in May 2010. As a result, the MVFD is now providing food and beverages at the events. This has enabled the MVFD to raise additional revenues that help fund essential public safety, prevention and education services.
33. Partnered with local architect in planning and designing distinctive gateway markers for the town. Also received commitment from local business to implement a fishing tournament to fund the gateway marker project.
34. Implemented bylaws change which lowered UBA membership dues from \$180 to \$120 per year in response to requests by local business owners and members.
35. Voted to oppose the Transient Occupancy Tax proposal. Expressed the Association's opposition to the tax by letter to each of the County Supervisors. The Middlesex County Supervisors turned down the proposal.
36. Initiated a series of networking events designed to allow local business owners, operators and managers to meet face-to-face for networking beginning in August 2010. This program is expected to increase contact between local business owners and operators, improve communication and facilitate cooperative business arrangements among them.
37. Sponsored the Urbanna Holiday House Tour in December 2010. The House Tour finances the Beautification Committee's projects for improving the appearance of downtown Urbanna. The House Tour attracted over

- 250 visitors to Urbanna. The UBA was recognized as a sponsor on the House Tour brochures and advertising.
38. Provided discount coupons to the ticket holders to the Holiday House Tour in December 2010 that provided additional incentive for over 250 visitors to shop at local stores and use local services.
 39. Participated in the Urbanna Christmas Parade in December 2010 with a float that advertised "Shop Urbanna" and the Urbanna.com website address. One hundred bags of gifts and advertisements were distributed at the parade by the UBA.
 40. Participated in and sponsored marketing efforts for the
 - a. Bay Bridge Boat Show in April 2011
 - b. Meet The Artist
 - c. Music Under The Stars series.
 41. Continued support for the Urbanna Farmers Market, which saw the number of vendors reach full capacity.
 42. Redeveloped the promotional brochure for the Town of Urbanna.
 - a. New 11" X 17" format
 - b. Full color
 - c. Allowed for inside advertising to cover the printing cost.
 43. Supported the Town of Urbanna in becoming a golf cart community, which allows the operation of insured, inspected golf carts within the Town limits.
 44. Participated in the Oyster Buyboat Homecoming event in August 2011.