

**Monument Square District: MSD (501C3) – formally known as Main St Urbana (established 1999)**

**Area:** Urbana Downtown Business Association – City Center Heritage Overlay District

**Mission Statement:** Our mission is to champion the development of an economically, socially, and culturally vital central business district, enhancing the quality of life of the city.

**Staff:** All volunteers (board, Creative Foundations and community residents)

**What do we do:**

- Maintain paid membership to Heritage Ohio (Downtown Affiliate Program member) in partnership with the City of Urbana
  - Assists in possibly obtaining Historic Tax Credits for refurbishing of downtown buildings (Legacy Place Monument Square aka Douglas Hotel) and City of Urbana on infrastructure in the Heritage Overlay District
  - Various resources such as downtown assessments, webinars etc.
- Development, construction and ongoing maintenance of Legacy Park (southeast corner of the Monument area – formally known as the gravel lot) a rental/lease agreement with City of Urbana.
  - Year round: outdoor furniture for dining/resting, location/information kiosk for downtown events and shopping as well as other attractions in Champaign County, downtown info pamphlets, mobile picnic tables for additional sitting at events
  - Donations from private entities including Honeywell employees, Pence family farm, Paint by Panda, Champaign County iLead, current and previous MSD board members and many others
- Paid to have electric connected at the Champaign County Courthouse for outdoor event usage
- Beautification projects
  - Seasonal decorations such as the flags and snowflake light on the light poles, flowers/ baskets on the poles and at Legacy Park, snow/ice removal within Legacy Park, spring clean-up around the Heritage Overlay, Christmas tree and lights at Legacy Park and seasonal flowers/decorations including urns on the Monument
  - Holiday Window contest of all downtown businesses
- Presented to City of Urbana to remove parking meters to allow for free parking in downtown in support of local businesses
- Partnership has been established with Legacy Place for public restroom availability
- Events
  - MSD 4-miler held at the City Park – proceeds to MSD
  - Simon Kenton Chili Cook-off and Hoopla Parade – proceeds to MSD
  - Let the Ghoul Times Roll
  - Holiday Horse Parade welcoming Santa to Urbana (give back to the community)
  - Santa Land (give back to the community)
  - MSD annual GALA – proceeds to MSD
- Marketing/Outreach - cross marketing
  - MSD website [www.monumentsquaredistrict.com](http://www.monumentsquaredistrict.com)
  - Facebook @ MSDUrbana

- Promotion for local businesses, City of Urbana, Chamber of Commerce, Visitors Bureau, Shop Local groups etc.
- Possible projects:
- Mural in Legacy Park
- Walking Alley
- Additional Flowers