



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Mayor Laurel Lunt Prussing

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: June 1, 2016

SUBJECT: A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND MARKETING AGREEMENT FOR THE 2016 CHAMPAIGN-URBANA FOLK & ROOTS FESTIVAL IN DOWNTOWN URBANA

Introduction

The City of Urbana has been a supporter of the Champaign-Urbana Folk & Roots Festival (CUFRF) through the Public Arts Grants Program since 2009. The festival is held annually in Downtown Urbana. In 2014 and 2015, the City has provided a major \$5,000 direct sponsorship of the event in addition to support from the Public Arts Program. The seventh annual 2015 event attracted over 1,600 people to over 85 performances and 40 workshops at 10 venues with the help of over 1000 volunteer-hours.

Staff has worked with representatives of CUFRF to draft the attached proposed agreement to authorize the City's sponsorship of this year's festival (**Attachment A: Adopting Resolution with attached proposed CY2016 CU Folk & Roots Promotional & Marketing Agreement**). CUFRF is again requesting a \$5,000 sponsorship for this year's eighth annual festival to take place on November 3rd through 5th 2016. A \$5,000 budget line for this event sponsorship has already been included in the proposed FY 2016-2017 Annual Budget. CUFRF was also awarded \$3,000 through the juried Urbana Arts Grant Program for this year's event. As support documentation, CUFRF representatives have provided the attached funding proposal for the 2016 festival as well as a report for the 2015 festival which provides budgetary and operational detail on last year's event (**Attachment B: CU Folk & Roots Festival in Downtown Urbana 2016 Proposal & 2015 Report**).

Discussion

The Champaign-Urbana Folk & Roots Festival in Downtown Urbana continues to be operated as a uniquely “Urbana” event by integrating performances and workshops into Downtown Urbana’s many distinct locations. The festival makes high utilization of a variety of downtown venues including the library, restaurants, hotels, bars, Lincoln Square, and arts organization spaces. At the request of the City, the festival organizers put a greater emphasis in their 2015 marketing materials on the fact that this festival takes place in Downtown Urbana and intend to continue this effort in 2016.

The City’s support is critical to the all-volunteer operation of the festival and also allows the festival to maintain many free and low-cost events which make the performances and workshops more accessible to the general public. The festival organizers also intentionally do not bring in outside food or alcohol vendors in order to ensure that festival-goers patronize area restaurants, bars and other businesses.

The table below reflects the City’s total past contributions to the festival both through juried Public Arts Grants program awards as well as direct City sponsorship. The gray box indicates the proposed sponsorship under discussion.

Past & Proposed City Support for UFRF			
CY	Public Arts Grants	City Sponsorship	TOTAL
2009	5,000	-	7,009
2010	3,500	-	5,510
2011	3,000	-	5,011
2012	2,500	250	4,762
2013	3,000	500	5,513
2014	2,500	5,000	9,514
2015	4,500	5,000	11,515
2016	3,000	<i>5,000</i>	10,016

CUFRF expect this year’s event budget to be very similar to that for last year. The event budget for 2015 totaled \$39,998, including \$21,575 paid to artists and \$2,661 paid to Urbana venues. Revenues for last year’s event totaled \$43,296, including \$16,300 in private contributions, \$12,906 in ticket sales, and \$9,500 in support from the City of Urbana (Additional budget detail available in **Attachment B**).

Community Development staff consulted with CUFRF to develop the proposed agreement which provides for \$5,000 in City sponsorship of the 2016 Champaign-Urbana Folk & Roots Festival in Downtown Urbana on a reimbursement basis (**Attachment A**). Overall, the form of

the proposed agreement is consistent with that utilized for recent City sponsorships of events including the Urbana Sweetcorn Festival and the Pygmalion Technology Conference.

Fiscal Impacts

The proposed 2016 CUFRRF agreement under consideration would commit the City to an expenditure of up to \$5,000 in the FY2016-17 budget from TIF District #2. This expenditure is already reflected in the proposed Annual Budget for FY2016-17. As shown in the table above this sponsorship would be equivalent to the amount expended in FY2015-16.

Options

The City Council has the following options with respect to this agreement:

1. The City Council may approve the resolutions as presented.
2. The City Council may approve the resolution with changes, understanding that any changes must be agreed to by the CUFRRF.
3. The City Council may deny the resolution.

Recommendation

Staff recommends that the City Council approve the attached resolution.

Prepared By:

Brandon S. Boys
Economic Development Manager

Attachments: A – Adopting Resolution with attached proposed CY2016 CU Folk & Roots Promotional & Marketing Agreement
B – CU Folk & Roots Festival in Downtown Urbana 2015 Proposal

Attachment A to Memo – DRAFT Adopting Resolution & Attached Proposed Agreement

RESOLUTION NO. 2016-06-037R

A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND MARKETING AGREEMENT FOR THE 2016 CHAMPAIGN-URBANA FOLK & ROOTS FESTIVAL IN DOWNTOWN URBANA

WHEREAS, the City of Urbana ("City") has determined that supporting marketing and promotion services provides a benefit to the City; and

WHEREAS, the Champaign Urbana Folk & Roots Festival, NFP ("CUFRF") is well positioned to provide those promotion and marketing services for the City; and

WHEREAS, the City deems it beneficial for its residents and its business community to continue to host the annual special event known as the Champaign-Urbana Folk & Roots Festival in Downtown Urbana (hereinafter, the "Festival") within the City's corporate limits; and

WHEREAS, the CUFRF has arranged for, marketed, promoted, staged, and offered the Festival in past years; and

WHEREAS, the City and the CUFRF seek to form a mutually beneficial arrangement whereby the CUFRF undertakes the promotion, marketing, sponsoring, and staging of the Festival.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Urbana, Illinois, as follows:

Section 1.

A Promotional and Marketing Agreement For The Champaign-Urbana Folk & Roots Festival in Downtown Urbana by and between the City of Urbana, a Municipal Corporation, and the Champaign-Urbana Folk & Roots Festival, NFP, a Not-For-Profit Corporation, in substantially the form of the copy of said Agreement attached hereto and hereby incorporated by reference, be and the same is hereby authorized and approved.

Section 2.

The Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to execute and deliver and the City Clerk of the City of Urbana, Illinois, be and the same is hereby authorized to attest to said execution of said Agreement as so authorized and approved for and on behalf of the City of Urbana, Illinois.

PASSED BY THE CITY COUNCIL this ____ day of _____, _____.

Phyllis D. Clark, City Clerk

APPROVED BY THE MAYOR this ____ day of _____, _____.

Laurel Lunt Prussing, Mayor

**PROMOTIONAL AND MARKETING AGREEMENT
FOR THE 2016 CHAMPAIGN-URBANA FOLK & ROOTS FESTIVAL IN DOWNTOWN
URBANA**

This Promotional and Marketing Agreement for the 2016 Champaign-Urbana Folk & Roots Festival in Downtown Urbana (hereinafter, "Agreement") is entered into this 1st Day of July, 2016 by and between the City of Urbana (hereinafter, the "City") and the Champaign-Urbana Folk & Roots Festival, NFP (hereinafter, the "Organizer") (collectively, the "Parties").

WHEREAS, the City is a home rule unit of local government pursuant to Section 6 of Article VII of the State of Illinois Constitution of 1970; and

WHEREAS, the Organizer is a not-for-profit corporation pursuant to the Illinois General Not-For-Profit Act of 1986 (805 ILCS 105); and

WHEREAS, the City deems it beneficial for its business community and its residents to arrange for, market, promote, stage, offer, and conduct a special event within the City's corporate limits known as the Champaign-Urbana Folk & Roots Festival in Downtown Urbana (hereinafter, the "Event"); and

WHEREAS, the City and the Organizer seek to form a mutually beneficial arrangement whereby the Organizer undertakes the promotion, marketing, sponsoring, and staging of the Event.

NOW for good, valuable and mutual consideration which each Party acknowledges as having in hand received and for the mutual exchange of the covenants, terms and conditions contained in this Agreement, the Parties agree as follows:

A. CITY'S OBLIGATIONS TO THE ORGANIZER:

1. Event Funding: The City shall make available to the Organizer up to but not more than five thousand dollars (\$5,000) which the Organizer shall apply to defray the Organizer's costs of promoting, marketing, and staging the Event (hereinafter, "Event Funding"). The Event Funding shall be disbursed as hereinafter provided for in Sub-Paragraph A.2.

2. Disbursement of Event Funding: The City shall disburse Event Funding on a reimbursement basis and based on receipts for expenditures made by the Organizer which shall be presented to the City. The City shall provide such reimbursement within fourteen (14) days following the Organizer's presentment to the City of receipts for which the Organizer seeks reimbursement. The Organizer shall present its requests for reimbursement no more frequently than once per month.

The City shall disburse to the Organizer a certain amount of Event Funding which shall be equal to but shall not exceed the aggregate amount of revenue which the Organizer derives from grants, sponsorships or donations from third-party sources collected by the Organizer for the purposes of organizing the Event (hereinafter, collectively, referred to as "Revenue"). Only monetary contributions will be considered as Revenue. Only the Revenue which the Organizer actually collects

and in-hand receives for the purpose of organizing the Event shall be used in calculating the City's Event Funding. In order to obtain the full measure of Event Funding from the City as provided in Sub-Paragraph A.1, the Organizer must generate at least five thousand dollars (\$5,000) in Revenue for the Event.

3. In-Kind Services: The City may at its discretion provide in-kind services at no cost to the Organizer in addition to any Event Funding, but is under no obligation to provide any such in-kind services. The City shall value any in-kind services which it provides to, for, or for the benefit of the Organizer and the Event based on the rates which the City customarily charges for the provision of the same or similar services in connection with special public events held within the City's corporate limits as described in Section 10.2 of the City of Urbana Policy & Procedure Manual.

4. Payment of Event Funding: The City shall have the sole discretion whether to reimburse the Organizer for any receipt which the Organizer presents to the City for reimbursement but such reimbursement shall not be unreasonably withheld.

B. THE ORGANIZER'S OBLIGATIONS TO THE CITY:

1. Promotional, Marketing and Staging Activities: The Organizer shall use its reasonable best efforts to develop, promote, market, stage or otherwise arrange for the development, promotion, marketing, and staging of the Event and all aspects related thereto. If the Organizer contracts with a third person to undertake the immediate aforesaid activities, the Organizer shall make a reasonable effort to assure that such person performs the immediate aforesaid obligations in the same or better manner than would be required of the Organizer by reason of this Sub-Paragraph. In the development, promotion, marketing, and staging of the Event, the Organizer and its agent and sub-contractor, if any, shall comply with all applicable City ordinances, policies and procedures concerning such public special events. Further, the Organizer shall undertake reasonable measures to assure that all other persons who are or become involved with the promotion, marketing, and staging of the Event comply with all City ordinances, policies and procedures concerning such special public events. Notwithstanding anything to the contrary contained in this Sub-Paragraph, the Organizer shall remain responsible for all Event development, promotion, marketing, and staging regardless of who actually undertakes those activities or any portion therein.

2. City Sponsorship Recognition: The Organizer shall identify the City as a sponsor of the Event on any and all promotional and marketing material and information provided to or made available to the public in connection with the Event including any and all posters, signs, banners, mailers, print advertisements, radio and television advertisements, entertainment stage decorations, and any other means by which the Event is promoted, marketed, and staged.

3. Refund of Event Funding: In the event that the Organizer elects not to promote, market, and/or stage or arrange for a third person to promote, market or stage on its behalf the Event, the City shall be relieved of any and all responsibility to provide any form of Event Funding or in-kind services as provided in Sub-Paragraphs A.1., A.2 and A.3. of this Agreement. If the City has provided any Event Funding and/or in-kind services to the Organizer for the Event prior to the date when the Organizer elects to cancel the Event, the Organizer shall promptly refund any and all such Event Funding along with the reasonable value of any in-kind services provided which in-kind services will be valued as provided in Sub-Paragraph A.3. of this Agreement.

4. Reporting: The Organizer shall provide to the City a written report summarizing the execution and outcomes of the Event no later than February 1, 2017. The report will provide budget highlights for the Event including the total cost of the Event and will outline how the City was recognized as a sponsor. The report will also describe the benefits generated by the Event within the City's corporate limits by estimating attendance, listing business participants, and discussing other positive community impacts created by the Event.

C. MISCELLANEOUS TERMS:

1. Term of Agreement: This Agreement shall remain in full force and effect from the date first appearing above through June 30, 2017.

2. Default and Opportunity to Cure: In the event that either Party believes that the other Party has defaulted on any covenant, term or condition contained in this Agreement, the non-defaulting Party shall provide written notice to the other Party of such default. The aforesaid written notice shall state or describe the nature of the default, whether by act or omission, and the Paragraph and/or Sub-Paragraph, as the case may be, which governs the obligation which is alleged to be in default. Within ten (10) calendar days of the effective date of such notice of default (as provided for in Sub-Paragraph C.5. below), the recipient of such notice shall (i) cure the default and provide documented evidence of the nature and/or manner of such cure; (ii) respond in writing to such notice which writing shall advise that the recipient reasonably believes that it is not in default and which describes the reasons for such belief; or (iii) provides a written plan of cure in those instances where the cure of the default cannot be completed within the aforesaid ten (10) calendar day period.

3. Dispute Resolution: In the event that the Parties cannot resolve any dispute between them, they shall submit to mediation in an effort to resolve any such dispute. The Parties shall agree on the selection of the mediator and that mediator's rules and/or procedures shall govern any such mediation. The Parties shall share equally in the cost of the mediation. In the event that the Parties fail to resolve their dispute through mediation, then either or both Parties shall be free to initiate and maintain an action to construe, interpret and/or enforce this Agreement in the Circuit Court for the Sixth Judicial Circuit, Champaign County, Illinois and the laws of the State of Illinois shall govern the resolution of any such dispute and the interpretation, construction and enforcement of this Agreement..

4. Termination:

a. This Agreement may be terminated by the City immediately and without written notice if the Organizer –

(i) defaults on this Agreement without reasonable cure as provided for in Sub-Paragraph C.2. and which default/dispute is not resolved through mediation;

(ii) files a voluntary petition or is the subject of an involuntary petition for bankruptcy protection in a United States Bankruptcy Court;

(iii) files a notice of intent or other paper with the Secretary of State for the State of Illinois which evidences an intent to liquidate or dissolve;

- (iv) loses its incorporated status as a domestic corporation by reason of any act or omission on the part of the Organizer;
- (v) becomes involuntarily dissolved for any reason by the Secretary of State of the State of Illinois and where the Organizer fails to apply for reinstatement within ten (10) business days of notice of such involuntary dissolution;
- (vi) enters into any arrangement with creditors which could reasonably be deemed, construed, or interpreted as a common law composition of creditors;
- (vii) is placed in receivership by any lawful court order or decree;
- (viii.) acts or fails to act in such a manner as would injure or likely injure the City in any way, or cast the City or any business located within the City in a negative light unless, in the case of a business, such negative light is reasonably supported by evidence (e.g., an announcement that a business has closed or moved from the City when in fact such business has moved or closed); and/or
- (ix) acts or fails to act in a manner which threatens or which may reasonably threaten human life, health or safety or property.

In the event that the City elects to terminate this Agreement for any one or more of the reasons provided in this Sub-Paragraph, the City's obligation to provide Event Funding to the Organizer shall automatically cease and become wholly null and void. In addition to any other remedy which the City may have as a matter of law or right, the City shall be entitled to seek, obtain and recover a refund from the Organizer of any and all Event Funding advanced to or paid to the Organizer.

b. In the event that the City has provided no Event Funding and/or in-kind services to the Organizer, this Agreement may be terminated by either Party by giving written notice to the other Party of its intent to terminate and such termination shall be deemed effective fourteen (14) days after the effective date of such written notice (as defined by Sub-Paragraph C.5. below). Any Party providing such notice of termination shall offer the other Party an opportunity to meet and discuss such termination prior to the effective date hereunder. In the event of such termination, the Organizer shall refund to the City any and all Event Funds advanced to or paid to the Organizer as of the date of termination.

5. Indemnification: The Organization agrees to and will indemnify, defend and hold harmless the City, its elected and appointed officials, employees, agents, and assigns from and against any and all claims, suits, actions, causes of action, judgments, decrees, orders, liabilities, and defenses which arise or which may arise out of or which are or may be the direct or proximate result of any unlawful intentional, willful, wanton, grossly negligent, or negligent act or omission by the Organization and/or any of its directors, officers, employees, agents, contractors, or representatives. Nothing herein shall require the Organization to indemnify, defend and hold harmless the City, its elected and appointed officials, employees, agents, and assigns from and against any and all claims, suits, actions, causes of action, judgments, decrees, orders, liabilities, and defenses which arise or may arise out of or which are or may be the direct or proximate result of any intentional, willful, wanton, grossly negligent, or negligent act or omission by the City or any of its elected or appointed officials, employees, agents, or assigns.

6. Notices: All notices required to be given shall be in writing such notices shall be deemed proper and effective as hereinafter provided:

a. If by First Class U.S. Mail: All such notices shall be sent by registered or certified mail with a return receipt requested. If any such notice is placed in an envelope properly addressed to the intended recipient and bearing proper postage, such notice shall be deemed effective four (4) days from the date of placement with the United States Postal Service.

b. If by facsimile: All such notices shall be deemed effective if transmitted to the intended recipient's facsimile machine and the same shall be deemed effective on the next business day following transmission if the sender's facsimile machine provides a printed receipt that the facsimile was received by the intended recipient's facsimile machine. If no such printed receipt is provided, then the notice shall be deemed effective four (4) days after its transmission.

c. If by overnight courier: All such notices shall be deemed effective if placed in a properly addressed overnight courier envelope properly addressed to the intended recipient with delivery charges to be paid by the sender of such notice, and such notice shall be deemed effective the next business day following delivery of such notice.

d. If by personal delivery: All such notices shall be deemed effective if hand delivered by an employee of the sender to an employee of the intended recipient and such notice shall be deemed effective on the next business day following delivery of such notice.

e. No other form of notice, including e-mail notice, shall be deemed effective whether or not such notice was in fact received by the intended recipient.

Notices shall be delivered to the following locations unless a Party informs the other Party in writing of a different location to where notices should be directed:

TO THE CITY:

Economic Development Manager
City of Urbana
400 S. Vine St.
Urbana, IL 61801

TO THE ORGANIZER:

Registered Agent
CU Folk & Roots Festival
P.O. Box 331
Urbana, IL 61803

7. Waiver: The failure of any Party to enforce any covenant, term or condition contained in this Agreement or to take action to enforce the same shall not be deemed to constitute a waiver of that Party's right to enforce or take action to enforce such covenant, term or condition. Notwithstanding the foregoing, if a Party fails to enforce or undertake any action to enforce any covenant, term or condition contained in this Agreement and knows that the other Party has relied on such forbearance to its financial detriment, then such knowledge shall constitute a waiver by the Party which has or had the right to enforce or initiate an action to enforce such covenant, term or condition.

8. Assignment: The Organizer shall not have the right to assign or otherwise transfer to any third person the Organizer's obligations provided for in this Agreement without the express

written consent of the City. If the City consents to any such assignment, the Organizer shall remain fully responsible for the performance of its obligations as required by this Agreement as if it would be performing such obligations and the third person to whom the Organizer makes such assignment shall be bound to perform the Organizer's obligations as if a party to this Agreement.

Notwithstanding any assignment of the Organizer's obligations under this Agreement, whether in whole or in part, which is consented to in writing by the City, the Organizer, not the City, shall be responsible for compensating any such third person for its or their work and/or services. Nothing in this Agreement shall be deemed, construed or interpreted as authorizing the Organizer to bind the City into any agreement with any third person in the absence of the City's express written consent to be bound into any agreement with any such third person.

9. Binding Effect: This Agreement shall be binding upon and shall inure to the benefit of the City and the Organizer and their respective successors and assigns.

10. Human Rights: The Organizer, in all respects, shall comply with the City's Human Rights Ordinance and, if requested in writing by the City, the Organizer shall provide such hiring information as requested by the City as if requested pursuant to the City's Equal Opportunity in Purchasing Ordinance.

11. Representations and Warranties: Each Party represents and warrants that the individual executing this Agreement is duly authorized to do so.

12. Supersedious: This Agreement shall supersede and replace any and all agreements respecting the subject matter of this Agreement, whether oral or in writing, entered into by and between the Parties heretofore.

[END OF AGREEMENT, SIGNATURES FOLLOW.]

FOR THE CITY:

FOR THE ORGANIZER:

Laurel Lunt Prussing, Mayor

Frances Harris, Registered Agent

ATTEST:

Phyllis D. Clark, City Clerk

ATTACHMENT B to Memo – CU Folk & Roots Festival 2016 Proposal and 2015 Report



Champaign-Urbana Folk and Roots Festival in downtown Urbana

Grant Proposal to the Urbana City Council 2016

Request: The festival seeks a \$5000 “matching” grant from the City to support the 8th Annual festival, held in Downtown Urbana. For each dollar contributed from outside sources, the grant will match funds dollar for dollar, up to a total of \$5000.00. The grant would be used to pay for expenses directly related to the festival operation, would be managed by the Community Development Department (CD) and would provide compensation for approved invoices for festival purchases. Interim reports, as requested, will be provided to CD and a final report will be issued and presented to the City Council within 2 months of the close of the festival or before 1 February 2017.

Justification: Support from the City of Urbana is critical because ticket and wristband sales only account for a portion (between one third and half) of the cost of the festival. Low-cost ticket and wristband fees, as well as many free events, make the festival accessible to all. The organization is therefore heavily dependent on grants, sponsorships, and donations from private individuals (for a listing of sponsors from the 2015 festival, see <http://folkandroots.org/2015-sponsors/>). At the same time, costs are low due to the large number of volunteers who organize and staff the festival. Over 80 individuals volunteer a 4-hour shift or more during the festival, acting as masters of ceremony, sound technicians, ticket-takers, food and home-hospitality providers, and more. A steering committee of 8-10 individuals meets year-round to plan for the festival, as well as to organize year-round shows and events. The festival also brings activity and income to Downtown Urbana. Festival-goers patronize area restaurants, hotels and other businesses.

Description of Proposed Festival: The eight annual C-U Folk and Roots Festival will be held in downtown Urbana on November 3 -5, 2016. It will bring together many different organizations to present over 90 free/low-cost, all-ages/abilities participatory activities and high-quality folk performances. The festival continues to be a uniquely “Urbana” event. By using a variety of downtown venues including the library, restaurants, hotels, bars, the mall and arts organization spaces, the festival continually integrates the arts into the distinctive urban environment. This ensures that the widest possible audience will be reached. Free, walk-in activities (dances, instructional sessions, jams, song-circles, storytelling and instrument-making) will be held throughout the festival to increase availability of accessible projects in the arts. Community-led activities continue as a cornerstone of the festival.

The festival encourages emerging artists and art forms by scheduling events designed to help artists take the next steps in their development. The festival endeavors to represent the entire community, inviting generations and people from diverse geographic and family backgrounds to intermingle at dances, jams, and workshops. The festival also has a particular mission to book a diverse range of performers and event leaders, ensuring that festival artists truly reflect all those who live in our community.

Revenue Sources: The festival enjoys many good relationships with Urbana businesses and individuals, many of whom provide direct donations or in-kind services. Additionally, the all-volunteer staff put in many hours identifying and applying for grant monies. Finally, the festival itself generates ticket sales accounting for about ¼ of its revenue.

Project Partners: The Champaign-Urbana Folk and Roots Festival has been possible thanks to the ongoing development of partnerships that include the City of Urbana, the Urbana Business Association, businesses, University of Illinois departments, arts/civic organizations, media outlets and many generous individuals. We continue to strengthen existing relationships with project partners while expanding our base of support for future festivals and programming.

For a complete listing of organizational partners and supporters, see www.cufolkandroots.org.

SPONSOR AWARD FORM

1. SPONSOR: Name of Applicant or Primary Contacts:

Scotty R Dossett and Frances Harris

C-U Folk and Roots Festival

P.O. Box 331 Urbana, IL 61803

**Project Title: PROMOTIONAL AND MARKETING AGREEMENT
FOR THE 2015 CHAMPAIGN-URBANA FOLK & ROOTS
FESTIVAL IN DOWNTOWN URBANA-- City Council Resolution
NO. 2015-07-030R**

2. TOTAL AMOUNT OF FUNDS AWARDED: \$5000.00

3. TOTAL AMOUNT OF FUNDS RECEIVED TO DATE: \$5000.00

4. SPONSOR PERIOD: 7/1/2015 through 7/1/2016.

5. EXPENDITURE DEADLINE: 7/1/2016.

6. DATE OF PROJECT COMPLETION: 2/1/2016.



Champaign-Urbana Folk and Roots Festival
P.O. Box 331
Urbana, IL 61803
www.folkandroots.org

1/28/15 City Receipt

“We hereby certify that we are authorized to approve this Report and that all costs claimed have been incurred for the Project in accordance with the Agreement as stated in City Council Resolution NO. 2015-07-030R between CU Folk and Roots Festival in Downtown Urbana and the CITY OF URBANA.”

Signed;

Scotty R Dossett, CU Folk and Roots Steering Committee, secretary

Frances Harris, CU Folk and Roots Steering Committee, registered agent for Festival

POST-PROJECT EVALUATION

The 7th Annual “CU Folk and Roots Festival in downtown Urbana” (hereto referred as the Festival) occurred on the 5th, 6th and 7th of November, 2015. Funds provided by the City of Urbana (hereto referred to as the Grant) were used to pay costs for venue rental, performer payment contracts and festival advertising.

This Grant positively impacted the festival by:

- 1) expanding our performer selection options, securing necessary venue contracts and providing funds to advertise in local and regional media using such outlets as local community and commercial radio, social media hosting and “boosting” and local and regional newspapers,
- 2) allowing scarce board member and volunteer resources to be targeted toward essential organizational activities (for example: purchasing sound engineering services instead of board members using their own systems and paying an hourly budgeting, mailing and outreach assistant), and
- 3) providing for the extension of non-revenue producing activities. As much of the outreach and performances provided by the Festival on Thursday and Saturday are free and open to the public, these events are only possible through donations and outside support. Attendance fees partially offset Festival costs at many of the activities in Downtown Urbana bars and restaurants Friday and Saturday night.

Personnel

Volunteer services again made up nearly all staffing requirements for the Festival. There is no permanent paid staff. It is difficult to compile the number of hours spent in completing the project. The Steering Committee members spent hundreds of hours each over the course of the year in booking, venue organization, development, organizing a successful silent auction and general Festival management. The volunteer hours required to run the festival venues alone over the 3 day event total over 1000.

BENEFITS TO THE CITY OF URBANA

Recognition of City as sponsor

The large City of Urbana banner was hung in the Landmark Hotel Great Hall.

The City was listed as the Featured Sponsor for 6 months on the folkandroots.org webpage. See Figure 1.

The City was featured prominently on our annual promotional poster; approximately 500 of these were printed and distributed. See Figure 2.

Through the month of October the display case on the main floor of The Urbana Free Library featured the promotional poster and noted City involvement.

Each year the Festival prints from 500 to 1000 5x7” cards which advertise our schedule and highlight programs.

The City was featured prominently in this year’s card. See Figure 3.

The Festival holds a tee shirt design contest each year. This year’s design featured the City. See Figure 4.

The City was credited as a Featured Sponsor on all radio advertisement and local radio and television coverage. These included segments on WILL-AM and FM, WIXY 100.3 and WCIA and WILL television.

Attendance

The Festival is held exclusively in downtown Urbana in immediate proximity to the numerous restaurants, shops and bars on Main, Race and Broadway Avenues and in Lincoln Square Mall. The Festival again used the Historic Landmark Hotel as its Festival Central and Silent Auction locations. We estimate total attendance at between 1600-1800 people. We calculate that the paid attendance figure was 622 people (individual venue and Festival pass).

Individual venue client counts indicate this year's festival attendance numbered approximately 4500 "venue uses". Note: an absolute number of clients served are impossible to calculate as it is common for clients to use multiple venues throughout the festival. These venue uses included the Thursday opening night at the Krannert Center for Performing Arts on the University of Illinois campus (where staff estimated 425 were in attendance) and all venues in downtown Urbana for Friday, Saturday AM (our free sessions) and PM.

Business Participants

Many downtown Urbana businesses contributed to this year's Festival. The importance of our partners from "late-night" businesses such as the Iron Post, Rosebowl and Pizza M cannot be overstated. Without their efforts the festival could not happen. The Urbana Landmark Hotel again served as Festival Central. We benefited from the larger, more centralized volunteer/performer check-in space. There is no comparable rental facility in downtown Urbana. Use of the larger space of Lincoln Square Mall benefited our retention of clients, as they are free to use Piato, the Common Ground Food Co-Op and associated businesses during their stay. Piato Café, Catering, and Organic Food Nanny again sponsored a Folk and Roots benefit lunch which drew several hundred festival clients, community members and performers.

A full list of business participants can be found in Table 1.

Non-Profit Participants

Many local non-profit organizations were involved again this year. As usual our wonderful partners at the Urbana Free Library (facilitated by Kathryn Wicks, Associate Director) donated the use of space on both floors as well as room for an outreach exhibit during October. The Community Center for the Arts generously hosted workshops and performances. Their new space at Main and Race Street certainly serves as a focal point to downtown events, which benefits our Festival. We value the cooperation of the Urbana Business Association and their partnership in the August Sweet Corn Festival "Folk and Roots" stage. This provides a unique outreach opportunity for our Festival as well as providing musical diversity to Sweet Corn offerings. Thanks also to the Urban Public Works department for their help during the Sweet Corn festival event. Finally, the City of Urbana and the Urbana Public Arts Programs provided critical financial incentive and advice. We particularly want to recognize the cooperation of the Mayor and her staff, the City Council members and all the helpful Community Development staff.

Budget

The Festival operated at a net gain this year. This allows us to begin outreach and capacity building efforts early in 2016. Total revenue: \$43,296.57 Total expenses: \$39,988.32 Closing balance: \$2,458.25 See Table 2.

Conclusion

As we finish our 7th year, the Festival stays committed to its downtown Urbana location, use of Urbana businesses and involvement of other civic organizations and non-profits to bring a quality, diverse festival to our community. We deeply appreciate the participation, support and guidance of all involved.

Finally, our festival itself could not exist without the artists – local, regional and national whose generosity, talent and willingness to work above and beyond expectations make the music and workshops happen. We are all indebted to their creative spirit and sense of community.

FIGURE 1

City Featured Sponsor page (Note: direct link from main page clickable graphic)

Featured sponsor



City of Urbana

Many thanks to the City of Urbana for its matching grant of \$5,000 in support of the 2015 C-U Folk and Roots Festival! We are incredibly lucky to be hosted by a city that places such a high value on accessibility to the arts and cultural events. We look forward to many more years of collaboration.

FIGURE 2

Festival Art Poster (printed 11x17")



FIGURE 3

Festival promotion card



FIGURE 4
Tee shirt Design



TABLE 1
Full List of Business Sponsor**Cash Donations**

City of Urbana
City of Urbana Public Arts Program
Homer Soda Festival
Piato Café, Catering, and Organic Food Nanny
Sousa Archives and Center for American Music, University Library, UIUC
Unit One/Allen Hall
Urbana Business Association
Busey Bank
Common Ground Food Co-op
Krannert Center for the Performing Arts
The Pawn Shop
University of Illinois Press
Pizza M
Prairie Crossroads Blues Society
Urbana Country Dancers
Cinema Gallery
University of Illinois Dance Department
Urbana Free Library

In-kind Donations

Corson Music
Dixon Graphics
Iyengar Yoga of Champaign-Urbana
Upper Bout, an authorized Martin dealer
Illinois Public Media
Single Stereo
Smile Politely
Techline
Urbana Acupuncture
Waterfowl
WEFT
WYXY Classic
The Young and the Fretless
Holiday Inn Express, Urbana

TABLE 2
Budget Summary

Category	Total
Donations (city, private, business)	25800.04
Tickets - festival	11753.78
Tickets - other events	1153.00
Merchandise	843.00
Raffle	1000.00
Silent auction	1823.00
Advertising	460.00
Adjustments	463.75
Money in total	43296.57
Artists - festival	19375.00
Artists - other events	2200.00
Venue fees	2661.14
Performance services fees	1700.00
Equipment and equipment rental	1072.38
Licenses and filing fees	81.25
Paypal, credit card, and bank fees	68.44
Printing, postage, office supplies	1846.44
Conferences and memberships	1406.26
Hospitality	1876.07
Admin support	1502.70
Web hosting and other computer services	243.43
Publicity, advertising	4543.60
Promotion including t shirts	700.00
Adjustment	711.61
Money out total	39988.32
Busey account	2458.25
Paypal	0.00
Discover	0.00
Debtor / Creditor	850.00
Cash	0.00

Table 2 continued

Reconciliation	Opening balance	0.00
	Credit	43296.57
	Debit	39988.32
	Closing balance	2458.25