Urbana Public Arts Program for FY 2008-2009 – Proposal

Wednesday, May 7, 2008
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Background

The Public Arts ordinance passed by City Council in April of 2008 states that each year the council will consider "an Annual Public Arts Program Plan that identifies specific program goals for the year, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources and responsibilities, and an implementation plan to address the goals." In anticipation of FY 08-09, the following program is proposed.

Value Statements

The City of Urbana values …

- Art that inspires, includes, meets needs, proliferates, invites, educates.

- Art as inspirational excellence, art as play, art as ecological stewardship, art as public school partnership, art as celebration of cultural diversity, art as environment of care, art as economic development, art as anti-violence strategy, art as problem solving mechanism, art as community building, art as neighborhood partnership.

- Art that enables people to become members of communities, neighborhoods, citizenries, cultures - where people come away with a sense of solidarity with one another that is stronger and more vital to them than their initial sense of difference, separation, isolation.

Goals

Urbana's Public Arts Task Force proposed the following broad goals for the program.

1. Maintain a dedicated and broad-based revenue stream for the arts.

2. Foster a conducive environment for established and emerging artists to thrive in Urbana.

3. Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.

4. Support life-long learning in the arts.

5. Promote inquiry and confluence amongst Urbana residents, bringing the arts to bear on pressing social issues.

6. Encourage relationships among artists and the public to further Urbana's cultural development and fund their cultural contributions.

7. Integrate art into the urban environment, creating a sense of place and purpose.
    a. Incorporate art into every feasible public works project.
    b. Encourage art in Urbana developments.

8. Invigorate downtown - economically and culturally - through the arts.

9. Preserve and commemorate local and multicultural traditions and histories through the arts in its many forms.

10. Encourage emerging artists and art forms.

For 08-09, it is proposed that the goals of the Urbana Public Arts Program be matched with both the goals and visions stated above and the Council Goals for the 2005-2009 term. Each proposed program is aligned with a specific council goal, focused on current city priorities, and designed in light of the extensive input reflected in the Community Needs report for public art. Council would approve high-level descriptions of programs that can be further refined by the Public Arts Commission. In all cases except where otherwise noted, the Commission would establish temporary selection committees assessing applicants and proposals on a competitive basis.

Public Arts Programming

#1 Advocate for discussion diversity, race, ethnicity, and cultural heritage and support counter programming to the recent anti-Semitic public access broadcasts on UPTV.

COUNCIL GOAL #7: "Promote Diversity and Non-Discrimination in ... public services." Note: This also aligns with the council motion from May 5, 2008 to produce and locate for broadcast, counter programming on UPTV.

Strategy: Commission the production of videos and/or television shows aimed at addressing issues of diversity, race, ethnicity, and cultural history in our community, nation, and/or world.

Estimated Timeline: Fall 2008-Spring 2009
Estimated Cost: $8,000 includes supplies
Source of Revenue: UPTV PEG funds

#2 Support Arts Education for youth with a focus on sustainability.

COUNCIL GOAL #6.: "Reduce Urbana's Environmental Footprint and Waste Stream/Expand Recycling" and GOAL #9 "Get Urbana Bicycling"

Strategy: Fund educational activities with youth creating work that explores issues related to sustainability (recycling, bicycling, etc). This could be done by selecting an artist in residence or soliciting a series of programs.

Estimated Timeline: Spring and Summer 2009
Estimated Cost: $30,000 for staffing, outreach, and supplies.
Source of revenue: City Recycling Tax

#3 Support the promotion of downtown through the proliferation of arts and cultural activities.

> *COUNCIL GOAL #3 Create a Vibrant, Energetic Downtown that Provides Needed Services to the City: ... F. Increase outdoor activity ... encourage outdoor dining and beer gardens and music events: G. Increase outdoor green space/establishment of public square"*

> Strategy: Fund Arts Everywhere mini-grants (up to $500) for activities in downtown.

> Estimated Timeline: Summer 2008 – Summer 2009
> Estimated Cost: $5000.
> Revenue Source: TIF funds currently used for arts promotion.

#4 Incorporate the arts into the beautification and redevelopment of Philo Road

> *GOAL #2 "Economic Development - Philo Road-implement action plan" COUNCIL GOAL #10 C: "Integrate art into every feasible public works project – promote functional and streetscape art."*

> Strategy: Fund sculptures as part of the new Philo Road design. Request qualifications and have selected artist/s work with the Philo Road Committee to create proposals for sculpture.

> Estimated Timeline: Spring-Summer 2009
> Estimated Cost: $40,000
> Revenue Source: Fundraising and grants and/or as part of the loan for the Philo Road redevelopment project. Note: Two grants are currently being pursued for this.

#5 Enliven City Hall and provide another venue for artists to show their work.

> *COUNCIL GOAL #10 C: "Integrate art into every feasible public works project." Note, this also responds to one of the top requests by artists during the Community Input process – to create more venues for artists in Urbana.*

> Strategy: Establish rotating gallery of work in City Hall, curated by Urbana's Public Arts Coordinator.

> Estimated Timeline: August 2008-June 2009
> Estimated Costs: nominal costs for hangers, etc.
> Revenue Source: existing incidental funds.