

# **City of Urbana Annual Public Arts Program Plan for Fiscal Year 2017-2018**

## **Introduction**

One of the duties assigned to the Public Arts Program and Commission is to prepare and present an Annual Public Arts Program Plan to the Mayor and Urbana City Council for consideration in the City budgeting process. Per the Ordinance Establishing the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, means of achievement, proposed expenditures, sources of supplemental revenue, a schedule of execution, necessary resources and responsibilities, and an implementation plan to address the goals.

Significant components of the Program Plan for the tenth full year of the Public Arts Program include the 2018 Urbana Arts Grant cycle, the third iteration of Urbana Murals on Glass Project, monthly art workshops and performances at Urbana's Market at the Square, the fifth cycle of Arts in the Schools, the fourth annual spring celebration at the Boneyard Creek Improvements Project, the third annual Urbana Art Fair, Art Now television program, and Artist of the Corridor exhibition series. As always, the Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships.

## **Program Mission**

The Urbana Public Arts Program provides programming and services that foster a city where all residents – emerging artists, established artists, and “non-artists” alike – can engage in the arts and where artists can thrive and feel valued.

## **General Goals and Objectives**

The goals for the Public Arts Program are based upon goals and objectives listed in the Ordinance Establishing the Public Arts Commission and Program, the Public Arts Program 2008 Community Input Report, the Public Arts Commission's 2012-2017 Five-Year Plan, and the 2014-2017 Urbana City Council and Mayor Goals.

According to the Five-Year Plan, some of the Program's objectives are to:

- Integrate art (all kinds, not just visual) into the city and urban environment.
- Promote lifelong participation and learning in the arts.
- Fundraising and financial support for arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Identify, open, and support more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.
- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Establish youth art program to encourage and support aspiring artists.
- Promote artistic engagement for the whole community.
- Partner with existing venues and organizations, and promote arts events and activities of other venues and organizations.
- Promote the city of Urbana.

- Expand Urbana Public Arts Program’s artistic footprint.

**Partnerships**

In order to achieve the goals and objectives above, the Public Arts Program often collaborates with a variety of local organizations to promote arts in the area, including 40 North | 88 West: The Champaign County Arts Council, Urbana Park District, the University of Illinois College of Fine and Applied Arts, the Urbana Free Library, the Public Art League of Champaign-Urbana, The Urbana Free Library, Clark-Lindsey Retirement Village, and Urbana School District #116. The Public Arts Program also works closely with other departments within the City of Urbana, such as Urbana’s Market at the Square and Urbana Public Television. Staff will continue to work with these local institutions in FY17-18, and build new partnerships with organizations and businesses in the community.

**Program Plans: Process, Means of Achievement, Timeline, and Proposed Expenditures**

The following program and expenditure descriptions are based upon 2017-18 public arts funding remaining at the 2016-17 level.

- 1. Urbana Arts Grants Program:** Urbana recognizes the arts as essential to the vitality of the city. Funding is often the greatest barrier which prevents local artists, organizations, and businesses from pursuing their goals in the arts. In response, the Urbana Arts Grants Program makes funding available to artists, artist teams, organizations, and festival presenters for eligible projects in Urbana that enrich the lives of Urbana residents and visitors.

In FY 16-17, 48 grant applications were received, compared to 61 in FY 15-16, 44 in FY 14-15 and 40 in FY 13-14. Also in FY16-17, the grants program received two private donations allowing for an additional \$1,000 in grants funds to be awarded than initially budgeted.

The four grant categories offered in FY 17-18 will be:

- **Individuals** (up to \$2,500)
- **Groups** (up to \$2,500)
- **Nonprofits** (up to \$5,000)
- **Festivals Presenters** (up to \$10,000)
- Additional funds made available should private donations be made.

Selection Process: As in previous cycles, staff will invite between 10 to 12 members of the arts community to serve on one of two temporary selection committees. These jurors are responsible for reviewing applications and selecting projects for funding.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Expand the City’s creative community.
- Increase the vitality of downtown.
- Promote visible, outdoor activity in downtown.

- Encourage and accommodate community events.
- Preserve and commemorate local and multicultural traditions and histories.
- Create a program that represents our community in all its diversity.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Address Public Arts Program suggestions from the public including providing available funding, art in public places, and increased events.

Timeline: In spring and summer 2017, the 2017 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2018 cycle in fall 2017. Application forms and guidelines will be released in October or November 2017 and due in early February 2018. Recipients will be announced in March 2018.

**Estimated Expenditure in FY 17-18: \$47,500.**

This proposed amount is the same as the amount offered in FY16-17 and can be augmented by private donations.

**2. Boneyard Creek Public Arts Activities:**

The construction of the Boneyard Creek Improvements Project was completed in 2015. Each April since then, the Public Arts Program has utilized this space for an outdoor event. The event has included live performances, activities for all ages, food trucks, and more. Titled Urbana Celebrates the Boneyard, the festivities are a part of the annual county-wide Boneyard Arts Festival.

Goals Addressed:

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.

Timeline: Planning for Urbana Celebrates the Boneyard 2018 will begin in February 2018. The event will be in mid-April, the same weekend as the Boneyard Arts Festival.

**Estimated Expenditures in FY 17-18: \$1,500**

Staff estimates that a total of \$1,500 is needed for FY17-18. This amount will cover honoraria for participating artists, materials, participation fees, costs associated with marketing the event, and printing cost for banners surrounding the park.

### **3. Murals on Glass:**

Murals on Glass is a biennial initiative that alternates years with the Urbana Sculpture Project.

#### Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Promote the beautification of Urbana.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art venues.

Timeline: The next Murals on Glass will be this year.

**Estimated Expenditures in FY17-18: \$3,000.**

### **4. Urbana Sculpture Project**

The Sculpture Project increases the presence of public art on public property in Urbana. In FY16-17, the fourth cycle of the initiative, five new sculptures were installed: *Horse and the Hound* by Jim Collins (near Race and Griggs Street at the Boneyard Creek Crossing), *Three Red Houses* by Andrew Arvanetes (near Race and Griggs Street at the Boneyard Creek Crossing), *Monolith* by Timothy Jorgensen (at the southwest corner of the Champaign County Courthouse), *A New Leaf* by Don Lawler (near the corner of Water and Race Street), *Keep It Together* by Benjamin Pierce (at Leal Park). All of these sculptures are on two-year temporary leases. As needed, staff and members of the Commission will propose the renewal, removal, or purchase of currently displayed sculptures.

#### Goals Addressed:

- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Promote the beautification of Urbana.
- Provide opportunities for local and national, established and emerging artists in Champaign County.

- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art venues.

Timeline: All leases on the five sculptures end in Fall 2019. Unless the Commission proposes to purchase any of the sculptures, they will be removed in October 2019. In summer 2018, the Public Art League, the program's partner in Urbana Sculpture Project, will organize a call and convene a jury to select 2018-2019 sculptures.

**Estimated Expenditures in FY17-18: None**

Total expenditure for this initiative in FY16-17 was \$8,000. A total of \$6,000 was spent on sponsoring sculptures that were brought to the community by the Public Art League. In 2016, the Public Arts Program, thanks to the generosity of Urbana residents and art supporters Jack and Virginia Waaler, acquired *Stranger Reduction Zone* by Timothy C. Flood for \$2,000.

- 5. Art and Performance at the Market:** The Public Arts Program provides free arts programming at Urbana's Market at the Square during the market season, which include performances and art workshops. This initiative allows residents to explore and engage with a variety of art forms and performances – from folk to jazz to Latin pop.

In FY16-17, the event was typically attended by over 1,000 people. In summer 2017, Art at the Market workshops will be offered from 8:00am to 12:00pm and Performance at the Market will be from 9:30am to 11:30am on the following dates: May 13, June 10, July 8, August 12, September 9, and October 14.

Selection Process: This year, an invitation for participation was sent out to interested artists and groups. Available artists were scheduled based on availability, previous history, experience, and artistic quality.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Create a program that represents our community in all its diversity.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Address Public Arts Program suggestions from the public including increasing events in the arts.

Timeline: Arts programming will be offered at the Market in May, June, July, August, September and October during the 2017 Market season, with one art workshop and one performance per month. In 2018, Art at the Market will take place monthly as well, from May to October.

**Estimated Expenditures in FY 17-18: \$2,400.** Each of the twelve artists or performers will be compensated with an honorarium of \$400, totaling \$4,800. Urbana's Market at the Square will split the cost of honoraria for performers with the Urbana Public Arts Program.

- 6. Arts in the Schools:** This initiative supports arts projects in Urbana public schools. In FY16-17, a total of \$3,000 was awarded; \$1,000 to Capoeira Angola Center Illinois and \$2,000 to Martin Luther King Jr. Elementary School. A revised selection process was established, and the applications were reviewed by artists, art educators and arts administrators, including two members of the Public Arts Commission. Proposed projects must reach students in Urbana's public schools, and must offer free programming.

The fifth cycle of Arts in the Schools will have a similar process, and the \$3,000 available may be awarded to up to two proposals.

Goals Addressed:

- Support life-long learning in the arts.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- Expand the City's creative community.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana's cultural development.

Timeline:

Guidelines for the next Arts in the Schools grant cycle will be developed in August 2017. Applications will be received in October, and in November a selection committee will choose up to two recipients. The funded project(s) will take place sometime between January 2018 and December 2018.

**Estimated Expenditure in FY17-18: \$3,000.** This requested amount is the same as FY14-15, FY15-16, and FY16-17.

- 7. Artist of the Corridor:** Artist of the Corridor provides exhibition space and marketing support for Urbana artists in the City Building lobby. This initiative began in spring of 2010, and allows local artists to exhibit their artworks for two to three months, free of charge. In 2016, the exhibition space was expanded to also include a common area of the Urbana Free Library. Four artists will be presented in FY17-18.

Goals Addressed:

- Expand the City's creative community.
- Create a program that represents our community in all its diversity.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Support life-long learning in the arts.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

Timeline: The program will run continuously throughout the year, with a new exhibition every two months.

Estimated Expenditures in FY 17-18: \$0. No costs are associated with this program, so no expenditure is suggested for FY17-18.

8. **Art Now! UPTV Program:** The *Art Now!* UPTV program began in July 2010, and consists of Public Arts Commissioners interviewing local artists about their work. A new episode is available each month, airing weekly on UPTV Channel 6. All episodes are posted and archived online. In 2016, the program's format was modified to a documentary style that placed greater emphasis on the artist and their work. In recognition of the new *Art Now!*, UPTV was awarded an Achievement Award in the Short Form Documentary/Featurette category at the 2017 Best of the Midwest Media Fest and Award Banquet in Milwaukee, Wisconsin.

Goals Addressed:

- Expand the City's creative community.
- Preserve and commemorate local and multicultural traditions and histories.
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- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Support life-long learning in the arts.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

Timeline: The program will run continuously throughout FY17-18, with a new or re-broadcast episode every month.

**Estimated Expenditures in FY 17-18: \$0.** In-kind support from UPTV staff and members of the Commission will continue to provide the necessary resources.

### **9. The Third Annual Urbana Art Expo**

The Urbana Art Expo is a new initiative that helps the program reach out to additional artists and connect artists with businesses, creative organizations, and arts patrons. In its third year, the Urbana Art Expo will once again take place at the Civic Center, which is free for use by City-sponsored events. Staff will invite local artists to exhibit and sell their work at this expo for one or two days. Staff will also promote every artist who participates on the Public Arts Program's marketing platforms, to market the fair to the general public. Before the event, there will be a reception where artists can connect and share ideas.

In FY 16-17, the Urbana Art Expo had 19 local artists participate, and generated over \$5,000 in sales in seven hours.

Goals addressed:

- Expand the City's creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Create a program that represents our community in all its diversity.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

Timeline: Planning will begin in May 2017, and the Urbana Art Expo will take place in September or October 2017.

**Estimated Expenditure in FY 16-17: \$1,500.** This amount, which was the same in FY 16-17, will be used for promotions, materials and equipment needed to set up the space, and reception-related expenses. Staff expects to receive about \$1,500 of earned revenue from booth rental fees and commission fees. In FY16-17, the event earned \$1,620 in revenue. In FY17-18, staff hopes to expand the event to two days.

**10. Marketing:** In FY16-17, the Public Arts Program has utilized distribution of marketing materials, advertising in print and online publications, social media, and

the City website to promote its programs and initiatives. These include distributing press releases to the media; sending out a monthly e-newsletter; posting feature stories on the City website; placing online ads on smilepolitely.com and Facebook; posting on community calendars; and maintaining active social media accounts.

The program currently has 709 e-mail subscribers (an increase of 58 subscribers since last year), 1,433 Facebook likes (1,157 Facebook likes last year), 1,919 Twitter followers (1,700 Twitter followers last year) and 481 Instagram followers (187 Instagram followers last year).

Various projects have been promoted and featured in local media during this fiscal year, with articles appearing in SmilePolitely and the News-Gazette. Print materials, including flyers, brochures and posters were distributed in strategic places around Urbana-Champaign.

Staff continues to work with the City of Urbana Marketing Coordinator, Urbana's Market at the Square, and the Urbana Business Association to share costs related to marketing the program in online, print, and radio ads. This has allowed for an increased presence in advertising for the program. In FY17-18, staff will keep developing these marketing partnerships to increase public awareness of the Urbana Public Arts Program and to help the Program reach new audiences.

Timeline: Marketing will be done year-round to support each initiative, as well as the Public Arts Program as a whole.

**Estimated Expenditure in FY17-18: \$3,000.**

The budget for marketing will be used for ongoing promotion of the Urbana Public Arts Program, including production of printed promotional materials, reception costs, and advertising via print and online sources.

- 11. Fundraising:** In FY16-17, the Public Arts Program received \$2,000 from Jack and Ginny Waaler for the purchase of the *Stranger Reduction Zone* sculpture. In addition, \$500 in contributions were made to the Public Arts Grants Program by both the Center for Latino and Caribbean Studies and Katie and Leon Harrell. Staff also raised an additional \$1,620 in proceeds from the Urbana Art Expo. In FY 17-18, staff will continue to sell merchandise and solicit support from local donors.

Also in FY16-17, the City of Urbana and the Urbana-Champaign Independent Media Center received a \$50,000 award from the National Endowment for the Arts for the Open Scene program. Staff will consider further placemaking grants in FY17-18.

This year, the Public Arts Program received a grant for Summer Youth Employment in the Arts by the Illinois Arts Council Agency. This grant will support a high school student summer intern whose role would be to provide general administrative support to Urbana's existing arts programming, marketing and events.

Timeline: Staff will develop and execute fundraising efforts throughout FY17-18, and continue to seek additional revenues through grants.

**Estimated Expenditure in FY17-18: \$0.**

**12. Public Arts Intern**

A paid Public Arts Intern position, at 10 hours a week, allows for additional support, especially during particularly busy times. Program components requiring significant time, such as grants management, have greatly benefited by the additional capacity provided by this temporary position. The internship also provides the intern with education and experience in the field of arts administration.

In FY 16-17, Morgan White was hired as the Public Arts Intern. His responsibilities included assisting the program in promoting various events and organizing grant application materials.

**Estimated Expenditure in FY 17-18: \$2,430.** The budget will compensate one or two interns (\$12.00 per hour for 10 hours a week for 20 weeks), for a total of \$2,430. This amount is \$1,870 less than the amount budgeted last year.

**Urbana Public Arts Program**

FY2017-18 Proposed Program Expenditures, based on FY2016-17 Budget.

<b>Program Expenditures</b>	<b>Actual Expenditures for FY15-16</b>	<b>Estimated Expenditures for FY16-17</b>	<b>Requested Expenditures for FY17-18</b>
Urbana Arts Grants Program	\$47,500	\$47,500	\$48,500
Boneyard Creek Spring Event	\$2,000	\$1,500	\$1,500
Murals on Glass (bi-annual)	\$3,000	\$0	\$3,000
Urbana Sculpture Project (bi annual)	\$0	\$8,000	\$0
Art & Performance at the Market	\$2,000	\$2,400	\$2,400
Art in the Schools	\$3,000	\$3,000	\$3,000
Urbana Art Expo	\$1,500	\$1,500	\$1,500
Marketing	\$3,000	\$3,000	\$3,000
Arts Intern	\$3,000	\$2,430	\$2,430
<b>TOTAL</b>	<b>\$65,000</b>	<b>\$69,330</b>	<b>\$65,330</b>