



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Urbana Public Arts Commission

**FROM:** Anna Hochhalter, Public Arts Coordinator

**DATE:** February 4, 2009

**SUBJECT:** Urbana Public Arts Program Plan for FY 09-10

---

**Background**

When the Urbana City Council established the Urbana Public Arts Commission in March 2008, one of the duties assigned to the Commission was the creation of a Public Arts Annual Program Plan to be presented to the Urbana City Council, Mayor and Staff for consideration in the City budgeting process. The City fiscal year budgeting process begins in March, with final approval by the Mayor and City Council in June. The Commission has begun discussions of program priorities for the upcoming fiscal year (FY 09-10) beginning July 1, 2009 and ending June 31, 2010. Additional discussion and research is needed to prepare a Public Arts Annual Program Plan for FY 09-10.

The top three priorities for the current fiscal year, in order, were determined to be as follows: an arts grant program, the roots music festival, and a vacant spaces for temporary exhibitions program. Subcommittees were formed to address these areas and program development is underway.

The top three priorities for the upcoming fiscal year are not yet firmly established. The Discussion section below describes these priorities.

**Discussion**

Based on the results from the Commission’s prioritization exercise, the charts below describe two ways of interpreting the priorities. This information is provided to assist in understanding the priorities of the Commission. Further discussion of the priorities will assist in further defining the priorities for the upcoming fiscal year.

Below is the data indicating the three top priorities in each timeframe based on the number of Commission member votes in each timeframe.

<b>Top 3 Potential Programs for FY 09-10 (Yellow) based on votes per category</b>	<b>Number of Votes in Categories</b>			
	<b>Green</b>	<b>Yellow</b>	<b>Pink</b>	<b>Total Points</b>
<b>Community Arts Bank</b> , similar to a food bank, but with art materials and musical instruments for schools and others	0	3	2	<b>8</b>
<b>Mini Parks into Mini Arts Centers</b> , work with building owners to display temporary art installations or window art in vacant building spaces	0	3	0	<b>6</b>
<b>Show Artists at Work on UPTV</b> , short films, videos, and interviews	0	3	0	<b>6</b>

<b>Top 3 Potential Programs for the future and long-term (Pink) based on votes per category</b>	<b>Number of Votes in Categories</b>			
	<b>Green</b>	<b>Yellow</b>	<b>Pink</b>	<b>Total Points</b>
<b>Arts Center</b> , focus area could include a kids arts center	1	0	5	<b>8</b>
<b>Community Arts Bank</b> , similar to a food bank, but with art materials and musical instruments for schools and others	0	3	2	<b>8</b>
<b>Fundraising</b>	0	2	2	<b>6</b>

The data can also be analyzed based on total point value, where a single vote in the Green category was worth 3 points, a vote in the Yellow category was worth 2 points, and a vote in the Pink category was worth 1 point. Analysis using this method produces the following top three priorities in each category.

<b>Top 3 Potential Programs for FY 09-10 (Yellow) based on total points</b>	<b>Number of Votes in Categories</b>			
	<b>Green</b>	<b>Yellow</b>	<b>Pink</b>	<b>Total Points</b>
<b>Festivals</b> , focus areas could include a music and visual art festival focused on children, the integration of art into existing festivals, and festivals as a category of funding.	2	1	1	<b>9</b>
<b>Youth Focus</b> , areas of focus could include music and art scholarships for kids, theater workshops for middle school students, exposure to the arts, space for school programs, a kids arts center, youth as a category of funding, and collaborations. Areas of interest may include King Park and downtown.	2	1	0	<b>8</b>
<b>Arts Center</b> , focus area could include a kids arts center	1	0	5	<b>8</b>

<b>Top 3 Potential Programs for the future and long-term (Pink) based on total points</b>	<b>Number of Votes in Categories</b>			
	<b>Green</b>	<b>Yellow</b>	<b>Pink</b>	<b>Total Points</b>
<b>Community Arts Bank</b> , similar to a food bank, but with art materials and musical instruments for schools and others	0	3	2	<b>8</b>
<b>Philo Road Beautification Plan Public Art Component</b>	1	2	0	<b>7</b>
<b>Public Awareness of Public Art</b> , use billboards, buses, website, also billboard art	1	2	0	<b>7</b>

In both methods of analysis, further discussion is necessary to clearly define priorities for the upcoming fiscal year and for the long-term.

Additionally, at the meeting on January 5<sup>th</sup>, Commissioner Geoff Bant provided a document which lists the potential programs described during the December meeting into five categories of work. The document was included in the January 13<sup>th</sup> Commission packet. The five category headings are listed below:

1. Space (studio, rehearsal, display, performance, classes)
2. Programs and projects (ongoing programs, and particular projects)
3. Events (Specific events on specific dates, and other calendar related matters)
4. Communication (information, promotion, marketing, collaboration, involvement)
5. Financial (grants, fundraising, awards)

At the last Commission meeting, staff provided additional information regarding the FY 08-09 Public Arts Program budget. This may be helpful as the Commission discusses program areas for FY 09-10.

## **Recommendation**

Staff recommends that the Commission review the lists of priorities, consider the criteria listed below, and be prepared to further define the priorities of the Commission for fiscal year 2009-2010. Below is a list of criteria to assist the Commission in defining priorities for the upcoming fiscal year:

- Various Public Arts Goals described in the City Council Common Goals, City Comprehensive Plan, City Downtown Strategic Plan, and Public Arts Task Force Recommendations Accepted by the City Council.
- Ability to achieve success in given time frame.
- Ability for the program to grow.
- Cost associated with each program idea.
- Public Arts Fund budget for the current fiscal year (FY 2008-09).
- Potential to leverage private dollars.