



**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:** March 5, 2009

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

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**Background**

When the Urbana City Council established the Urbana Public Arts Commission in March 2008, one of the duties assigned to it was the creation of an Annual Public Arts 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.

The top three priorities, in order, for the current fiscal year, 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. Additional projects initiated by staff are also under development.

Top priorities for the upcoming fiscal year were discussed during the February Commission meeting. The Commission expressed an interest in further enhancing and strengthening the current programming in development as the priority for the upcoming fiscal year. Staff agreed to prepare a draft Program Plan for FY 09-10 which includes the current program initiatives and budget estimates. This Program Plan will be provided to the Commission in the next two weeks and discussed during the April Commission meeting for finalization. The Program Plan will be presented to City Council in May.

**Discussion**

Per the Ordinance creating 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, schedule of execution, necessary resources and responsibilities and an implementation plan to address the goals. A draft of the first Annual Public Arts Program Plan for

FY 09-10 is forthcoming. Attached (Exhibit A) is an overview of the Public Arts Program Initiatives for FY 08-09. In accordance with the Commission's wishes to enhance and further develop the current programs, the attached overview provides a basis for the upcoming Annual Public Arts Program Plan for FY 09-10. It can be expected that the expenditures in FY 09-10 will be similar to the expenditures in FY 08-09. Staff will provide a draft of the Annual Public Arts Program Plan for FY 09-10 at the April Commission meeting.

### **Recommendation**

Staff recommends that the Commission review the attached overview of current public arts programming and identify any recommended changes to take place in the upcoming fiscal year (FY 09-10).

Attachments: Exhibit A: Public Arts Programming Overview for FY 08-09

## Public Arts Program Overview of Programming for FY 08-09

### **Urbana Public Arts Mission:**

The Urbana Public Arts Program provides programming and services that create a city where artists thrive and are valued and where all residents engage with the arts in its many forms.

### **CURRENT PUBLIC ARTS PROGRAMS**

#### **1.) Iron Post Sculpture Project**

The temporary installation and exhibition of a free-standing sculptural work of art for a period of two years, beginning in June 2009, located in the Iron Post Courtyard, a highly visible outdoor plaza in the heart of downtown Urbana. The sculpture will be leased from a selected artists and may explore or express a theme of music, for example the experience of music, history of music, and musical instruments in its design. The work will demonstrate high artistic quality, and be pedestrian-friendly with a streetscape.

Estimated Expenditures in FY 08-09: \$3,000

The budget for this project is expected to be approximately \$3,000 (includes a \$2,000 24 month rental fee and up to \$1,000 for transportation, installation, decommissioning and removal. The 24 month rental will commence when the artist installs the sculptural work. The \$2,000 rental fee may be put toward the purchase of the sculpture, should the City decide to purchase the sculpture at the conclusion of the 24 month installation period.

#### **2.) Philo Road Beautification Project**

The temporary installation and exhibition of two free-standing sculptural works of art for a period of two years, beginning in 2009, located on the Philo Road corridor at either end of the current beautification efforts. The sculpture will be leased from selected artists. The work will demonstrate high artistic quality, and be pedestrian-friendly with a streetscape.

Estimated Expenditures in FY 08-09: \$15,000

The budget for this project will not exceed \$15,000 (includes a \$2,000 24 month rental fee and up to \$1,000 for transportation, installation, decommissioning and removal, and commercial general liability insurance for each of the sculptural works). The rental fee may be put toward the purchase of the sculpture, should the City decide to purchase the sculpture at the conclusion of the 24 month installation period.

#### **3.) City Hall Art Exhibition Space Program**

As one component of the Urbana Public Arts Program, the City of Urbana offers the opportunity for local visual artists to share their work with the public in the Urbana City Hall Exhibition Space. The Urbana City Hall will serve as a free exhibition space for artists to display their work. Display space is available for two-dimensional and three-dimensional work. Work will be displayed for a limit of two months with display dates established in advance. The artist is responsible for the set up and removal of the exhibit

in accordance with the established schedule. A hanging system is provided in the North/South hallway of City Hall that will accommodate two-dimensional work not to exceed 8' x 5'. Sculptural work can be placed in various locations depending on size and installation method and upon city approval. Work exhibiting profanity will not be displayed. City personnel reserve the right to reject any exhibition in full, or in part.

Estimated Expenditures in FY 08-09: \$1,000

The budget for this program in its first year includes the purchase and installation of a hanging system to display works of art, lighting, and signage.

#### **4.) Arts Grant Program**

Urbana supports opportunities for all residents to engage with the arts in its many forms. The arts are essential to the vitality of the city and enhance the quality of life while encouraging economic development, public safety, academic performance, and social tolerance. The Urbana Public Arts Grant Program will support projects in the arts that are accessible to the public. Through the grant program, Urbana will foster an environment for established and emerging artists to thrive in Urbana, promote life-long participation and learning in the arts, and integrate art into the urban environment. The following grant categories will be available in March, 2009:

1. Here and Now: Arts Grant Program for Artists Residing in Urbana
  - a. Open to artists residing in Urbana for projects in the arts to be completed within six months of notification
2. Envision 365: Arts Grants for Emerging & Professional Artists
  - a. Open to practicing artists for projects in the arts to be completed within twelve months of notification
3. Creative Mix: Art Grants for Groups, Troupes & Ensembles
  - a. Open to schools, arts organizations, collaborative groups, and curatorial initiatives for projects in the arts to be completed within twelve months of notification
4. Urbana Festivals Grant
  - a. Open to festival presenters for festivals located in Urbana

Estimated Expenditures in FY 08-09: \$67,800

#### **5.) UPTV bi-monthly programming featuring local artists**

Interviews by staff with local artists to feature their work and projects on UPTV. Each segment will be thirty minutes. This will be an opportunity to increase awareness of the arts in the community.

Estimated Expenditures in FY 08-09: NA

Expenditures are expected to include staff time only.

#### **6.) The Arts at the Market**

The Arts at the Market Program provides monthly workshops and informational opportunities free of charge and open to the public at the City of Urbana Market at the Square running every Saturday from May through November 2009.

Creative and educational programs will be offered at the City of Urbana tent at the

Market at the Square between 8:00 AM and Noon, during the following dates in 2009: May 30<sup>th</sup>, June 13<sup>th</sup>, July 11<sup>th</sup>, August 15<sup>th</sup>, September 12<sup>th</sup>, October 10<sup>th</sup>.

Programming will include opportunities to explore a variety of media and themes. This Program is part of the Urbana Public Arts Program, providing opportunities for all residents to engage with the arts in its many forms. City staff will provide oversight of the events and tent. When possible, artists will be contracted to provide workshops.

Estimated Expenditures in FY 08-09: \$800

The FY 08-09 expenditures include the cost of programming for two arts workshops totaling to \$800.

### **7.) Arts Lecture Series**

The Arts Lecture Series of the Urbana Public Arts Program will provide an opportunity for artists and “non-artists” to engage in dialogue with professionals in the arts related to the cultural vibrancy of Urbana. Panel discussions will be offered to the public at the Urbana Civic Center and will address a variety of areas in the arts and the role the arts play in people’s lives. Program dates have not yet been established.

Estimated Expenditures in FY 08-09: \$400

Expenditures include the cost of refreshments.

### **8.) Storefront Art Series and Urbana Space Program**

The Storefront Art Series would pair owners of temporarily vacant spaces with artists interested in displaying their art. Through the City of Urbana, we would put out periodic calls to property owners to find potentially available space. We propose the creation of an artists’ pool with applications reviewed on a bi-yearly basis. On assignment of a display space, the artist would receive a \$100 stipend, in part to cover any costs to the artist for putting up the display.

Urbana Space Program (‘a launch pad for creativity’) provides a framework for owners of underutilized space to partner with individual artists and organizations seeking performance, event, and rehearsal space.

Estimated Expenditures in FY 08-09: \$2,000

This includes stipends to artists to cover the cost of installation.

### **Total FY 08-09 Programming Expenditures: \$90,000**

**Iron Post Sculpture Project**, Estimated Expenditures: \$3,000

**Philo Road Beautification Project**, Estimated Expenditures: \$15,000

**City Hall Art Exhibition Space Program**, Estimated Expenditures: \$1,000

**Arts Grant Program**, Estimated Expenditures: \$67,800

**UPTV programming featuring local artists**, Estimated Expenditures: NA

**The Arts at the Market**, Estimated Expenditure: \$800

**Arts Lecture Series**, Estimated Expenditures: \$400

**Storefront Art Series/ Urbana Space Program**, Estimated Expenditures: \$2,000