



## 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:** October 8, 2009

**SUBJECT:** Urbana Arts Grant Program 2010 Funding Cycle

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### **Background**

Urbana recognizes the arts as essential to the vitality of the city. Through a series of public input opportunities, funding has been identified as the greatest barrier that 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, businesses, and festival presenters for eligible projects in Urbana that enrich the lives of Urbana residents and visitors. The first cycle of Urbana Arts Grants was implemented in April 2009.

As described in the Public Arts Program Plan for FY 2009-2010, applications for the second cycle of funding will be made available beginning in October 2009. The Commission's Arts Grants Subcommittee has met with staff to evaluate the 2009 funding cycle process and program. The following is an overview of these discussions and the proposed 2010 program details.

### **Discussion**

The Arts Grants Subcommittee and staff have made minor changes to the Urbana Arts Grant program for 2010. The grant categories remain the same so as to reduce possible confusion between last year and this year. However, several changes are proposed for the application and jury process. Additionally, several areas should be discussed for possible implementation in the 2011 grant cycle.

### **Timeline**

The grant application period for the first cycle was approximately one month long beginning in April and ending the middle of May. Staff has received feedback from artists that April is an extremely busy month, with Boneyard Arts Festival, Artists Against AIDS, and university and college final exams all taking place during this time. Additionally, this application timeline makes it difficult to support spring and early summer projects. Therefore, the 2010 grant program applications will be made available on October 30<sup>th</sup> and will be due on January 11, 2010. By allowing a two month application period, applicants will be better able to solidify

logistical details of the projects being proposed. Project locations can be confirmed and partnerships can be formed. Below is an outline of the grant program timeline.

October 30, 2009:	Guidelines and applications available
November 12, 2009:	Grant-writing workshop co-hosted by 40 North (tentative date)
November 15, 2009:	Confirm jurors
January 11, 2010:	All applications due by 5:00PM
January 18, 2010:	Deliver application materials to jurors for review
Jan. 28-Feb. 3, 2010:	Jury meetings to select grantees
February 8, 2010:	Urbana Public Arts Commission approve 2010 Grantees
February 22, 2010:	Notify all applicants
Feb. 23-Mar. 15, 2010:	Sign grant agreements
March 15, 2010:	Project period begins
September 15, 2010:	Here and Now (6 month projects) completion deadline
March 15, 2011:	Grant projects completion deadline (except Here and Now category)

### **Application Process**

As noted above minor changes have been made to the application process, including changes in the application time period. Additional changes include the consolidation of guideline and application forms. In the 2009 grant cycle, separate guideline documents and application forms were used for each of the four grant categories. For 2010, there is one guideline document and one application form which provides the necessary information for all four grant categories. This should alleviate confusion between the differences of the categories and be easier to use. A draft of the guidelines and application form for 2010 is attached (Exhibit A).

Several steps are being taken to assist interested applicants in completing the application process successfully. These include a Frequently Asked Questions page, a grant-writing workshop, and efforts to us an on-line application process. The grant-writing workshop will be co-hosted by 40 North, the Champaign County Arts, Culture, and Entertainment Council. The tentative date for the workshop is November 12<sup>th</sup>. 40 North will provide substantial promotion and advertising for the workshop. Regarding the on-line application process, staff is working with the City Information Services Division on the creation of an in-house on-line process.

### **Jury Process**

Staff is working with the City Information Services Department to establish an on-line jury review process. It is anticipated that the digital work samples will be viewed through a secured on-line portal. This will greatly increase the ease with which jurors can review the images, video, music, etc. Additionally, it should reduce the amount of time required for each application in the review process.

Based on evaluation of the jury process for 2009, the Arts Grant Subcommittee and staff are working to strengthen the jury process in future funding cycles. Some changes include creating a Conflict of Interest statement, and inviting two artists or arts professionals from other communities in the state to sit on the jury panels.

## **Funding**

Some changes to the program for this cycle include a reduced amount of total available funding, from \$50,000 to \$42,000. This was described in the Program Plan for 2009-2010 recommended by the Commission and approved by the City Council in May, 2009. The Urbana Business Association made a significant donation of \$30,000 to the Public Arts Commission through the Business Backs the Arts Initiative over the course of four fiscal years. In FY 08-09, \$15,000 was allocated to the Urbana Arts Grants program. In FY09-10, FY10-11, and FY11-12, it is anticipated that \$5,000 will be donated each year as part of this commitment. Discussions are underway with the Urbana Business Association regarding the use of these funds through the Urbana Arts Grant Program. Changes may be made to the process by which these funds are awarded to qualified projects.

Additional donations from external sources included in the City's allocation to the grant program include revenue from the sale of Urbana 175<sup>th</sup> Anniversary calendars, and a donation from Fluid Events related to the Art Boulevard proceeds of the 2009 Urbana Blues, Brews, and BBQ festival. The external donations enable the City to provide support for projects outside the Tax Increment Finance (TIF) Districts.

The Commission may wish to consider fundraising efforts to increase the Urbana Arts Grant funding from additional external sources so that additional areas outside the TIF districts can be served. Such areas include the Philo Road corridor and the Krannert Center District area, for example.

## **Funding Criteria**

Several questions have been raised with regard to the types of projects and grantees that should be eligible to receive funding. In the 2010 grant cycle, the Arts Grant Subcommittee is proposing to use the same criteria developed for the 2009 cycle, however the following questions have been raised and should be considered for the 2011 cycle guidelines.

- Should the Urbana Public Arts Commission support for-profit organizations, or University programs, through the grant program?
- Should the grant program restrict the number of consecutive grant awards received by grantees?
- Should the Commission establish a separate fund to support qualified annual events determined to be of great benefit to the community?

## **Recommendation**

Staff recommends that the Commission review the attached guidelines and application, and consider the areas described above and be prepared to discuss the 2010 grant program during the Public Arts Commission meeting on October 13, 2009, at 5:00PM.

Attachments:

Exhibit A: DRAFT Urbana Arts Grant 2010 guidelines and application



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*  
Urbana Public Arts Commission

**Urbana Arts Grants Program  
2010 Application**

**Applications must be received by 5:00 PM, January 11, 2010  
Late applications will NOT be considered**

Read Program Guidelines BEFORE Completing this application form.

Complete and return 8 copies of this application, with 8 copies of Additional Materials, to:  
Urbana Public Arts Program  
Community Development Services, City of Urbana  
400 S. Vine Street, Urbana, IL 61801

**Which grant are you applying for?:**

Here and Now     Envision 365     Creative Mix     Urbana Festivals

**Check the one arts area that best describes this application:**

Literature/Writing     Dance     Music     Visual Arts  
 Architecture / Landscape     Film/Video     Theatre     Multimedia

**APPLICANT INFORMATION**

\_\_\_\_\_  
Name of Applicant Group, Organization, or Ensemble

\_\_\_\_\_  
Primary Contact and Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State

\_\_\_\_\_  
Web Address

\_\_\_\_\_  
Email

\_\_\_\_\_  
Daytime Telephone

**PROJECT INFORMATION**

Project Title : \_\_\_\_\_

Brief Description of Project (25 words max): \_\_\_\_\_  
\_\_\_\_\_

Amount Requested to Support Project: \_\_\_\_\_



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*  
Urbana Public Arts Commission

# Urbana Arts Grants Program 2010 Guidelines

All materials must be received by 5:00 pm on January 11, 2010.  
Late applications will not be accepted.

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 Commission, through the Urbana Arts Grants Program, will support projects in the arts that are accessible to the public. This program 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.

In this program "the arts" includes but is not limited to creative writing, dance, film, video, music, theatre, visual arts, crafts, performing arts, spoken word, environmental arts, multimedia arts, architectural arts, landscape architecture, and emerging media on public display within spaces open to the public.

**Program goals** Integrate the arts into the urban environment, creating a sense of place and purpose and promoting tourism and commerce;

- Increase the availability of publicly accessible projects in the arts;
- Encourage emerging artists and art forms;
- Preserve and commemorate local and multicultural traditions and histories;
- Enrich the lives of Urbana residents and visitors;
- Increase opportunities for residents to engage in the arts in its many forms;
- Represent the community in its diversity; and
- Encourage partnerships among artists, performers, businesses, organizations, and municipal agencies

### Eligibility

- Projects must be exhibited or performed within a Tax Increment Financing District (TIF) in Urbana. See attached map for location boundaries.
- Projects must be open and accessible to the public. Projects that charge admission are required to provide at least one event or showing free of charge to the public.
- Permanent installations are not eligible at this time.

### Grant Categories

- Here and Now: Short-Term Arts Grants for Urbana Residents
- Envision 365: Grants for Emerging & Professional Artists
- Creative Mix: Arts Grants for Groups, Troupes & Ensembles
- Urbana Festivals Grants

## Here and Now

Purpose	Amounts Awarded	Deadline for Project Completion	Eligibility
To provide grants to artists who reside within the Urbana city limits to produce short-term projects in the arts in Urbana	\$200 - \$1,500 awards  \$2,000 is total available in category for 2010	Within six (6) months of notification of award	For individual artists residing in Urbana

## Envision 365

Purpose	Amounts Awarded	Deadline for Project Completion	Eligibility
To provide grants to individual emerging and professional artists to produce projects in the arts in Urbana	\$5,000 - \$2,500 awards  \$9,000 is total available in category for 2010	Within twelve (12) months of notification of award	<ul style="list-style-type: none"> <li>• For practicing artists</li> <li>• Need NOT reside in Urbana</li> </ul>

## Creative Mix

Purpose	Amounts Awarded	Deadline for Project Completion	Eligibility
To provide grants to groups, troupes, ensembles, and organizations to produce projects in the arts in Urbana	\$500 - \$5,000 awards  \$13,000 is total available in category for 2010	Within twelve (12) months of notification of award	<ul style="list-style-type: none"> <li>• For ensembles, collaborations, school groups, non-profit organizations, neighborhood initiatives, or curatorial projects</li> <li>• In-kind support and matching funds required</li> </ul>

## Urbana Festivals Grants

Purpose	Amounts Awarded	Deadline for Project Completion	Eligibility
To provide grants to festival producers for arts-related festivals in Urbana	\$500 - \$10,000 awards  \$18,000 is total available in category for 2010	Within twelve (12) months of notification of award	<ul style="list-style-type: none"> <li>• For festival presenters 50% match through in-kind support and matching funds required</li> </ul>

Awards are subject to availability of funds. The Urbana Public Arts Commission reserves the right to award grant proposals for less than the amount requested.

## Funding Restrictions

Grant funds must be used to support project-based efforts. Requests for operating costs will not be considered. Grant funds may **NOT** be used for the following purposes:

- For the purchase of non-consumable materials (e.g., computers, software, cameras, power tools, instruments)
- For the completion of degree work
- For any event conducted solely or primarily as a fund-raiser

## Required Submission Materials

For all grant categories submit a completed application, including the specified Additional Materials. (See grant application for details.)

## Selection Procedure

The Urbana Public Arts Commission will form a temporary Selection Panel composed of professionals with experience and knowledge of the City of Urbana and the arts. The Selection Panel will review eligible applications and recommend select applicants as recipients of the grant award to the Public Arts Commission. The Public Arts Commission will review the recommended select applications and approve the final grant awards.

## Evaluation Criteria

For all grant categories the Selection Panel will consider how effectively each application addresses the following evaluation criteria:

- Whether the project addresses at least two Program Goals (as listed previously) and meets the purpose of the grant category
  - The feasibility of the proposed project (based on the applicant's experience, proposal, and work samples)
  - Evidence of careful financial planning
  - A realistic plan for implementation with clear and specific objectives, including a promotions and marketing plan,
  - Work samples that demonstrate artistic and creative merit
  - (For Creative Mix only) Ability to show matching funds or in-kind support for the project
- Proposals that partner with businesses, organizations or municipal agencies are encouraged.

Additional evaluation criteria for the Urbana Festivals Grants category:

- Matching monetary or in-kind contributions: fifty (50%) percent of matching funds must be from non-City sources
- Projected attendance
- Ability to produce a well-planned, safe event

## Timeline and Dispersal of Funds

Depending on the category of the grant (see previous tables), work must be displayed or performed within either 6 months or 12 months from the notification of award. For all grants *except Urbana Festival Grants*, half (50%) of the grant will be distributed upon notification of award. The following half (50%) will be distributed only after (1) the work is exhibited or performed *and* (2) a Final Report Form is submitted to the Public Arts Coordinator. For Urbana Festival Grants, 100% of the grant will be distributed upon confirmation that applicable event permits, clearances, insurance, and event authorization have been obtained.

## Final Report Form

The attached Final Report Form will be provided by the City and will be required for all Grantees.

### **Acknowledging City Support**

Grant recipients are expected to acknowledge the City's financial support in all appropriate materials and media. The acknowledgement should read, "Supported in part by an Arts Grant from the City of Urbana" or similar language, unless the City is a part of a list of supporters. In the latter case, the acknowledgement may say simply City of Urbana. Grantees must display the City's logo whenever other sponsor logos are displayed.

### **Additional Grantee Requirements for Urbana Festivals Grants**

- **Event Permits**  
Festival grantees must obtain all required permits, clearances, insurance and event authorization. Permit information and applications are located on the Special Event Permit link online at [http://www.city.urbana.il.us/urbana/public\\_works/operations](http://www.city.urbana.il.us/urbana/public_works/operations). Permits should be obtained in coordination with the City of Urbana Public Works Department.
- **Spending of Grant Funds**  
Grant funds must be spent within 12 months of awarding of the grant. [Would this be 6 months for the Here and Now grants?]-isn't this listed somewhere else?
- **Copyright Law**  
No copyrighted musical or visual arts composition shall be performed or played, whether amplified, televised, in the form of a mechanical recording or personal rendition, or otherwise, in connection with any use of City property by a grantee, unless the grantee has first obtained all approvals and paid any license fee or other fee required by the copyright owner. When entering into a Grant Agreement, a grantee indemnifies the City and its officers and employees and agrees to keep them free and harmless from and against any and all liability and responsibility whatsoever for any infringement of and/or other violation of the right of any such copyright owner under any copyright law.

**All materials must be received by 5:00 pm on January 11, 2010.**

**Late applications will not be accepted.**

### **Send submissions and/or questions to:**

Anna Hochhalter, Public Arts Coordinator  
City of Urbana Community Development Services  
400 S. Vine Street, Urbana, IL 61801  
Phone: (217) 384-2311 Fax: (217) 384-0200  
Email: [alhochhalter@city.urbana.il.us](mailto:alhochhalter@city.urbana.il.us)



Date of Project Completion (*must be between March 15, 2010 - September 15, 2010 for Here and Now Applicants, between March 15, 2010 - March 15, 2011 for other applicants*): \_\_\_\_\_

**From the list below, check which Arts Grant Program Goals this project will address:**

- Integrate the arts into the urban environment, creating a sense of place and purpose, and promoting tourism and commerce
- Increase the availability of publicly accessible projects in the arts
- Encourage emerging artists and art forms
- Preserve and commemorate local and multicultural traditions and histories
- Enrich the lives of Urbana residents and visitors
- Increase opportunities for residents to engage in the arts in its many forms
- Represent the community in its diversity
- Encourage partnerships among artists, performers, businesses, organizations, and agencies

List the locations and addresses involved in public components of the project (e.g., location of displays, workshops, performances, installations, etc.). Must include locations within the City of Urbana: (*List additional locations on separate page clearly labeled with applicant Name and Title of Project.*)

Location and Address	Proposed Use
_____	_____
_____	_____
_____	_____
_____	_____

**Schedule of Key Project Activity Dates, including set-up and installation or performance dates:**

Activity	Date
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Project Expenditures.** Complete the following table to provide a list of costs involved in the project. (*Operating costs and the purchase of non-consumable materials, such as computers, software, cameras, power tools, instruments, etc., will not be considered to be eligible City expenses.*)

<u>A: Personnel</u> (Project Related)	<u>Amount Requested</u> <u>from City</u>	<u>Direct Costs</u>	<u>Matching Funds</u>	<u>In-Kind Donations</u>	<u>Total</u>	<u>Expenditure Description</u>
Artistic						
Administration						
Technical						
Other						
<b>Total Personnel Expenditures</b>						
<b><u>B: Implementation</u></b> (Cost of Project)						
Supplies/Materials						
Promotion/Printing						
Postage						
Artistic Services						
Other Professional Services						
Space/Equipment Rental						
Travel/Transportation						
Other						
<b>Total Implementation Expenditures</b>						
<b>Total Expenditures (A+B)</b>						

## ADDITIONAL MATERIALS REQUIRED:

To complete this application, include the following information described for the grant category to which you are applying. Additional materials must be typed on 8.5 x 11" paper. Do not exceed word limits.

### HERE AND NOW

- Artist Bios (150 words)
- Proof of Urbana Residency: Include one copy of ONE of the following: a) photo ID with proof of current address, b) current utility bill, or c) signed lease agreement.
- Promotions and Marketing Plan: Describe how you will promote the event to Urbana, regional and/or national visitors. Include the estimated attendance. (300 words)
- Description of the Proposed Project: Provide a full description, including how the project addresses the Arts Grant Program Goals you identified above. (500 words)
- Work Samples (see work samples description)
- Index of Work Samples (see work samples description)

### ENVISION 365

- Artist Bios (150 words)
- Description of Project Partners (if applicable): Describe your history and relationship with these partners. (300 words)
- Description of the Proposed Project: Provide a full description, including how the project addresses the Arts Grant Program Goals you identified above. (500 words)
- Promotions and Marketing Plan: Describe how you will promote the event to Urbana, regional and/or national visitors. Include the estimated attendance.
- Work Samples (see work samples description)
- Index of Work Samples (see work samples description)

### CREATIVE MIX

- Overview of Applicant Group: Describe your mission and history. (300 words)
- Description of Project Partners (if applicable): Describe your history and relationship with these partners. (300 words)
- Description of the Proposed Project: Provide a full description, including how the project addresses the Arts Grant Program Goals you identified above. (500 words)
- Promotions and Marketing Plan: Describe how you will promote the event to Urbana, regional and/or national visitors. Include the estimated attendance.
- Work Samples (see work samples description)
- Index of Work Samples (see work samples description)

### URBANA FESTIVALS

- Overview of Applicant Group: Describe your mission and history. (300 words)
- Description of Project Partners (if applicable): Describe your history and relationship with these partners. (300 words)
- Overview of Past Events Coordination: Describe previous events you have presented, including evidence of operational experience, managerial abilities and experience creating, producing and promoting well-planned, successful events. [How does operational experience differ from experience creating, producing and promoting events?]

**URBANA FESTIVALS CONTINUED**

- Description of Proposed Festival: Provide a full description, including how the project addresses the Arts Grant Program Goals you identified above. (500 words)
- Promotions and Marketing Plan: Describe how you will promote the event to Urbana, regional and/or national visitors. Include the estimated attendance and your methodology for calculating that number.
- Work Samples (see work samples description)
- Index of Work Samples (see work samples description)
- Special Event or Parade Permit Applications: Permit applications must be submitted to the Public Works Department. An application included in this packet does not qualify as a permit application. Additional information can be found online at : [www.city.urbana.il.us/urbana/public\\_works/operations](http://www.city.urbana.il.us/urbana/public_works/operations)
- Letters of Support from Project Partners (if applicable)

**WORK SAMPLES DESCRIPTION:** Select the medium that best displays your experience and qualifications relevant to the success of the proposed project. All work samples must follow the specifications below and be clearly labeled.

- A. Digital Images (8 maximum), submitted on a DVD in JPEG file format. Each file should not exceed 300K and should have a maximum height x width of 1000 pixels x 1000 pixels. Images may also be submitted as hard copies, not to exceed 8.5 x 11". Do not send original artwork.
- B. Recordings of video or audio works (3 maximum), must be on a playable CD or DVD.
- C. Manuscript Samples (5 pages maximum) for scripts, poetry, prose, etc. Must be typed on 8.5 x 11 inch white paper.

**INDEX OF WORK SAMPLES:** List the following information for each of the work samples in the order in which they are displayed.

- Artist's name
- Title of Work
- Medium
- Date of work/activity
- Dimensions of artwork (for visual art)

**CERTIFICATION**

I, the undersigned, certify that all information provided herein is true and accurate to the best of my knowledge. I further certify that I have completed and attached to this application all documentation required as part of this application.

\_\_\_\_\_  
Applicant name (print or type)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

**SUBMIT 8 COPIES OF THIS APPLICATION AND 8 COPIES OF ADDITIONAL MATERIALS TO:**  
Public Arts Program, Community Development Services, City of Urbana,  
400 S. Vine Street, Urbana, IL 61801

**DEADLINE: 5:00 PM, January 11, 2010**