



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: January 8, 2009

SUBJECT: Public Arts Program Planning for FY10-11

Introduction and 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 an Annual Public Arts Program Plan to be presented to the Mayor and City Council each year for consideration in the annual City budgeting process. The City’s fiscal year budgeting process begins in March, with final approval by the City Council in June. The Public Arts Commission will therefore present a Program Plan for FY 10-11 (beginning July 1, 2010 and ending June 30, 2011) to the City Council in March, 2010. During the December Commission meeting, a review of the FY 08-09 and FY 09-10 Plans, as well as an update on the implementation of these plans, was discussed. The Commission agreed to embark on a planning exercise for the Program Plan for FY10-11 during the January Commission meeting. The following is information to assist in this process.

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.

During the December Public Arts Commission meeting, Commissioners reviewed the status of the Program of Work from FY08-09 and FY 09-10, as well as an initial outline of projects to be considered for the FY10-11 Program Plan. Several ideas, presented below, were discussed during the December meeting that will be useful to consider during the program planning and prioritizing exercise at the upcoming Commission meeting.

Key ideas from Commissioners: While reviewing potential programs for FY10-11, the Commission discussed a variety of key ideas, described below, to assist in its planning efforts.

- **Consider the upcoming year and a 5 Year Plan:** In order to plan for the upcoming year, and to adequately prepare for long-term goals and future projects, the creation of a 5 Year Plan, in addition to the FY 10-11 Program Plan, was suggested. The FY10-11 would focus on the priorities for the fiscal year, while the five-year plan would outline priorities for the upcoming fiscal years and identify projects which require multiple years to develop or implement.
- **Consider the variety of roles the Commission can play:** It was suggested that there may be programs for which the Commission is best suited to act as a facilitator as opposed to an administrator. What are these programs? What are the other roles the Commission could play in order to be a catalyst for the realization of their goals?
- **Stretch the parameters and imagine the possibilities for Urbana:** It was recommended that the Commission consider the “grandest” possibilities for the community and city, and then consider how to achieve them in a realistic, manageable process over time.
- **Consider fundraising options:** Information regarding the parameters for proper and effective fundraising was requested. Staff is working with the Mayor, the Legal Division and Finance Department to provide this information.

Potential Programs for FY 10-11: During the December Commission meeting, the following programs were presented and discussed as potential programs for FY 10-11:

1. **Public Arts Grants Program:** A program to provide grants for projects in the arts in Urbana.
2. **Art at the Market Programming:** Art workshops offered once a month from May through October during the Market at the Square 2010 season.
3. **Urbana Sculpture Project:** A project to increase the presence of public art on public property in Urbana.
4. **City Building Art Exhibit Space:** A program to increase available visual art exhibition space in Urbana by providing display space in the first floor hallway of the City Building.
5. **Corridor Planning:** An on-going project to consider the inclusion of public art, and the arts in other forms, along major city corridors, such as the Boneyard Creek, Cunningham Avenue, Lincoln Avenue, and University Avenue.

6. Storefront Arts Series and Urbana Space Program: A program to connect available storefronts and buildings with artists for temporary exhibits.
7. Martin Luther King Jr. Project Planning Committee: A partnership with the Urbana Park District and neighborhood group to explore the potential of creating a public art project honoring the life of Dr. Martin Luther King Jr. at King Park.
8. Rhythm of Urbana UPTV Program: An on-going television program showing interviews with local artists.
9. Arts Lecture Series: A program to provide lectures in areas of the arts that are relevant to the community.
10. Future Potential Projects: The projects described in the FY 09-10 Program Plan include a Community Arts Bank, Mini Parks into Mini Arts Centers, Festivals, Arts Center, and Public Awareness of Public Art Campaign. To date research in these areas has not been conducted.
11. Additional Partnership Support: Operational support of 40 North | 88 West, Champaign County's Arts, Culture, and Entertainment Council, was discussed.

Additional Areas: In addition to the Program of Work, the Program Plan should also include information on the following areas:

- Supplemental Revenue Sources: One of the duties of the Commission is to identify additional sources of revenue beyond City provided funds.
- Proposed Expenditures: What are the expenses associated the implementation of the Program Plan?
- Increase Program Promotion and Marketing: This is an on-going duty of the Public Arts Coordinator. What efforts will be taken to implement the Program Plan?
- Develop Additional Partnerships: Strengthening and increasing the number of partnerships with community organizations and stakeholders should be included as a goal of in the Program Plan.
- Program Goals: Various Public Arts Goals described in the City Council Common Goals, Urbana Comprehensive Plan, Downtown Strategic Plan, and Public Arts Task Force Recommendations Accepted by the City Council can be considered.
- Schedule of Execution and Implementation Plan: This will serve as a guide for the administration of the Program Plan.

Recommendation

During the upcoming Commission meeting, Commission members will prioritize the list of potential programs which will serve as a foundation for the FY 10-11 Program Plan and the development of a Five Year Plan for 2010-2015. Staff recommends that the Commission be prepared to discuss the key ideas, potential programs listed above, as well as any additional programs. Staff will compile the results of the discussion which will serve as the initial foundation for the Program Plan and an initial draft of a Five Year Plan.

When considering each program staff recommends that the following be considered:

- 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.
- Necessary resources (financial and human) available or required.
- Ability for the program to grow.
- Cost associated with each program idea.
- Public Arts Fund budget for the current fiscal year (FY 2009-10).
- Potential to leverage private dollars.
- Impact, results, and achievements of the FY08-09 and FY09-10 Programs.

Staff recommends that the Commission review the information above and be prepared to engage in the discussion and planning exercise on January 12, 2010, at 4:00pm.