



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

### *Economic Development Division*

## Urbana Public Arts Program Monthly Progress Report February 4<sup>th</sup> – March 3<sup>rd</sup>, 2010

Prepared by Anna Hochhalter, Public Arts Coordinator

### Introduction

The following Urbana Public Arts Program Monthly Progress Report describes activities of the Public Arts Program for the Urbana Public Arts Commission. The report includes information regarding projects which are in process, recent requests and recommendations from the public, staff activities, and upcoming events.

### Update on Current Projects

- Gallery District Incentive Program—continued inquiries and business participation. Assisted in Niche Magazine Feature article with the Urbana Business Association.
- Urbana Arts Grants Program—2009 Projects underway. Final Reports will begin to be submitted in March.
- Urbana Sculpture Project—*Fanfare*, by Shawn Morin was installed outside the Iron Post on Elm Street. Staff is finalizing the agreements and installation process with the remaining three artists for the Philo Road and Iron Post installations.
- Storefront Art Series—Staff has met with the Commission subcommittee to refine the program. Attached (Exhibit A) is an overview of the program as it is currently conceived.
- Fundraising—Staff is working with the City Legal Division to clarify the process by which the Commission can fundraise. Initial research has been conducted and will be presented at the March 9, 2010 meeting.
- City Building Exhibit Space—The Artist of the Corridor Spring 2010 exhibit was installed. The work will be on display for the quarter (March – May). Artists interested in exhibiting in the City Building should submit a letter of interest, resume, and digital images of artwork to Anna Hochhalter at [alhochhalter@city.urbana.il.us](mailto:alhochhalter@city.urbana.il.us)
- UPTV Arts Program—the subcommittee and staff have prepared a program plan (Exhibit B) for the current fiscal year. The name “Art Now!” is recommended for the series.
- Program Grants—staff is working on Illinois Cultural Data Project registration and considering projects for Illinois Arts Council Program Grant. The deadline was extended to April 20, 2010.
- Marketing: Regularly updating the Facebook page ([www.facebook.com/urbanapublicarts](http://www.facebook.com/urbanapublicarts)) which has 174 fans. *Smile Politely.com* published a feature on the Urbana Sculpture Project ([http://www.smilepolitely.com/arts/a\\_big\\_year\\_awaits\\_for\\_urbana\\_public\\_art/](http://www.smilepolitely.com/arts/a_big_year_awaits_for_urbana_public_art/)) The Public Arts Program is also participating in the News Gazette’s Design an Ad program. Look for our ad in the March 30<sup>th</sup> publication.
- Projects with Partners:
  - 40 North | 88 West Board of Directors and Committees
  - 40 North | 88 West Urbana Boneyard Arts Festival Committee
  - Martin Luther King Jr. Public Art Project in King Park with Urbana Park District
  - Urbana Business Association Downtown Committee

### Upcoming Events

- Public Arts Commission Meeting date: April 13<sup>th</sup>, 4:30 PM.
- The 8<sup>th</sup> Annual Boneyard Arts Festival, April 15 – 18<sup>th</sup>, 2010.



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

**TO:** Urbana Public Arts Commission

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

**DATE:** March 4, 2010

**SUBJECT: Storefront Art Series Update**

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**Background**

The Storefront Art Series is a program described in the Public Arts Program Plan for FY 09-10, approved on May 26, 2009 by the Urbana City Council. The program as described in the current fiscal year Program Plan is as follows:

The Storefront Art Series pairs owners of temporarily vacant or underutilized spaces with artists interested in displaying their art. The 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. Further research and development is underway by the Storefront Art Series and Space Subcommittee and City staff.

**Timeline:** The Commission’s Subcommittee and staff will continue to research and develop appropriate guidelines and procedures for these programs in May and June 2009. The Storefront Art Series is expected to be launched in June or July 2009. The Urbana Space Program will continue to be researched and will be launched upon completion of the program development in the fall of 2009.

**Estimated Expenditures in FY 09-10:** No Expense in FY 09-10. \$2,000 was budgeted in FY 08-09, which includes \$100 stipends to artists to cover the cost of installation. This funding is anticipated to support approximately 20 installations.

**Goals Addressed:**

- Expand the City’s creative community
- Promote the beautification of Urbana
- 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 art venues

Staff has met regularly with the Storefront Subcommittee to discuss how to proceed in the implementation of this program. Additional conversations have been held with the Urbana Business Association.

## **Discussion**

The Storefront Arts Series program has been under development since January 2009. Several issues have delayed the implementation of the program, however, the following approach should enable a pilot program to begin before the end of the current fiscal year. Below is an outline of the approach currently being pursued.

**Artwork:** Art installations will be created in available storefronts in downtown Urbana throughout the course of the year. One or two buildings will have an installation in place during the year.

**Selection Process:** The City will follow standard procurement policies to secure the services of an art curator with experience in immersive, interactive, and electronic, installations. The curator will use their creative abilities to select artists who are capable of creating successful projects within the constraints of each space.

**Location:** The City will work with downtown property owners to confirm the availability of their storefronts for a specific period of time.

**Budget:** \$2,000 was allocated in FY08-09 and encumbered in FY09-10 to support the program. This will be used to support the time and expertise of the curator as well as an artist stipend and any necessary materials for the artwork. Marketing for the program will be paid for by the general Program marketing line item.

**Timeline:** Staff plans to meet with at least one property owner between March 15<sup>th</sup> – 31<sup>st</sup> to discuss the potential of the use of his storefront for the pilot program. Staff will also work to begin the curator procurement process. Following the launch of this program, long term goals and programs can be evaluated.

## **Recommendation**

Staff recommends that the Commission review the proposed Storefront Arts Series approach described above and be prepared with any suggestions for the Commission meeting discussion.



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

**TO:** Urbana Public Arts Commission  
**FROM:** Anna Hochhalter, Public Arts Coordinator  
**DATE:** March 4, 2010  
**SUBJECT:** UPTV Art Program Update

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**Background**

The Rhythm of Urbana UPTV program is described in the Public Arts Program Plan, approved on May 26, 2009 by the Urbana City Council, for the current fiscal year. The program is described as follows:

The Rhythm of Urbana Program is a 30-minute UPTV program that features artists and is hosted by the Urbana Public Arts Coordinator. Artists will be interviewed on their work and upcoming events and opportunities will be announced. The show will be filmed once every two months. The program will increase awareness and education about the arts and arts activities in the community.

**Timeline:** Staff will begin program development discussions in August 2009. The first segment is anticipated to begin in September 2009 and continue through the fiscal year.

**Estimated Expenditures in FY 09-10:** No expense. In-kind support from UPTV staff will provided the necessary resources for the program.

**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
- 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
- Address Public Arts Program suggestions from the public including increasing art venues and promotion

Staff has met with the UPTV Subcommittee and has prepared a process by which the program

can be implemented.

## **Discussion**

The Subcommittee and staff are preparing to launch the UPTV Art Program and have a goal of conducting three interviews with local artists before the first program is played on UPTV in May 2010. The program will have a consistent format and monthly time slot on UPTV. The show will be hosted by the Public Arts Coordinator, members of the Subcommittee, and eventually members of the Commission will also be invited to participate.

The interviews will focus on dance, theatre, visual arts, and written work. In order to complement other programs featuring local musicians, music will not be a focus in the first year of the UPTV program. Artists will be invited to submit digital samples of their work so that it can be shown on UPTV during the interview.

The following artists are being considered for the first six programs: Deke Weaver, Jennifer Monson, Dawn Blackman, Lori Caterini, Aaron Ammons, Brett Bloom and Bonnie Fortune, Maggie Taylor, and Lori Hogan. The Commission is invited to suggest additional artists to be interviewed.

The following standard questions will be used as potential interview questions:

- What drew you to (your form of art)?
- Did someone introduce you to (your form of art)?
- What are your influences (people, places, etc.)?
- How do you start (doing your form of art)?
- When do you know you've finished (doing your form of art)?
- What media do you most like to work with and why?
- What is most rewarding to you about (doing your form of art)?
- What would you like your art to do for/to the audience?
- What is most frustrating about (doing your form of art)?
- What are you currently working on?
- If you had unlimited time and funding, what would you like to attempt?
- What other forms of art would you like to try and why?
- Do you like to collaborate? Why or why not?
- Do you have a favorite work? What about it makes it your favorite?
- If you had to describe yourself as an artist, what would you say?
- How has your art shaped who you are?
- Why did you come to Champaign-Urbana?
- How does living in/working in Champaign-Urbana affect your art?

The subcommittee considered a list of potential names for the program and recommend the name "Art Now!" for the program instead of "Rhythm of Urbana".

## **Recommendation**

Staff recommends that the Commission review the UPTV Program approach described above and be prepared with any suggestions for the Commission meeting discussion.