



I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$5,031.00; that all costs claimed have been incurred for the Project in accordance with the Agreement between the CHAMPAIGN-URBANA FOLK AND ROOTS FESTIVAL and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

Bruce A King

The 2009 Champaign-Urbana Folk and Roots Festival set out to accomplish the following mission at its first-ever event:

- To support local artists, musicians and folk arts organizations
- To promote a feeling of community
- To create an inclusive event
- To gather energy of many smaller folk organizations into a single celebration
- To promote the folk arts
- To contribute to the artistic vitality of the area
- To bring attention to downtown Urbana
- To attract tourism to the greater C-U area
- To expose residents to varied art forms
- To provide opportunities for quality social interactions

In the end, every single one of these goals was addressed or realized. More than 70 paid performers and numerous community and arts organizations participated in the event. A sense of community permeated the festival, especially on Friday night as festivalgoers walked from venue to venue, mingling and re-mingling in different contexts. The festival included performers and participants from wide-ranging racial/socio-economic backgrounds.

This event certainly spotlighted the folk arts, and helped build momentum for participating organizations' subsequent programming. For example, the festival provided the opportunity for a fledgling Morris dance group to perform. This group, which had previously struggled to find dancers, now has a healthy group of regular dancers and is actively conducting workshops and demonstrations.

The festival also brought attention to downtown Urbana and brought in rural residents as well as people from outside Champaign County. However, the greatest accomplishment of the festival was bringing people together for quality social interactions: at dances, jams, workshops, parades and concerts, people of all ages and backgrounds came together in celebration of the arts.

While ticket sales are an important source of income for the festival, the festival depends largely on individual, corporate and organizational donations and grants. Because the festival wishes to promote local businesses, we do not have beer/food sales income. Therefore, without the money provided by the City of Urbana's Public Arts Commission, the festival would not be able to happen at all. The 2009 grant of \$5,000 dollars represented 20-25% of our total budget, and allowed us to present most of our "headline" stage shows.

We estimate attendance at the 2009 festival as approximately 1,000 people, based on ticket sales and venue tallies provided by volunteers. As many activities were free and street-level, much participation was difficult to quantify. Over 70 individual performers/workshop leaders were involved, although this is a conservative number considering many bands/groups consisted of 25+ members on stage at a given time (Amasong, Mo Betta' kids ensemble, Rocky Moffit recycled Rhythm band, etc.).

The festival collaborated with a great number of business, civic and organizational/community partners. It is our belief that this networking is the heart and soul of the festival. In our experience, collaboration meetings were full of new ideas, energy and enthusiasm. Collaborating organizations became invested in the festival, and new connections were constantly being made. The only problem is organizing how to follow-up on all these great ideas!

Sheet1

Liz Carroll Performer	\$1,000.00
Jordan Kaye Stage Rental	\$250.00
Illinois Rail Performers	\$400.00
Los T Birds Performers	\$700.00
Kilborn Alley Performers	\$500.00
Chadd Dunn Recycled Rhythms Performer	\$100.00
Robbie Fulks Performer	\$750.00
Brown Hobbs & McMurray Insurance	\$656.00
Analog Outfitters Sound and labor	\$675.00
Total	\$5,031.00

First Annual
**Champaign-Urbana
Folk & Roots Festival**

September 25th & 26th

In and around downtown Urbana

A hands-on festival!

**Music - Dance - Performances - Art - Workshops - Jamming
Family Activities - and More!**

Sponsored by:

Urbana Country Dancers • City of Urbana Public Arts Commission • Techline
Busey Bank • Country Dance & Song Society • C-U Independent Media Center
The Pawn Shop • Common Ground Food Co-op • Merrill Lynch • WWHP 98.3 FM

Visit www.cufolkandroots.org for more information,
to volunteer, or to become a grassroots sponsor!



From the Herald-Review
(Decatur, IL) 9/25/09

Folk & Roots Festival opens today in Urbana

By **ASHLEY RUEFF**
H&R Staff Writer

URBANA — Urbana will host its third music festival in a row today and Saturday when the Champaign-Urbana Folk & Roots Festival hits downtown.

Two weeks ago, it hosted a guitar festival, and last week, it welcomed an indie music festival. This weekend, the town is showing some local music love by hosting a folk and roots festival to highlight musicians, artists and dancers from Central Illinois.

A handful of acts from outside the state are traveling in to perform, but mostly the stages and street corners will be filled with local artists.

"What we need really is to rally the troops together and get people really excited about what's going on here in the folk music scene," said Brenda Koenig, a festival organizer and an old-time fiddle player. She is looking forward to playing with bluegrass musicians from the area to whom she hasn't been exposed before.

"I think that a lot of us; we're not aware of others," she said of local musicians. That's the point of the festival: to bring the community together in an interactive and hands-on environment.

On the schedule are performances and workshops in country, Irish, Cajun, zydeco, blues, jazz, bluegrass, old-time and klezmer. And that's just the music.

The title "Folk & Roots Festival" was purposely left ambiguous so it could include a range of styles.

"It's music to be shared with other people, so it can be any genre really," Koenig said. "It's music that anybody and everybody can participate in."

The festival will also host dancers, artisans and storytellers, who will perform and teach their skills.

IF YOU GO

WHAT: Champaign-Urbana Folk & Roots Festival.

WHEN: 5 p.m. to past midnight today; 9:30 a.m. to past midnight Saturday.

WHERE: Downtown Urbana.
TICKETS: \$15 for all-event armband; \$3 to \$10 for individual programs; some free events.

ON THE WEB: www.cufolkandroots.org.

musicians will be on hand with extra instruments for the public to try.

"The festival is really a way to bring awareness and appreciation to the folk arts," Koenig said.

Musicians should bring their instruments and dancers their dance shoes. Everyone is welcome to come to watch and try his or her hand at something new.

In case of rain, the show will go on in designated indoor venues.

All-access wristbands are \$15, but many events are free, and others cost between \$3 and \$10.

"We're really working to make this affordable and accessible for everybody," Koenig said.

Rob Krumm, local musician and festival organizer, said the event is set up so people can park their cars and spend the rest of the day on foot in downtown Urbana.

"Once they find a parking place, they'll be set for the day," Krumm said.

Most events are in walking distance of one another, and jam sessions, artisans and other performers will be on the streets.

In all, he said there are 80 scheduled events during the weekend, with most of them happening on Saturday.

There won't be any food or beverage vendors, but local restaurants will be open.

Ad
From the Thrifty Nickel 9/09 ↓

anClassifieds.com 217-356-4804 CHAMPAIGN

First Annual Champaign-Urbana Folk & Roots Festival September 25th & 26th



In and Around Downtown Urbana
Music - Dance - Performance - Art - Workshops
Jams - Family Activities - and More!
www.cufolkandroots.org

Sponsored by:

Country Dancers • City of Urbana • Urbana Business Association • Country Dance and Song Society • Busey Bank • WEF
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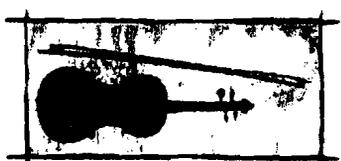
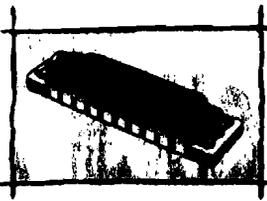
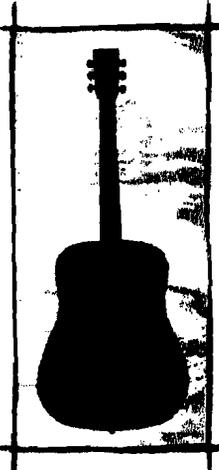
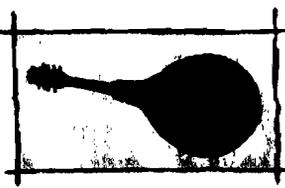
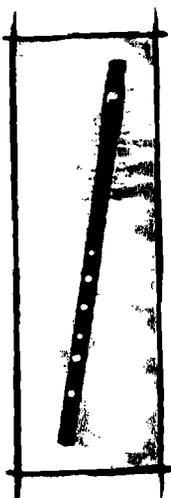
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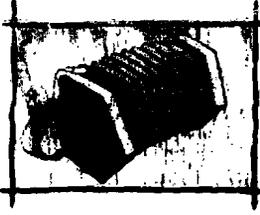
Folk & Roots Festival



September 25th & 26th

In and around downtown Urbana

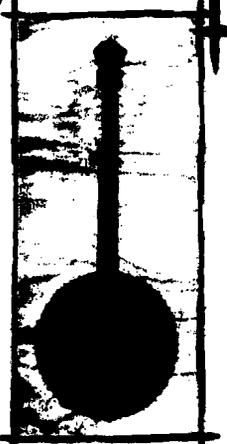
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- Performances
- Music • Dance
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All Event Pass **ONLY \$15.00**

Children & many events

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A hands-on festival!

Visit www.cufolkandroots.org for more information, to volunteer, or to become a grassroots sponsor.

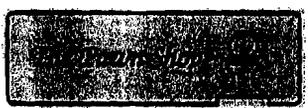


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