SITTY OF

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

memorandum

TO: Urbana Public Arts Commission

FROM: Anna Hochhalter, Public Arts Coordinator

DATE: August 3, 2010

SUBJECT: 2011 Urbana Arts Grants Program Discussion

Background

Urbana recognizes the arts as being 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 approved for the 2009 Fiscal Year and implemented in April 2009, and the second cycle was approved for the 2010 Fiscal Year and implemented in November 2009. After evaluating the first two cycles of grants with the Commission's Arts Grant subcommittee, the following program is recommended for Fiscal Year 2011.

Discussion

After reviewing the 2009 and 2010 Urbana Arts Grant Programs, the Commission Arts Grant subcommittee, which is composed of Pat Sammann and Sarah Ross, along with staff recommend several changes for the 2011 grant cycle. Attached (Exhibit A) are the DRAFT revised Urbana Arts Grant program guidelines and application form. The changes to these documents are highlighted and were made in an effort to address the concerns received by grant applicants and jurors. The changes for consideration are described below:

• The Here and Now category would be for 12 month long projects. The Here and Now category has received fewer applications than any other category and it appears to be difficult for grantees to complete a project within 6 months. Therefore, it is recommended that the category project period be changed from 6 months to 12 months, and that the amount of funding available per project be increased from \$200 - \$1,500 to \$500 -\$2,500, which is the same as the Envision 365 category. The Here and Now category will continue to be open to Urbana residents only.

• **Grant Eligibility.** Several questions were raised by the subcommittee regarding the types of projects and grantees that should be eligible to receive funding. The 2010 grant cycle used the same criteria developed for the 2009 cycle; however, the following questions were identified to be addressed 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?

In order to address these questions, it is recommended that applicants in the Creative Mix and Festivals category be required to state their organization's total annual operating budget. This information will assist jurors in determining the comparability between proposals. The subcommittee and staff continue to discuss the impacts of accepting applications from a full range of applicants, from individuals, non-profit organizations, other taxing agencies, and University programs. At this time, it is not recommended to restrict the eligibility of the grant program.

An additional requirement on the application form is that all applicants will be asked whether they have received grant funds in the past. The subcommittee and staff recommend that the grants continue to be open to applicants who have been previously awarded. However, it is recommended that in the 2013 grant cycle (two funding cycles from now), that applicants which have received awards two years in a row will not be eligible to apply. It is also recommended that this change in policy be posted in the guidelines and application for 2011 and 2012 so that applicants can plan ahead.

Schedule

Below is a tentative timeline for the 2011 grant program activities.

November 1, 2010: Guidelines and applications available November 8, 2010: Tentative Grant-writing workshop January 10, 2011: All applications received by 5:00PM

Jan. – Feb. 2011: Confirm Jury groups

Jan. - Feb. 2011: Upload work sample materials to City-hosted secured website

Jan. 24 – Feb. 4, 2011: Deliver application materials to jurors for review

Feb. 7 - 18, 2011: Jury meetings to select grantees

Feb. 19 – 28, 2011: Urbana Business Association Committee Review and Board of

Directors Approval of Business Backs the Arts Awards

March 8, 2011: Urbana Public Arts Commission approve 2010 Grantees

March 9 - 15, 2011: Notify all applicants
Mar. 15, - April 1, 2011: Sign grant agreements
April 1, 2011: Project period begins

April 1, 2012: Grant projects completion deadline (for all categories)

Process

It is recommended that, in an effort to assist interested applicants with completing the application process successfully, the Program partner with a local arts organization in hosting a grant writing workshop. In 2010, the Urbana Public Arts Program partnered with 40 North | 88 West, the Champaign County Arts, Culture, and Entertainment Council, and the Independent Media Center, to host a grant-writing workshop. The workshop was held on November 12th, 2009. 40 North provided substantial promotion and advertising for the workshop and city staff provided an overview of the grant application and guidelines. Approximately 40 people attended the workshop.

It is recommended that the Commission and subcommittee, continue to play a role in selecting community members with backgrounds in the arts to serve on the two grant juries. These jurors should then be confirmed based on their qualifications and availability. Each jury should include representation from a variety of arts areas including: music, dance, visual art, theater/literature, and the community at large. There should continue to be two juries, one to review the Here and Now and Envision 365 grant categories, and the other to review the Creative Mix and Urbana Festivals category.

It is recommended that staff work again with the City Information Services Division to establish an on-line jury review process, which enables the digital work samples to be viewed through a secured on-line portal on the City's webpage. This increases the ease with which jurors reviewed the images, video, music, etc., and streamlines the review process. There are a few technical issues related to work sample format that staff should work to resolve prior to the jury review process of the grant program.

The jurors are recommended to continue to use score sheets to assist in their initial review of the applications. Attached (Exhibit B) is a DRAFT 2011 jury score sheet.

Funding

The program budget described in the Program Plan for 2010-11 which was approved by the City Council on May 17, 2010, is \$47,500. This amount includes funding from the City's Public Arts Fund (TIF and Non-TIF) and a contribution of \$5,000 from the Urbana Business Association for the Business Backs the Arts Award.

Recommendation

Staff recommends that the Commission review the attached DRAFT Urbana Arts Grant guidelines and application for 2011, and be prepared to discuss the program during the August Commission meeting.

Attachments:

Exhibit A: DRAFT 2011 Urbana Arts Grant Guidelines and Application

Exhibit B: DRAFT 2011 Urbana Arts Grant Jury Score Sheet

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES



Economic Development Division Urbana Public Arts Program

Urbana Arts Grants Program 2010 Guidelines

All materials must be received by <u>5:00 pm on January 10, 2011</u>. Late applications will not be accepted.

The City of 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 to integrate art into the urban environment.

The Urbana Business Association (UBA) has partnered with the Urbana Arts Grant Program to support projects in the arts which enhance the business community and have the potential to promote economic development in the City. The UBA's support will sponsor grantees which are designated "Business Backs the Arts" Recipients. All applications will be considered for this award.

Open to all disciplines in the arts: 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, and organizations

Eligibility

- Projects must be exhibited or performed within the City of Urbana. Preference may be given to projects that take place within a Tax Increment Financing District (TIF). See attached map for location boundaries. Projects with activity outside the TIF Districts will be considered.
- 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.
- NOTE: <u>In 2013</u>, applicants that have received Urbana Arts Grant funds two years in a row will not be eligible.

Grant Categories

- Here and Now: Grants for Artists Residing in Urbana
 Envision 365: Grants for Emerging & Professional Artists
- Creative Mix: Arts Grants for Groups, Troupes & Ensembles
- Urbana Festivals: Grants Supporting Arts Festival Presenters

Here and Now

Amounts Awarded	Deadline for	Eligibility
	Project Completion	
\$500 - \$2,500 awards	Within twelve (12) months of notification of award	 For individual artists residing in Urbana For individual emerging, practicing, professional artists, and small artists teams
	\$500 - \$2,500	\$500 - \$2,500 Within twelve (12) months of notification of

Envision 365

Purpose	Amounts Awarded	Deadline for Project Completion	Eligibility
To provide grants to artists to produce projects in the arts in Urbana	\$500 - \$2,500 awards	Within twelve (12) months of notification of award	 For individual emerging, practicing, professional artists, and small artists teams Need NOT reside in Urbana

Creative Mix

Purpose	Amounts Awarded	Deadline for	Eligibility
		Project Completion	
To provide grants to groups, troupes, ensembles, and organizations to produce projects in the arts in Urbana	\$500 - \$5,000 awards	Within twelve (12) months of notification of award	 For ensembles, collaborations, school groups, non-profit organizations, neighborhood initiatives, or curatorial projects In-kind support and matching funds required Need NOT reside in Urbana

Urbana Festivals Grants

Purpose	Amounts Awarded	Deadline for	Eligibility
4		Project Completion	
To provide grants to festival producers for arts-related festivals in Urbana	\$500 - \$10,000 awards	Within twelve (12) months of notification of award	 For festival presenters 50% match through inkind support or matching funds required Need NOT reside in Urbana

Awards are subject to availability of funds. A total of \$47,500 is available for the 2011 Program. The 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

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.

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 two temporary Selection Panels composed of professionals with experience and knowledge of the City of Urbana and the arts. The Selection Panels will review eligible applications and recommend select applicants as recipients of the grant award. The recommendations will be reviewed by the Urbana Business Association (UBA) that will select the "Business Backs the Arts" recipients. The Public Arts Commission will review all recommendations 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 in three categories:

Artistic Quality

• Work samples that demonstrate artistic and creative merit as well as the ability to produce a well-planned, safe event or project

Community Integration

- Whether the project addresses at least two Program Goals (as listed previously) and meets the purpose of the grant category
- Proposals that partner with businesses, organizations or governmental agencies are encouraged

Project Feasibility

- The feasibility of the proposed project (based on applicant's experience, and proposal)
- A realistic plan for implementation with clear and specific objectives, including a promotions and marketing plan
- Evidence of careful and realistic financial planning
- (For Creative Mix only) Ability to show matching funds or in-kind support for the project
- (For Urbana Festivals only) Fifty percent (50%) matching funds from non-City sources
- (For Urbana Festivals only) Projected attendance

• Required permits, clearances, insurance and event authorization for special events utilizing city property or public right-of-way. Information on requirements can be found at http://urbanaillinois.us/departments/public-works/special-events.

Timeline and Disbursal of Funds

January 10, 2011:
 All applications received by 5:00PM

• February 7 - 18, 2011: Juries review applications and recommend grantees

• February 19 - 28, 2011: Urbana Business Association reviews recommendations

and selects Business Backs the Arts recipients

March 8, 2011: Urbana Public Arts Commission reviews

recommendations and approves final grantees

• March 9 - 15, 2011: City Staff notifies all applicants of award status

• March 15, - April 1, 2011: Grantees sign grant agreements

• April 1, 2011: Project period begins

• April 1, 2012: Grant projects completion deadline (for all categories)

All projects must be completed within 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 and entering into agreement with the City. 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 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 a City of Urbana Arts Grant" 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. Additionally, if the grantee is a recipient of the Urbana Business Association Business Backs the Arts program, the Grantee must acknowledge both the City and the Urbana Business Association. The acknowledgement should then read, "Supported in part by a City of Urbana Arts Grant and the Urbana Business Association". In this case, whenever sponsor logos are displayed, the City's logo as well as the Urbana Business Association logo must be displayed.

With questions, contact: 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: TBA

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division Urbana Public Arts Commission

Urbana Arts Grants Program

2011 Application
Applications must be received by 5:00 PM, January 10, 2011 Late applications will NOT be considered

Read Program Guidelines BEFORE Completing this application form.

	ete and return e CD or DVD to:		is applicatior Public Arts Pr		ional Materials, and	<u>1</u> Wor
			•	nent Services, City or rbana, IL 61801	of Urbana	
Which	grant are you	annlying for	7.			
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If you	are applying t	o the Creativ	e Mix or Fes	tivals category, cl	neck the box that	
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APPLIC	CANT INFORMA	ATION				
	Name of Applica	ant Group, Org	anization, or l	Ensemble		
	Primary Contact	t and Title				
	Address	C	ity, State	Zip code	Web Address	
	Email				Daytime Telephone	

PROJECT INFORMATION

Project Title :	
Brief Description of Project (25 v	words max):
Amount Requested to Support I	Project:
Date of Project Completion (mus	st be between April 1, 2011 - April 1, 2012 for ALL
Integrate the arts into the urban promoting tourism and commercy Increase the availability of publicly Encourage emerging artists and art Preserve and commemorate local a Enrich the lives of Urbana residents Increase opportunities for residents Represent the community in its div Encourage partnerships among articles the locations and addresses in	forms nd multicultural traditions and histories s and visitors s to engage in the arts in its many forms ersity sts, performers, businesses, organizations, and agencies nvolved in public components of the project (e.g., performances, installations, etc.). Must include
Location and Address	Proposed Use
schedule of Key Project Activity Dates	s, including set-up and installation or performance dates:
Activity	Date
Activity	 Date

Activity	Date
Activity	Date
Activity	Date
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.)*

A: Personnel	Amount Requested	Matching	In-Kind		Expenditure Notes
(Project Related)	from City	Funds	Donations	Total	(if applicable)
Artistic					
Administration					
Technical					
Other					
Total Personnel Expenditures					
B: Implementation (Cost of Project)					
Supplies/Materials					
Promotion/Printing			P		
Postage					
Artistic Services					
Other Professional Services					
Space/Equipment Rental					
Travel/Transportation					
Other					
Total Implementation Expenditures					
Total Expenditures (A+B)					

ADDITIONAL MATERIALS REQUIRED:

To complete this application, include 6 copies of the following information described for the grant category to which you are applying. Additional materials must be typed on 8.5 x 11" paper unless otherwise specified, collated, and stapled at the top right corner. Do include plastic binders or folders. 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.
- Description of Project Partners (if applicable): Describe your history and relationship with any additional organizations or individuals involved with your project. (300 words)
- Promotions and Marketing Plan: Describe how you will promote the event to Urbana residents, 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). Include only ONE (1) CD or DVD of Samples.
- 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 any additional organizations or individuals involved with your project. (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 residents, regional and/or national visitors. Include the estimated attendance. (300 words)
- Work Samples (see work samples description). Include only ONE (1) CD or DVD of Samples.
- 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 any additional organizations or individuals involved with your project. (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 residents, regional and/or national visitors. Include the estimated attendance. (300 words)
- Work Samples (see work samples description). Include only ONE (1) CD or DVD of Samples.
- 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 any additional organizations or individuals involved with your project. (300 words)

URBANA FESTIVALS CONTINUED

- Overview of Past Events Coordination: Describe previous events you have presented, including evidence of managerial abilities and experience creating, operating, producing, and promoting well-planned, successful events. (500 words)
- 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 residents, regional and/or national visitors. Include the estimated attendance and your methodology for calculating that number. (300 words)
- Work Samples (see work samples description). Include only ONE (1) CD or DVD of Samples.
- Index of Work Samples (see work samples description)
- Evidence that you have been in communication with the Public Works Department regarding a Special Event or Parade Permit Application for your project, if required. Additional information can be found online at: http://urbanaillinois.us/departments/public-works/special-events

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, be submitted on a CD or DVD, and be clearly labeled in the following way: "lastname_firstname_01.jpg", with the last number corresponding to the image number listed on the index of work samples. Total combined work sample size should not exceed 100 MB.

- A. Digital Images (8 maximum), submitted on a CD in JPEG file format. Each file should be compressed 1920 maximum dimension, 72 dpi for best image quality under 2 MB. Do not send original artwork.
- B. Video or audio works (8 maximum) of disciplines that are performance or audio-based must be on a playable CD or DVD. For video, each file should be in WMV file format.
- C. Manuscript Samples (5 pages maximum) for scripts, poetry, prose, etc. must be in portable document format (.pdf) under 2 MB.

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 or Event
 - -Medium
 - -Date of work/activity
 - -Dimensions of artwork (for visual art)

CERTIFICATION

I, the undersigned, certify that all informations of my knowledge. I further certify that I have documentation required as part of this application.	•
Applicant name (print or type)	Date
Applicant Signature	

SUBMIT <u>6</u> COPIES OF THE APPLICATION, <u>6</u> COPIES OF ADDITIONAL MATERIALS, AND <u>1</u> CD OR DVD OF WORK SAMPLES TO THE ADDRESS BELOW. <u>Collate all materials into 6 packets, one of which</u>

will include the Work Sample CD or DVD. NOTE: Here and Now applicants should provide ONE Proof of Residency in the packet which includes the Work Sample CD or DVD. DO NOT include the Proof of Residency in all 6 packets.

DEADLINE: 5:00 PM, January 10, 2011

Send to: Public Arts Program, Community Development Services, City of Urbana

400 S. Vine Street, Urbana, IL 61801



City of Urbana, Urbana Public Arts Commission 2011 Urbana Arts Grants Jury Panel Score Sheet

Jury Panelist		Jury Panelist Signatu	ıre	
Project Title				
Integration. Pleas and a final score	se use the rating sca	areas Artistic Quality, Propale below. Make a prelimina ork samples. You may use as will become part of the Co	ry score based o this sheet to mak	n the written application accomments or notes
 possess project 		stic quality the panel must of and discipline demanded to		
5 (Excellent)	4 (Good)	3 (Adequate)	2 (Poor)	1 (Inadequate)
 A clear a Evidence 	nd appropriate budge of careful financial		.,,	vrovides:
5 (Excellent)	4 (Good)	3 (Adequate)	2 (Poor)	1 (Inadequate)

Comments:

- **3. Community Integration** In evaluating community integration the panel must determine whether the artist(s) proposal address two or more of these criteria:
 - Art that is integrated into the urban environment, creating a sense of place and purpose.
 - Art that preserves and commemorates local and multicultural traditions and histories
 - Art that enriches the lives of Urbana residents and visitors
 - Art that increases opportunities to engage in the arts and its many forms
 - Art that is representative of the community in all its diversity

5 (Excellent)	4 (Good)	3 (Adequate)	2 1 (Poor) (Inadequate)
Comments:			
Preliminary Score:	(To	otal of all three categories a	above)
FINAL SCORE:	(Tc	be calculated after review	ring work samples)