

40 North | 88 West  
art lives here.

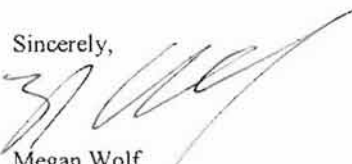
1817 S. Neil, Suite 201  
Champaign, IL 61820 7234  
p 217.351.9841  
f 217.359.1809  
www.40north.org

City of Urbana Public Arts Program  
Community Development Services  
400 S. Vine  
Urbana, IL 61801

To Whom It May Concern:

I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$3, 036; that all costs claimed have been incurred for the Project in accordance with the Agreement between 40 North and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

Sincerely,



Megan Wolf  
40 North Director of Resource Development



40°N  
88°W  
At 10:45

**GRANT AWARD FORM**

**Grant Award Form:** Please complete the Project Questions below and include this page in your Final Report materials submitted to the address below.

The information provided in question #1 - 5 should be the same as the information on your Urbana Arts Grant Agreement with the City.

1. **GRANTEE:** Name of Applicant or Primary Contact:

Megan Wolf, 40 North 188 West

Address:

1817 S. Neil, Suite 201, Champaign, IL  
61820

Project Title:

Boneyard Arts Festival, 2010

2. **TOTAL AMOUNT OF GRANT FUNDS AWARDED:** \$ 3,000 .00

3. **TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE:** \$ 3,000 .00

4. **GRANT PERIOD:** July, 2009 through June, 2010.

5. **EXPENDITURE DEADLINE:** 6/30, 2010.

6. **DATE OF PROJECT COMPLETION:** 4/18, 2010.

**Return to:**

Anna Hochhalter  
City of Urbana, Public Arts Program  
Community Development Services  
400 S. Vine Street  
Urbana, Illinois 61801  
Email: [ahochhalter@city.urbana.il.us](mailto:ahochhalter@city.urbana.il.us)

City of Urbana, Public Arts Commission  
FY10 Urbana Festivals Grant  
June, 18 2010

## 40 North | 88 West Boneyard Arts Festival

### Post-Project Evaluation

The Urbana Public Arts Commission grant allowed 40 North | 88 West to further its mission of cultivating creativity in Champaign County. This was evidenced through the Boneyard Arts Festival, a culminating event of the 40 North mission points - information, advocacy and collaboration. The 2010 Boneyard Arts Festival brought together arts with business for the eighth year throughout Champaign County. This countywide festival provided an arts-filled weekend for residents and visitors; gave artists an opportunity to market their work and generate income, increased foot traffic and sales in participating venues; and increased access to the local arts community.

#### 1. Accomplishments

**Marketing** - The grant supported the marketing plan of the Boneyard, enhancing outreach throughout our diverse community. This free community event is an arts extravaganza available for attendance by people of all ages and backgrounds. Audiences grew substantially across the entire festival, but especially in Downtown Urbana where Jan Chandler of Heartland Gallery reported record-breaking attendance. Although 40 North is not able to do formal tracking of attendance and sales, anecdotal reports suggest that artists sold more work this year than in the past and there was a substantial increase in foot traffic. By doing more youth programming and targeting families and kids in marketing efforts, family attendance has grown. The Urbana district, in particular, has become the hub for family arts activity.

**Street Performances** - The funding supported performances on the street, giving the festival a stronger presence and more festive atmosphere. With unique performances like Ben Hay on didgeridoo, Recycled Rhythms in a bank parking lot, and a variety of performance art, a diversity of activity was available for mass consumption.

#### 2. Impact

The grant allowed 40 North to continue its primary goals of strengthening the arts community and promoting the arts locally and beyond Champaign County. The grant deeply impacted the quality, diversity and quantity of street performances. Because of UPAC funding, there was a broad spectrum of arts on the streets demonstrating the breadth and depth of the local arts community. Grant funds opened up an opportunity to reach a more diverse audience through an expanded marketing campaign, specifically young audiences.

#### 3. The Numbers

Visual, literary and performing arts were featured in over 130 different locations across the county; thirty of those locations were in Downtown Urbana and in the Krannert Center District. Over 500 artists participated in the event. Public participation increased from years past with an estimate of 10,000 participants.

#### 4. Collaborating Partners

Collaborating partners are the backbone of this event. Seventy-five collaborators – including sponsors, in-kind contributors, and community partners - were involved in the success of the festival. Working with the Urbana Business Association on the BoneyardConnect, an artist/venue mixer; the Campustown Business Group on rallying support on Campus; and the Krannert Center District on getting businesses involved in their area. Each of these community partners helps us to extend our reach each year and further engagement into this event. Urbana Park District continues to play a critical role in leading the Urbana committee, organizing businesses and assisting artists. Considering the small 40 North staff, the festival simply would not be possible without the help of these partners and a robust volunteer structure. In addition to collaborating partners, a well-organized pool of volunteers is at the heart of this event. Over 200 volunteers worked together in true community fashion to create a weekend rich in artistic experience.

#### **40 North | 88 West Boneyard Arts Festival**

##### **Fiscal Report**

Performances, April 16 – Krannert Center District, Urbana

\$200 - Boisterous Beautician, Rachel Storm performances, April 16, 2010

\$100 – Performance Art, Kristi Rae Wilson, April 16

\$300 – “they’re in there” performance, Rebecca Walter, April 16

\$957.15 – Robert E. Brown Center for World Music Spring Concert, April 16

\$55 – Performance Art, Elizabeth Simpson, April 16

Performance, April 17 – Downtown Urbana

\$100 – Shakespeare on Love, Kristi Rae Wilson, April 17

\$499 – Recycled Rhythms, Chad Dunn, April 17

\$200 – Ben Hay, didgeridoo demonstration, April 17

\$55 – Performance Art, Elizabeth Simpson, April 17

Marketing

\$570 – Two billboards in Urbana

**\$3,036 – Total, Performances and Marketing**

##### **Revised Project Budget**

The project budget changed to best suit the amount of funds dispersed by UPAC. The original festival budget allocated \$7,000 to street performances and \$3,000 in marketing expenses. The actual amount spent was \$2,466 to performances and \$570 in marketing.

40 North | 88 West

# BONEYARD

## ARTS FESTIVAL

# APRIL 15-18



THURSDAY  
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CHAMPAIGN

April 15th

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April 16th

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SATURDAY  
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SUNDAY  
OUT & ABOUT  
CHAMPAIGN CO.

April 18th



Champaign County Arts, Culture  
& Entertainment Council

[www.40NORTH.ORG](http://www.40NORTH.ORG)



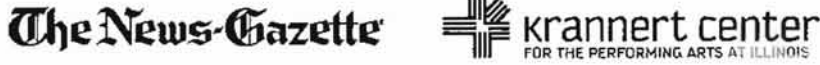
Krannert Center  
for the Performing Arts

**The News-Gazette ofc**

ART: Grays of Broken Dreams by Glenn C. Davies | POSTER + PHOTOGRAPHY: Kurt Bielema/singlisterco.com



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KIDS PROGRAM BENEFACTOR

First Federal Savings Bank of Champaign-Urbana

ADDITIONAL SUPPORT PROVIDED BY:

University of Illinois at Urbana-Champaign  
City of Champaign  
Champaign County Convention & Visitors Bureau

This program is partially supported by a grant from the Illinois Arts Council,  
a state agency

Paid for in part by the City of Urbana Arts Grant and the Urbana Business Association



CRUISE THE BONEYARD

with the guide to the arts iPhone app by OJC tech.com.  
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**DOWNTOWN  
CHAMPAIGN**  
April 15th  
the 217.com

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April 16th  
JSM Management

SATURDAY  
**DOWNTOWN  
URBANA**  
April 17th  
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**OUT & ABOUT  
CHAMPAIGN CO.**  
April 18th  
Mahomet, Rantoul,  
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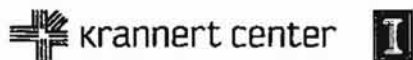


Champaign County Arts, Culture & Entertainment Council

WWW.40NORTH.ORG

“ Think creatively  
act courageously  
be yourself ”

—HERMAN KRANNERT




**Melissa Merli  
lives and breathes  
the arts.**

Read Melissa's coverage of  
the local art scene in  
her column Art Beat  
and Studio Visits  
every Sunday  
in

Start Smart with  
**The News-Gazette**  
www.news-gazette.com

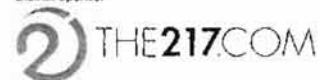
detail of "Groto of Broken Dreams," by Glen C. Davies | design concept by Kurt Balemalingksteros.com



|   |  |  |   |
|---|--|--|---|
| <p><b>THURSDAY<br/>DOWNTOWN<br/>CHAMPAIGN</b><br/>April 15, 2010</p> <p>sponsored by<br/>the217.com</p> | <p><b>FRIDAY<br/>U of I<br/>CAMPUS</b><br/>April 16, 2010</p> <p>sponsored by<br/>JSM Management</p> | <p><b>SATURDAY<br/>DOWNTOWN<br/>URBANA</b><br/>April 17, 2010</p> <p>sponsored by<br/>the217.com</p> | <p><b>SUNDAY<br/>OUT &amp; ABOUT<br/>CHAMPAIGN<br/>COUNTY</b><br/>April 18, 2010</p> <p>Mahomet, Renton, Sidney,<br/>St. Jo, Urbana-Champaign</p> |
|---|--|--|---|

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Boneyard Arts Festival  
District Sponsor



Boneyard Arts Festival Title Sponsors

**The News-Gazette**



Krannert Center  
for the Performing Arts

*Downtown Urbana*

PROGRAM

40°N  
88°W  
N.E. is here

2010 boneyard

40 North | 88 West Boneyard Arts Festival

40 North | 88 West, The News-Gazette and Krannert Center for the Performing Arts are proud to welcome you to this 8th annual showcase of the art that lives here in Champaign County.

Thursday, April 15 | DOWNTOWN CHAMPAIGN

Friday, April 16 | U of I CAMPUS

Saturday, April 17 | DOWNTOWN URBANA

Sunday, April 18 | OUT & ABOUT Champaign County

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staff

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Megan Wolf

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Camille Born  
Jill Guth  
Cheryl Kennedy  
Douglas Milburn (Chair)  
Leah Pettit  
Zoe Stinson  
Janet Soesbe  
Ian Wang

This program is supported in part by a grant from the Illinois Arts Council, a state agency.

40 North | 88 West



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Web banner art: Grotto of Broken Dreams  
by Glen C. Davies. Concept: Kurt Bielema

boneyard arts festival

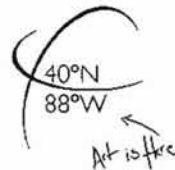
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Tamala Griffin  
Becki Galardy  
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Jan Chandler  
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Katy Vizdal  
Erica Cooper Peyton  
Patrick Harness  
Mary Tangora and Larry Steinbauer  
Nicole Pion





**downtown urbana  
2010 boneyard arts festival venues**

For complete details, pick up a copy of the Boneyard Arts Festival Guide at any venue or visit [www.40north.org](http://www.40north.org).

**88 BROADWAY**, Lincoln Square, 300 S Broadway #138  
Sat 10am-2am

**THEATER IN THE STREETS FESTIVAL**  
Downtown Urbana on Broadway Ave between Elm and Main  
Sat 12pm-7

**AMARA YOGA & ARTS**, Lincoln Square, 300 S Broadway, Ste 156B  
Sat 10am-5pm, 1-3pm storytelling for all ages by Camille Born, every 15 minutes

**ANITA PURVES NATURE CENTER**, 1505 N Broadway  
Sat 12-3pm

**ART MART**, Lincoln Square, 300 S Broadway, Suite 127  
Sat 9am-6pm

**BEADS N' BOTANICALS**, 117 N Broadway Ave  
Sat 2-3:30pm: "Rattle the Boneyard, A Community Drum Circle"  
3:30-4:30pm: Trikhale

**BLACK DOG SMOKE AND ALE HOUSE**, 201 N Broadway  
Sat 11am-2am

**CINEMA GALLERY**, 120 W Main St  
Thurs-Fri 10am-5pm; Sat 10am-9pm

**COMMON GROUND FOOD CO-OP**, 300 S Broadway  
Mon-Sun 9am-9pm.

**C-U POTTERS' CLUB**, 900 S Race St  
Sat 9am-5pm, Sun 9am-6pm.

**FLEURISH**, 110 S Race St  
Thurs-Sun 10am-6pm.

**FURNITURE LOUNGE**, 125 W Main St  
Thurs-Fri 11am-5pm; Sat 11am-6pm; Sun 11-4pm

**THE GREAT IMPASTA**, 156 C Lincoln Square Village  
11am-9pm, Thurs: 11am-10pm Fri-Sat

**H2O SALON**, 109 N Broadway Ave  
Sat 10am-7pm

**HEALTH IN HARMONY**, 115 W Main St, 2nd Floor  
Thurs-Sun 9am-7pm

**HEARTLAND GALLERY**, 112 W Main St  
Thurs 10am-5pm, Fri 10am-6pm; Sat 10am-9pm  
Live Music Saturday from 12-4, 6-8pm

**IGW ARCHITECTURE**, 114 W Main St

**INTERNATIONAL GALLERIES**, Lincoln Square  
Thurs-Sat 10am-6pm

**IRON POST**, 120 S Race St  
Sat 4-6pm

**KALARTE GALLERY**, 112 W Main St  
Thurs 10am-5pm, Fri 10am-8pm; Sat 10am-9pm

**KLOSE KNIT**, 311 W Springfield Ave  
Thurs-Fri 10:30am-5pm, Sat 10am-6pm.

**LA GOURMANDISE BISTRO**, 119 W Main St  
Thurs-Fri 10:30am-8pm; Sat 8am-6pm; Sun 8-2pm.

**LINCOLN SQUARE VILLAGE**, 201 Lincoln Square  
Sat 12-3pm

**MADELINE'S CONFECTIONARY ARTS  
STUDIO & GALLERY**, 122A W Main St  
Sat 9am-3pm

**PIATO AT LINCOLN SQUARE VILLAGE**  
300 S Broadway Ave  
Sat 11am-3pm

**SHARED SPACE COOP/MAIN STREET  
PLAZA LOBBY**, 123 W Main St  
Sat 10am-dark.

**SYLVIA'S IRISH INN**, 312 W Green St  
Sat 12-4pm

**URBANA BUSINESS ASSOCIATION**, 111 W Main  
Sat 10am-3pm

**U-C INDEPENDENT MEDIA CENTER**  
202 S Broadway Ave  
Fri-Sun 8am-7pm art exhibits, Sat 11am-2pm, free music in  
the IMC Lobby, Sat 11am-7pm community-led skillshares  
workshop, Sat 12-3pm Change of State Performance  
Project, Sat 12-5pm: Up Center  
Fri-Sat from 7pm, IMC Festival.

**URBANA CITY BUILDING**, 400 S Vine St

**URBANA FREE LIBRARY**, 210 W Green St  
Thurs 9am-9pm, Fri-Sat 9am-6pm, Sun 1-5pm.

**V. PICASSO**, 214 W Main St  
Sat 6-8pm

**WIND, WATER & LIGHT GALLERY**, 161 Lincoln Square  
Sat 10am-6pm; 10-11am & 4-5pm, paper crane folding  
demonstrations, 3-30pm: storytelling by Camille Born

**THE WOODEN HANGER**, 135 W Main St

**XINH XINH CAFE**, 114 N Vine St, Suite H

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