



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Urbana Public Arts Commission

FROM: Christina McClelland, Public Arts Coordinator

DATE: February 9, 2012

SUBJECT: Urbana Public Arts Program Five Year Plan Draft

Background

The Urbana Public Arts Commission has identified long-range planning activities and the creation of a five year plan as priorities to aid in establishing future fundraising goals, as well as to provide guidance for the yearly process of drafting the Annual Program Plan. During the October 11, 2011 Commission meeting, the Commission began this process by brainstorming a list of ideas and key values for the Urbana Public Arts Program. To move forward in the process, during the November 8, 2011 meeting the Commission directed each subcommittee to prioritize short, mid, and long term goals. Staff created a Long Range Planning Worksheet to aid in this process, and presented the results during the December 13, 2011 meeting. Upon reviewing these results, the Commission directed staff to produce a draft Five Year Plan.

Discussion

The Joseph W. Royer Arts and Architecture subcommittee did not meet until after the December meeting, so their completed long range planning worksheet is included in the packet (Exhibit A).

The Fundraising subcommittee met and drafted fundraising priorities from the short, mid, and long term goals drafted by each subcommittee. These priorities are a part of the attached draft Five Year Plan (Exhibit B). Staff also used subcommittee priorities from the completed long-range worksheets, the Program's mission statement, the key values and ideas drafted during the October and November meetings, and the duties outlined in the Ordinance to create the document.

The plan outlines the mission of the Public Arts Program, the impetus for embarking on the long-range planning process, key values and ideas, current subcommittees, a timeline of subcommittee goals, and fundraising priorities. More information might be included about fundraising strategies, as well additional categories of implementation and monitoring results.

Recommendation

Staff recommends Commissioners review the attached Five Year Plan Draft and be prepared

with comments or edits for the February meeting. Particular areas of consideration include how to make this document clear and user-friendly to both Public Arts Commission Members and the public alike.

Attachments:

- Exhibit A: Joseph W. Royer Arts and Architecture Subcommittee Completed Long-Range Planning Worksheet
- Exhibit B: Five Year Plan

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: Joseph Royer Arts and Architecture Subcommittee

Members: Greg Chew, Ilona Matkovzki

Short term goals (1-2 yrs): -Research possibility of using existing Royer buildings as exhibition, performance, and presentation space

- Explore possibility of County Plaza as artist studios and exhibition space
- Ongoing promotion of Royer sites through brochures and plaques

Midterm goals (3-4 yrs): -Promote conversations, presentations, performances, and other events occurring in and around Royer architecture

- Commemorate notable anniversaries of buildings through events, ie Living Newspaper performances

Long term goals (5 yrs & beyond):

Promote sense of place within Royer district through:

- Arts Venue with Exhibition space - Artist studios
- Regular tours of Royer building sites, regular events
- Historic children's book written by Mrs Royer released as eBook

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
- Promote lifelong participation and learning in the arts, as well as artistic engagement for the whole community.
- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Promote City of Urbana.
- Identify, open and support more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.

- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

Staff: Coordination of venues and artists/performers, proposing and maintaining partnerships

Financial: Will need additional resources for future plaques for Royer buildings

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?
1, 10, 11, 12, 13

How do these goals fit the Urbana community?

Raise awareness of local architecture and cultural assets, use these assets to provide opportunities for local artists.

What experiences and information have been gleaned from efforts and programs in this area to date?

Establishment of Joseph W. Royer Art and Architecture District, installation of Champaign County Courthouse commemorative sign.

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

Local arts organizations, Urbana Free Library, USD 116, churches, performance groups, community groups, Independent Media Center

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?

Providing venues for artists of all disciplines, promoting awareness of cultural assets and architecture.

Other ideas/goals not being currently addressed by a subcommittee:

Urbana Public Arts Commission

Five Year Plan 2012-2017

Prepared by:
Christina McClelland
Public Arts Coordinator
February 9, 2012

DRAFT

Mission

The Urbana Public Arts Program and Commission were established by the Urbana City Council in April 2008 to foster a city where all residents—emerging artists, established artists, and “non-artists” alike—may engage with the arts, and where artists thrive and are valued.

Five Year Plan Background

The Urbana Public Arts Commission identified long-range planning activities and the creation of a five year plan as priorities to aid in establishing future fundraising goals, as well as to provide guidance for the yearly process of drafting the Annual Program Plan. During the October 11, 2011 Commission meeting, the Commission began this process by brainstorming a list of ideas and key values for the Urbana Public Arts Program.

Key values and Ideas

- Integrate art (all kinds, not just visual) into the city and urban environment.
- Promote lifelong participation and learning in the arts.
- Fundraising and financial support for arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Identifying, opening, and supporting more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.
- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Establish youth art program to encourage and support aspiring artists.
- Promote artistic engagement for the whole community.
- Partner with existing venues and organizations, promote arts events and activities of other venues and organizations.
- Promote the city of Urbana.
- Expand Urbana Public Arts Program’s artistic footprint.

The Public Arts Commission develops programming, projects, and initiatives through smaller subcommittees of no more than two Commissioners that report back to the entire group during regular monthly meetings. To move forward in the process of creating the Five Year Plan, the Commission directed each subcommittee to prioritize short, mid, and long term goals.

Current Public Arts Commission Subcommittees

Fundraising Subcommittee

1. Patricia Sammann
2. Geoff Bant

Urbana Arts Grants Subcommittee

1. Patricia Sammann

Downtown Arts Planning Subcommittee

1. Patricia Sammann
2. Mary-Ann Winkelmes

Marketing and Promotions Subcommittee

1. Barbara Hedlund
2. Patricia Sammann

Corridor Beautification Subcommittee (Focus Areas: Philo Road, the Boneyard Creek Master Plan, Cunningham Avenue, Lincoln Avenue and University Avenue)

1. Geoff Bant
2. Mary-Ann Winkelmes

Martin Luther King Jr. Project Subcommittee

1. Robert Lewis
2. Virginia Waaler

Art at the Market Subcommittee

1. Geoff Bant

Joseph W. Royer Arts and Architecture District Subcommittee

1. Ilona Matkovszki
2. Greg Chew

UPTV *Art Now!* Subcommittee

1. Pat Sammann
2. Greg Chew

Arts in the Schools Subcommittee

1. Geoff Bant
2. Barbara Hedlund

Public Arts Commission Timeline of Subcommittee Goals

Staff created a Long Range Planning Worksheet to aid subcommittees in the process of identifying short (1-2 years), mid (3-4 years), and long term goals (5 years and beyond). After each subcommittee had met and completed the worksheet exercise, staff compiled their answers into the following timeline:

Short term goals (1-2 years):

Art Now!:

- Interview more artists outside the visual arts.

- Show art being created.
- Additional member on the subcommittee.
- Better publicize the show.

Art in the Schools:

- Consult with local high school art teachers.
- Prioritize goal of program -- is it providing funding for long term visiting artists, equipment costs, field trip costs, professional development for teachers, or serving as clearinghouse for connecting artists and schools?

Downtown Arts Planning:

- Have a permanent projection on display in DT Urbana.
- Have rotating art display in the parking garage windows--vinyl designed by schools, local artists.
- Urbana Sculpture Program--future of existing sculptures, new sculptures.
- Investigate use of space for art display --Lincoln Square, Library.

Joseph W. Royer Arts and Architecture District

- Research possibility of using existing Royer buildings as exhibition, performance, and presentation space.
- Explore possibility of County Plaza as artist studios and exhibition space.
- Ongoing promotion of Royer sites through brochures and site identification.

Marketing & Promotions:

- More publicity for grants events.
- More publicity for arts classes list.
- Coordination of marketing with other subcommittees.
- Develop a yearly marketing plan for every year (distribution and updating materials).
- Increase presence on all media (radio, TV, newspaper).

Martin Luther King, Jr. Project Planning:

- Select artist to create sculpture.
- Artist works with community to develop project.
- Sculpture completed by 2013.

Urbana Arts Grants

- Increase number of grant applicants.
- Better publicize grant events.
- Expand pool of grant money to increase number of grants made.

Midterm goals (3-4 years):

Art Now!:

- Interview more artists a month.
- Better publicity.

Art in the Schools:

- Establish program.

Downtown Arts Planning:

- Video/projection event as part of Boneyard Arts Festival.
- Bring additional sculptures or other visual art to Boneyard Beautification Project.

Joseph W. Royer Arts and Architecture District

- Promote conversations, presentations, performances, and other events occurring in and around Royer architecture.
- Commemorate notable anniversaries of buildings through events, i.e. Living Newspaper performances.

Marketing & Promotions:

- Publicity for fundraising.
- Publicity for school efforts.
- Publicity for joint efforts with other arts organizations.
- Cross-promotion of programs and partnerships—ongoing via radio, TV, print media, internet, social media.

Martin Luther King, Jr. Project Planning:

- Working with partners to promote and enhance the project, including UPD, USD116, potentially PAL for programming and education.
- Educational materials.
- Performances at the sculpture

Urbana Arts Grants:

- Institute separate grant category for schools.
- If grant money increases, provide continuing support for some festivals or projects.

Long term goals (5 yrs & beyond):

Art Now!:

- Expanded ArtNow! projects--possible ideas include DVD, Artist Home tours, calendar of local artists.
- Integrate with other subcommittees--ArtNow! shows as education for Art in the Schools.
- Fundraising.

Art in the Schools:

- Evaluate, refine, and continue program.

Downtown Arts Planning:

- Permanent visual art in downtown.
- Look for potential art venues.

Joseph W. Royer Arts and Architecture District

- Promote sense of place within Royer district through:
 - Arts venue with exhibition space.
 - Artist studios.
 - Regular tours of Royer building sites and regular events.
 - Release eBook of historic children's book written by Mrs. Royer.

Marketing & Promotions:

- Ongoing promotion of programs and partnerships via internet, radio, TV, print media, social media.
- Adapt as needed to upcoming projects.

Martin Luther King, Jr. Project Planning:

- Continued promotion of project and goals of Dr. King.
- Ongoing maintenance.

Urbana Arts Grants

- On-going, strong grants program.
- Continual evaluation/improvement of program.

Fundraising Priorities:

Following the creation of the Timeline of Subcommittee Goals the Fundraising subcommittee met to review this timeline and identify an initial list of fundraising areas.

Short term:

- Downtown Arts Planning
- Urbana Arts Grants
- Additional projects as needed

Midterm:

- Art in the Schools
- Downtown Arts Planning
- Urbana Arts Grants
- Additional projects as needed

Long term:

- Art in the Schools
- Downtown Arts Planning
- Urbana Arts Grants
- Additional Boneyard Creek public art projects
- Additional projects as needed