



## 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:** March 26, 2013

**SUBJECT:** **Public Arts Program Planning for FY13-14**

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### **Introduction and Background**

When the Urbana City Council established the Urbana Public Arts Commission on April 21, 2008, one of the duties assigned to the Commission was the creation of an Annual Public Arts Program Plan to be presented to the Mayor and City Council each year for consideration in the annual City budgeting process. The City's fiscal year budgeting process begins in March, with final approval by the City Council in June. The Public Arts Commission will present a Program Plan for FY 13-14 (beginning July 1, 2013 and ending June 30, 2014) to the City Council, tentatively scheduled for April 22, 2013. In January, February, and March 2013, the subcommittees of the Public Arts Commission met to review projects of FY12-13, compare accomplishments to goals set in the Five Year Plan, and plan for FY13-14.

### **Discussion**

Per the Ordinance creating the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, a means of achievement, proposed expenditures, sources of supplemental revenue, a schedule of execution, necessary resources and responsibilities, and an implementation plan to address these goals.

The Commission will review the FY13-14 Annual Program Plan draft (Exhibit A) during the April meeting, looking at the Program of Work and Budget. Page 14 of the FY12-13 Program Plan (Exhibit B) provides a reminder of how funds were allocated for FY12-13. Some funds remain for potential carryover into FY13-14, including \$3,000 in Art in the Schools funds. Within the Downtown Arts Planning category, \$5,000 remained but was re-allocated to fundraising efforts to provide matching funds and marketing support during the February 12, 2013 meeting. Additionally, \$3,000 remains from the \$3,250 Illinois Arts Grant received for general operating support for FY12-13 that must be spent by August 31, 2013. Finally, \$5,600 in additional monies remain encumbered following re-imbursement of 2012 Urbana Arts Grants project funds. This is a total of **\$13,600** in funds that will carryover if they are not spent in the remainder of this fiscal year.

For FY13-14 it is anticipated that the Public Arts Fund will receive a total of \$44,000 in Public Arts Projects funds from TIF districts and \$4,000 in T3 license fees, for a total of \$48,000. Including the potential carryover funds and an anticipated donation by the UBA of \$5,000 for Business Backs the Arts, there is a potential total of **\$69,600** for the Commission to allocate for FY13-14.

An additional \$15,000 may be included Urbana Public Arts Program budget from Capital Improvements Funds. However, due to the tight nature of the FY13-14 budget and that the budget will not be finalized until June 2013, staff and the Chair of the Public Arts Commission recommend the Commission only budget for the funds that are known to be available. If this additional funding is available the Commission can develop proposals for how it might be allocated at a subsequent meeting.

The following list outlines the proposed Program of Work for the FY13-14 Program Plan and provides brief information on projects both in progress now and upcoming for the next fiscal year in these areas. Additional information is provided in the draft FY13-14 Annual Program Plan (Exhibit A) for the Commission's review. The suggested expenditures are listed below come from conversations with the Commission's subcommittees in January, February, and March 2013.

### **Proposed Program of Work Outline for FY13-14**

1. Urbana Arts Grants Program 2013 Cycle: A program to provide grants for projects in the arts in Urbana. An expenditure of \$47,500 in funding is recommended for FY13-14, which would be the same as was provided for the program in FY12-13.
2. Boneyard Creek Public Art: A project to include public art in the beautification efforts for the Boneyard Creek. Funding for this project comes from outside the Public Arts Fund. No additional expenditures suggested for FY13-14.
3. Murals on Glass: A project bringing positive attention to Downtown Urbana and creating opportunities for local artists by featuring art by Champaign County artists on the north east and south towers of the downtown parking deck, as well as the windows of the Urbana Business Association, for a period of one year. In FY12-13 this initiative was presented for the first time and was well received by the public. The project has been popular enough that other community groups have expressed interest in implementing their own versions of "Murals on Glass." An expenditure of \$5,000 is suggested for the project in FY13-14 for the second cycle of Murals on Glass, the same as was provided for the program in FY12-13.
4. Urbana Sculpture Project: A project to increase the presence of public art on public property in Urbana through temporary lease and purchase of sculpture. In FY12-13 the Commission renewed the leases of two sculptures located in

downtown Urbana and removed the two sculptures located on Philo Road when their leases expired. Partnering with the Public Art League of Champaign-Urbana, the Commission also installed two new tree-themed sculptures and one new sculpture on Philo Road on two-year temporary leases. These five sculptures are leased through FY13-14. No FY13-14 expenditure is suggested.

5. Fundraising: During the February 12, 2013 meeting, the Public Arts Commission approved a fundraising initiative called Keep It or Change It that will allow citizens to donate money toward the lease renewal and/or purchase price of the temporary sculptures on display through the Urbana Sculpture Program. The Commission plans to launch the program in April of 2013 to run through part of FY13-14, ending in December 2013. When an initiative to project video art on downtown buildings was deemed infeasible, the \$5,000 originally allocated for this purpose in FY12-13 was re-allocated to Fundraising efforts for matching funds and promotion costs during the February 12, 2013 meeting. No additional expenditures are suggested for FY13-14.
6. Arts Programming at Urbana's Market at the Square: Art workshops and performances will be offered once a month from May through September during the Market at the Square 2013 season. Previously workshops have been offered six times a year but staff, in consultation with the Director of the Market at the Square, now suggests five workshops as unpredictable weather has previously led to low participation during the October workshop. This allows artists and performers to be compensated at the same rate of \$400. Total suggested expenditure for FY13-14 is \$3,000.
  - i. Five art workshops, with honorariums of \$400 for each artist or arts groups conducting them, are recommended. Total suggested expenditure: \$2,000.
  - ii. Additionally, five performances would be presented and performers would be compensated \$400 per performance. The total cost for the Market season would be \$2,000, which would be split between the Public Arts Fund and the Market at the Square budget. Total suggested expenditure: \$1,000.
7. Joseph Royer Arts and Architecture District Planning: An effort to recognize this district as an asset for further enhancement and promotion. In FY12-13 two Royer plaques, for Urbana High School and the Urbana Landmark Hotel, were fabricated and the Urbana High School plaque was installed and dedicated. Dedication and installation of the Urbana Landmark Hotel plaque is being scheduled in coordination with the Mayor's office. The subcommittee has generated many additional ideas for special displays, performance events, and plaques celebrating important dates for existing Royer buildings. No FY13-14 expenditure is suggested.

8. Art in the Schools: A program to support the arts in Urbana public schools. In FY12-13, staff and the Commission subcommittee planned to use the \$3,000 budgeted for this program in FY11-12 that remained unspent to support arts educational programming in King School related to the King Park Public Art Project. However, with the issues related to the artist working on the King Park Public Art Project, the subcommittee was unable to develop this project with King School. The subcommittee is currently in the process of working with Urbana School District 116, King School, and the new artist to develop programming related to Martin Luther King Jr. Staff suggests the \$3,000 budgeted for this program carry over to FY13-14 with no additional expenditures.
9. Artist of the Corridor: A program providing exhibition space for Urbana artists in the City Building lobby. No costs are associated with continuing this program, so no expenditure is suggested for FY13-14.
10. Art Now! UPTV Program: A television program produced by Urbana Public Television and the Public Arts Commission, featuring interviews with local artists. No costs are associated with continuing this program, so no expenditure is suggested for FY13-14.
11. King Park Public Art Project: A public art project in King Park honoring the life and legacy of Dr. Martin Luther King, Jr. Funds for this project come from TIF 3 and are separate from the Public Arts Fund. No additional FY13-14 expenditure suggested.
12. Marketing: Marketing efforts related to ongoing promotion of the Urbana Public Arts Program, including production of printed promotional materials, event costs, and advertising via print, radio, and online sources. Staff has worked with the City of Urbana Marketing Coordinator, Urbana's Market at the Square, and the Urbana Business association to share costs related to marketing the program in online, print, and radio ads. This has allowed for a significantly increased presence in advertising for the program, with ads appearing in such publications as the Buzz, The News-Gazette E3 section, and various campus guides. To continue these efforts to increase awareness of the Urbana Public Arts Program, staff suggests an expenditure of \$2,500 for FY13-14.
13. Intern: Paid Summer and Spring Public Arts Intern positions, both at 10 hours a week, allow for additional support for the many initiatives of the Urbana Public Arts Program, especially during particularly busy times. Program components requiring significant research, such as the online application system for the 2013 Urbana Arts Grants cycle and the Keep It or Change It Fundraising initiative, have greatly benefited by the additional capacity provided by this temporary position. The internship also provides the intern with education and experience in the field of arts administration. Staff suggests an expenditure of \$1,800 per intern

(\$12.00 per hour for 10 hours a week for 15 weeks), for a total of \$3,600 for the year, the same as was provided in FY12-13.

## **Recommendation**

Staff recommends that the Commission review and prepare to finalize the attached final draft Program Plan for FY 13-14 so that it can be presented to the Mayor and City Council for budget considerations on April 22, 2013.

Attachments:      Exhibit A: Draft FY13-14 Program Plan  
                         Exhibit B: FY12-13 Program Plan

# **City of Urbana Annual Public Arts Program Plan for Fiscal Year 2013-2014**

## **Introduction**

One of the duties assigned to the Public Arts Commission is to prepare and present an Annual Public Arts Program Plan to the Mayor and Urbana City Council for consideration in the City budgeting process. Per the Ordinance Establishing the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, a means of achievement, proposed expenditures, sources of supplemental revenue, a schedule of execution, necessary resources and responsibilities, and an implementation plan to address the goals.

The Public Arts Commission has made it a priority to further the success of the Public Arts Program through launching its first fundraising effort. Other significant components of the Program Plan for the sixth full year of the Public Arts Program include the 2014 Urbana Arts Grant cycle, the second iteration of Murals on Glass, monthly art workshops and performances at Urbana's Market at the Square, the completion of the construction phase of the Boneyard Creek Beautification Project including public art, and the completion of the King Park Public Art Project. As always, the Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships.

## **Program Mission**

The Urbana Public Arts Program provides programming and services that create a city where artists thrive and are valued, and where all residents engage with art in its many forms.

## **Goals**

The goals for the Public Arts Program are based upon goals and objectives listed in the Ordinance Establishing the Public Arts Commission and Program, the Public Arts Program 2008 Community Input Report, the Public Arts Commission's 2012-2017 Five Year Plan, and the 2012 Urbana City Council and Mayor Goals.

## **Means of Achievement**

The following program of work, as well as partnerships and marketing, will serve as the means to achieve the Public Arts Program goals. The program elements described below have been identified based on the ability to achieve success in the given time frame, the ability for the program to grow, cost and budget considerations, and the potential to leverage private dollars. Further program development will be undertaken by Public Arts Commission subcommittees in coordination with City Staff. The following subcommittees, and the members thereof, will assist in providing research and guidance to staff as each area is further developed.

## Public Arts Commission Subcommittees

- Fundraising Subcommittee
  1. Patricia Sammann
  2. Geoff Bant
- Urbana Arts Grants Subcommittee
  1. Pat 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
- Joseph Royer Arts and Architecture Planning Subcommittee
  1. Ilona Matkovszki
  2. Gregory Chew
- UPTV *ArtNow!* Subcommittee
  1. Pat Sammann
  2. Gregory Chew
- Arts in the Schools Subcommittee
  1. Geoff Bant
  2. Barbara Hedlund

## **Partnerships**

In FY12-13, the Urbana Public Arts Program partnered with a variety of local organizations to promote arts in the area, including 40 North | 88 West: The Champaign County Arts Council, the Urbana Park District, the University of Illinois College of Fine and Applied Arts, Parkland College, the Urbana Free Library, the Champaign County Economic Development Corporation, the C-U MTD, the Public Art League of Champaign-Urbana, Arts Alliance Illinois, the Illinois Arts Council, Urbana School District #116, and the Champaign-Urbana Schools Foundation. The Public Arts Commission will continue to work with these groups in FY13-14, as well as to expand its partnerships with organizations and businesses in the community.

## **Marketing**

In FY12-13, the Public Arts Program has utilized distributing marketing materials, advertising in print and online publications, social media, and the City website to promote its programs and initiatives. These include frequent press releases to the media, sending an e-mail newsletter twice a month, feature stories on the City website, online ads on SmilePolitely.com and Chambanamoms.com, and maintaining a Facebook page

and Twitter account. The program currently has 518 e-mail subscribers (an increase of 73 subscribers since FY11-12), 582 Facebook fans (increase of 151 fans), and 568 Twitter followers (an increase of 323 followers.)

For specialized projects, such as calls for artists, announcements have been publicized via regional and national listservs and listed on websites such as the Chicago Artist Resource. Various projects have been promoted and featured in local media during this fiscal year, with articles appearing in SmilePolitely and the News-Gazette. Print materials, including the Urbana Public Arts Program postcard, brochure, a seasonal guide to area arts classes, and an informational piece about Murals on Glass, have been distributed in FY12-13.

Staff has worked with the City of Urbana Marketing Coordinator, Urbana's Market at the Square, and the Urbana Business association to share costs related to marketing the program in online, print, and radio ads. This has allowed for a significantly increased presence in advertising for the program, with ads appearing in such publications as the Buzz, The News-Gazette E3 section, and various campus guides. In FY13-14, Staff will continue to work in partnership with these entities to allow for an expanded marketing presence for the Urbana Public Arts Program. The goal will be to raise public awareness of the program overall, as well as to market specific special events and programs such as Murals on Glass, Art and Performance at the Market, and the King Park Public Art Project.

**Estimated Expenditure in FY 13-14: \$2,500.** The budget for marketing will be used for ongoing promotion of the Urbana Public Arts Program, including production of printed promotional materials, event costs, and advertising via print, radio, and online sources.

### **Fundraising**

During their February 12, 2013 meeting, the Public Arts Commission approved a fundraising initiative called "Keep It or Change It" that allows citizens to donate money toward the lease renewal and/or purchase price of the temporary sculptures on display through the Urbana Sculpture Project. People can also donate toward new sculptures or general support of the Urbana Public Arts Program. "Keep It or Change It" will launch in April 2013 and run through part of FY13-14, ending in December 2013.

**Estimated Expenditure in FY 13-14: \$5,000.** During their February 12, 2013 meeting, the Public Arts Commission re-allocated \$5,000 to fundraising efforts from funds originally budgeted in FY12-13 for an initiative to project video art on downtown buildings. These funds will be used for promotion of "Keep It or Change It" and matching grants.

### **Public Arts Interns**

Paid Summer and Spring Public Arts Intern positions, both at 10 hours a week, allow for additional support for the many initiatives of the Urbana Public Arts Program, especially during particularly busy times. Program components requiring significant research, such as the online application system for the 2013 Urbana Arts Grants cycle and the Keep It or Change It Fundraising initiative, have greatly benefited by the additional capacity



provided by this temporary position. The internship also provides the intern with education and experience in the field of arts administration.

**Estimated Expenditure in FY 13-14: \$3,600.** The budget will compensate two interns at \$1,800 per intern (\$12.00 per hour for 10 hours a week for 15 weeks), for a total of \$3,600.

### **Program of Work**

**1. Urbana Arts Grants Program:** Urbana recognizes the arts as essential to the vitality of the city. Funding is often the greatest barrier which 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 to take place in Urbana that enrich the lives of Urbana residents and visitors. In FY 12-13, a new online application system was used for the first time, resulting in a smoother application process for applicants and City staff. Fifty-seven grant applications were received, with 23 projects selected for funding. In FY13-14, the Commission subcommittee and staff will evaluate the success of the fifth cycle of the program, reviewing responses to a survey distributed to 2013 applicants. This will aid in determining appropriate changes to further the program's success in FY13-14. Priorities for the fifth cycle of the Urbana Arts Grants program continuing further improving the online application system and continuing to partner with area arts organizations to offer grants workshops to make the application process more accessible.

The four grant categories to be offered in FY 13-14 are:

- **Here and Now:** 12-month grants with awards up to \$2,500 for artists residing in Urbana.
- **Envision 365:** 12-month grants with awards up to \$2,500 open to all emerging and professional artists.
- **Creative Mix:** 12-month grants with awards up to \$5,000 open to groups, ensembles and organizations.
- **Festivals Grant:** 12-month grant with awards up to \$10,000 open to arts-related festival presenters.

Selection Process: The Commission's Arts Grants Subcommittee will create two temporary selection committees representing areas in the arts and the community to review and select projects for funding. The selection committees' recommendations will then be submitted to the Urbana Business Association Board of Directors for approval of the Business Backs the Arts recipients. The final recommendations are approved by the Public Arts Commission.

Timeline: In June - July 2013, the 2013 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the

2014 cycle. Applications will be released in October 2013 and due in January 2014. Award announcements will be made in March 2014.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Expand the City's creative community.
- Increase the vitality of downtown.
- Promote visible, outdoor activity in downtown.
- Encourage and accommodate community events.
- 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.
- Address Public Arts Program suggestions from the public including providing available funding, art in public places, and increased events.

**Estimated Expenditures in FY 13-14: \$47,500.** The budget for this program combines funds allocated to Public Arts Projects in the City Public Arts Fund and the Urbana Business Association "Business Backs the Arts" donation of \$5,000.

- 2. Boneyard Creek Public Art:** The Boneyard Beautification Project will create a pedestrian-friendly urban park in the downtown section of the Boneyard Creek and was identified as an opportunity for public art. Seattle artist Jack Mackie was selected by the Public Arts Commission using a Request for Qualifications process in FY11-12. In FY12-13, ground was broken on the project and Jack Mackie has worked with City staff, O'Neill Brothers, Foth Engineers, and Wenk Landscape Architects as the construction phase has progressed. This phase will continue in FY13-14, with scheduled project completion in June 2014.

Timeline: On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY13-14, with scheduled completion in June of 2014.

Goals Addressed:

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- 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.

**Estimated Expenditures in FY 13-14: N.A.** The \$78,000 budget for this project, \$46,000 from the City and \$32,000 from the CCDC, comes from outside the Public Arts Fund.

- 3. Murals on Glass:** A project to bring positive attention to Downtown Urbana and create opportunities for local artists by featuring art by Champaign County artists on the north east and south towers of the downtown parking deck and the windows of the Urbana Business Association for a period of one year. In FY12-13 this initiative was presented for the first time and was well received by the public. The project has been popular enough that other community groups have expressed interest in implementing their own versions of “Murals on Glass.” In FY13-14, as in the previous year, a Request for Proposals process will be used to identify work by local artists for Murals on Glass. The Murals will go up in August 2013 and remain on display for one year.

**Selection Process:** The Commission’s Downtown Arts Planning subcommittee will create selection panels of community members and city staff to review submissions for Murals on Glass. The final recommendations are approved by the Public Arts Commission.

**Timeline:** The 2013-2014 Murals on Glass images will be solicited in May and June of 2013, with selection in July and installation in August of 2013. They will remain on display until the installation of the 2014-2015 Murals.

**Goals Addressed:**

- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Promote the beautification of Urbana.
- 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.

**Estimated Expenditures in FY 13-14: \$5,000.** An expenditure of \$5,000 is budgeted for the FY13-14 iteration of cycle of Murals on Glass, the same as was provided for the program in FY12-13.

- 4. Urbana Sculpture Project:** A project to increase the presence of public art on public property in Urbana through temporary lease and purchase of sculpture. In FY12-13 the Commission renewed the leases of *Bench 9* by Barry Hehemann and *Fanfare* by Shawn Morin, both located in downtown Urbana. The two sculptures located on Philo Road were removed when their leases expired. Partnering with the Public Art League of Champaign-Urbana (PAL), the Commission also installed two new tree-themed sculptures in downtown to celebrate Urbana as a Tree City U.S.A., *Fortitude IV* by Mark Krucke and *The Wind in the Trees* by Catherin Hoskinson. *Splintering Continuity* by Beth Nybeck, another new sculpture, was installed on Philo Road in partnership with PAL. All of these new sculptures are on two-year temporary leases. In late FY13-14, based on the success of the “Keep It or Change It” fundraising initiative and the budget for FY14-15, staff and the subcommittee will propose renewal, removal, or purchase of currently displayed sculptures, as well as start to arrange display of new sculptures on temporary lease for the next fiscal year.

Timeline: Sculptures currently on display are on temporary lease through FY13-14.

Goals Addressed:

- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Promote the beautification of Urbana.
- 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.

Estimated Expenditures in FY 13-14: N.A. These five sculptures are leased through FY13-14. No FY13-14 expenditure is necessary.

- 5. Art and Performance at the Market:** The Public Arts Commission supports free arts programming at Urbana’s Market at the Square during the market season, including monthly Art at the Market workshops and Performances at the Market of music, theatre, and dance. During FY13-14, Art at the Market workshops will be offered from 8:00 AM to 12:00 PM and Performance at the Market will take place from 9:30 AM to 11:30 AM on the following dates: July 20, August 17, and September 28, 2013; and TBD dates in May and June, 2014. Programming creates opportunities for residents to explore a variety of art media and experience a wide range of musical styles and performance forms. City staff will provide oversight of the events. Artists, arts groups, and performers will be contracted to provide workshops and performances.

Selection Process: City staff will invite artists and facilitators to provide workshops based on experiences and available services.

Timeline: Arts programming at the Market will take place in May, June, July, August, and September during the 2013 Market season (within FY12-13 and FY13-14), with one art workshop and one performance per month.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- 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.
- 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 events in the arts.

**Estimated Expenditures in FY 13-14: \$3,000.** Total suggested expenditure for FY13-14 is \$3,000, with five art workshops and five music performances. Each artist or performer will be compensated with an honorarium of \$400. Urbana's Market at the Square will split the cost of honorariums for performers with the Urbana Public Arts Program.

- 6. Joseph Royer Arts and Architecture District Planning:** An effort to recognize this district as an asset for further enhancement and promotion. In FY12-13 two Royer plaques, for Urbana High School and the Urbana Landmark Hotel, were fabricated and the Urbana High School plaque was installed and dedicated. Dedication and installation of the Urbana Landmark Hotel plaque is being scheduled in coordination with the Mayor's office. The subcommittee has generated many additional ideas for special displays, performance events, and plaques celebrating important dates for existing Royer buildings.

Timeline: On-going research and development will occur throughout FY13-14.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- 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.

- 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 events in the arts.

**Estimated Expenditures in FY 13-14: \$0.** A portion of the Urbana High School plaque and all of the Urbana Landmark Hotel plaque were funded by line items outside the Public Arts Fund in coordination with the Mayor’s Office. No additional public art fund expenditures are planned, and future events and plaques will use non-Public Art Fund funding sources.

- 7. Art in the Schools:** A program to support the arts in Urbana public schools. In FY12-13, staff and the Commission subcommittee planned to use the \$3,000 budgeted for this program in FY11-12 that remained unspent to support arts educational programming in King School related to the King Park Public Art Project. However, with the issues related to the artist working on the King Park Public Art Project, the subcommittee was unable to develop this project with King School. The subcommittee is currently in the process of working with Urbana School District 116, King School, and the new artist to develop arts programming related to Martin Luther King Jr.

**Timeline:** The program will be launched with the installation of the King Park sculpture midway through FY13-14, with programming taking place throughout the rest of the fiscal year.

**Goals Addressed:**

- 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 community events and activities that bring the community together and promote Urbana’s special character.
- Expand the City’s creative community.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana’s cultural development.

**Estimated Expenditure in FY 13-14: \$3,000.** The \$3,000 budgeted for this program will carry over to FY13-14 with no additional expenditures.

- 8. Artist of the Corridor:** A program providing exhibition space for Urbana artists in the City Building lobby. The Artist of the Corridor program began in spring of 2010 and allows Urbana artists to exhibit their visual artwork free of charge in the lobby of the City Building at 400 S. Vine Street for three months. Four exhibitions by Urbana artists will have been presented in FY12-13. Four exhibitions will be presented in FY13-14.

Timeline: The program will run continuously throughout FY13-14, with quarterly three month exhibitions.

Goals Addressed:

- Expand the City's creative community.
- Create a program that represents our community in all its diversity.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- 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.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

**Estimated Expenditures in FY 13-14: N.A.** No costs are associated with continuing this program, so no expenditure is suggested for FY13-14.

9. ***Art Now! UPTV Program:*** The *Art Now!* UPTV program began in July 2010 and is a 30-minute UPTV program in which Public Arts Commissioners interview local artists about their work. A new episode is available each month, airing weekly on UPTV Channel 6. All episodes are also available online. *Art Now!* increases awareness and education about the arts and arts activities in the community.

Timeline: The program will run continuously throughout FY13-14, with a new or re-broadcast episode every month.

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.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

**Estimated Expenditures in FY 13-14: N.A.** In-kind support from UPTV staff will provided the necessary resources for the program.

**10. King Park Public Art Project:** A public art project in King Park in Urbana honoring the life and legacy of Dr. Martin Luther King, Jr. through commissioning an artist to create a unique sculpture, interactive artwork, or art installation. The completed artwork will help promote the park as an amenity for the local neighborhood and school, as well as provide an attraction for residents of Urbana and Champaign County. In FY12-13 the Public Arts Commission identified an artist and began the design development process in collaboration with the local neighborhood and Urbana Park District. Unfortunately, the artist chose to withdraw from the project after the Public Arts Commission rejected the initial concept he developed. To proceed, the selection committee recommended Illinois artist Preston Jackson, who was a finalist for the original selection process. The Public Arts Commission approved Preston Jackson for the project and has negotiated an agreement so that the project may be completed by December 31, 2013.

**Timeline:** Preston Jackson, the selected artist, will work on the project throughout the first half of FY13-14, meeting the project completion deadline of December 31, 2013.

**Goals Addressed:**

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Support life-long learning in the arts.
- 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.

**Estimated Expenditures in FY 13-14: N.A.** The budget of \$75,000 for this project comes from TIF 3 and is separate from the Public Arts Fund.

## **Sources of Supplemental Revenue**

Supplemental Revenue will be sought through applications for grants and the launch of “Keep It or Change It,” a new fundraising program developed by the Public Arts Commission Fundraising Subcommittee to raise funds for the purchase of sculptures on temporary lease. Beginning during the end of FY12-13, “Keep It or Change It” will run through December 2013. Additionally, an Illinois Arts Council grant of \$3,250 for Public Art Program operating support was received in FY 12-13 to be spent by August



31, 2013 during FY 13-14. Staff will continue to pursue additional grant opportunities from organizations such as the National Endowment for the Arts, ArtPlace, the Illinois Arts Council, Illinois Humanities Council, and others. Below is a listing of supplemental revenue anticipated for FY 13-14.

#### Urbana Business Association Business Backs the Arts

The Urbana Business Association has dedicated a donation of \$5,000 to the Public Arts Fund through its Business Backs the Arts Initiative for FY 13-14.

#### T3 License Fees

Ordinance No. 2008-05-040 entitled, An Ordinance Amending Chapter 3, “Alcoholic Beverages”, of the City of Urbana Code of Ordinances (Public Arts Funding from Class T3 License Fees), allows for private promoters of festivals to receive a T-3 license and requires that the fee for such a license will be 5% of the gross revenue generated by the event. The ordinance also states that the fees for a T-3 license shall be paid into the Urbana Public Arts Fund. Attached (Exhibit B) is the ordinance which describes the program in detail.

### **Schedule of Execution**

The schedule of execution for the FY 13-14 Program Plan will reflect the timelines described in each program description above.

#### **1. Urbana Arts Grants Program**

Timeline: In June - July 2013, the 2013 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2014 cycle. Applications will be released in October 2013 and due in January 2014. Award announcements will be made in March 2014.

#### **2. Boneyard Creek Public Art**

Timeline: On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY13-14, with scheduled completion in June of 2014.

#### **3. Murals on Glass**

Timeline: The 2013-2014 Murals on Glass images will be solicited in May and June of 2013, with selection in July and installation in August of 2013. They will remain on display until the installation of the 2014-2015 Murals.

#### **4. Urbana Sculpture Project**

Timeline: Sculptures currently on display are on temporary lease through FY13-14.

**5. Art and Performance at the Market**

Timeline: Arts programming at the Market will take place in May, June, July, August, and September during the 2013 Market season (within FY12-13 and FY13-14), with one art workshop and one performance per month.

**6. Joseph Royer Arts and Architecture District Planning**

Timeline: On-going research and development will occur throughout FY13-14.

**7. Art in the Schools**

Timeline: The program will be launched with the installation of the King Park sculpture midway through FY13-14, with programming taking place throughout the rest of the fiscal year.

**8. Artist of the Corridor**

Timeline: The program will run continuously throughout FY13-14, with quarterly three month exhibitions.

**9. Art Now! UPTV Program**

Timeline: The program will run continuously throughout FY13-14, with a new or re-broadcast episode every month.

**10. King Park Public Art Project**

Timeline: Preston Jackson, the selected artist, will work on the project throughout the first half of FY13-14, meeting the project completion deadline of December 31, 2013.

**Resources**

Below is a list of the programs being pursued for FY 13-14 and corresponding estimated expenditures, totaling to **\$69,600**. This figure is made up of \$61,600 from the FY13-14 budget, including a donation of \$5,000 from the Urbana Business Association to support art grants designated as “Business Backs the Arts.” Additionally, this figure includes carryover funds of \$5,000 from FY12-13 and \$3,000 from FY11-12.

<b>Program</b>	<b>Suggested expenditures for FY13-14</b>	<b>ENC expenditures FY12-13</b>	<b>ENC expenditures FY11-12</b>
Urbana Arts Grants Program	\$47,500 (includes \$5,000 UBA donation)	\$0	\$0
Boneyard Creek Public Art	N.A.	\$0	\$0
Murals on Glass	\$5,000	\$0	\$0
Fundraising	\$0	\$5,000	\$0
Urbana Sculpture Project	N.A.	\$0	\$0
Art & Performance at the Market	\$3,000	\$0	\$0
Joseph Royer Arts and Architecture District Planning	\$0	\$0	\$0
Art in the Schools	\$0	\$0	\$3,000
Artist of the Corridor	N.A.	\$0	\$0
Art Now! UPTV Program	N.A.	\$0	\$0
King Park Public Art Project	N.A.	\$0	\$0
Marketing	\$2,500	\$0	\$0
Interns	\$3,600	\$0	\$0
<b>TOTAL</b>	<b>\$61,600</b>	<b>\$5,000</b>	<b>\$3,000</b>

## **Responsibilities**

The Urbana Public Arts Commission has regularly monthly scheduled meetings. The Commission has the authority to select works of art, remove works of art previously displayed based on a de-accession policy, set criteria for selection of works of art, artists, and maintenance; and take any other action necessary to carry out its purposes for projects as described in the section on Duties in the attached ordinance (Exhibit C), in accordance with the annual budget and subject to all ordinances of the City of Urbana.

The Community Development Services Department, in coordination with the Public Arts Commission, administers the Public Arts Program and all Public Arts Program projects, including artwork(s) received as gifts to the City of Urbana. The Community Development Services Department is the contracting officer for commission or purchase all works of art after consultation with the Public Arts Commission. The Mayor and City Council approve the Annual Public Arts Program Plan for the Public Arts Commission. The Mayor appoints Public Art Commissioners, who are approved by City Council.

Attachments: Exhibit A: 2012 Urbana City Council and Mayor Goals  
Exhibit B: Ordinance relating to T3 License Fees  
Exhibit C: Ordinance Establishing the Public Arts Program and  
Commission

DRAFT

# Urbana City Council and Mayor Goals

**Adopted Feb. 1, 2010.**

**Updated May 2012.**

The City of Urbana recognizes that stewardship of the city means not only addressing the needs of today's residents but planning for the future -- short and long term -- in a cohesive, coherent way. These City Council and Mayoral Goals represent the core principles we will apply over our term in office as we help guide Urbana on the path forward. They form a common point of understanding from which the planning and government of Urbana proceeds.

Our specific goals include enhancing public safety, achieving financial sustainability, promoting economic development, maintaining a vibrant, innovative downtown, working toward environmental sustainability and improving the quality of life in Urbana.

**Public safety:** Our top goal always must be to provide for the safety of our residents by maintaining sufficiently staffed and well-trained police, fire and public works departments and providing modern facilities for them to work in.

**Financial sustainability:** Our goal is to have a financially stable city, with sufficient reserves to cover periodic downturns in the economy. Longer-term, the city should investigate securing new sources of revenue including city ownership of public utilities, such as broadband, water and electricity/energy.

**Economic development:** To minimize the tax burden on residents, Urbana must continue to grow and attract new jobs. The city should pursue infill development whenever possible, work to enhance new development corridors to the north and east and work to attract new high-tech jobs. The city should also strive to make sure new projects are as attractive and environmentally sustainable as possible.

**A vibrant, innovative downtown:** The heart of a city is its downtown, and Urbana must continue to maintain its downtown as a vibrant, attractive place to live, work and shop. The city will strive to retain existing businesses, to attract new businesses and to fill vacant buildings and sites. The city also will begin implementing the Boneyard Creek Master Plan to transform Boneyard Creek into a downtown amenity.

**Environmental sustainability:** The city must implement and encourage environmental sustainability, including evaluating all city projects for sustainability and incorporating energy-savings systems. The city should establish partnerships and develop programs to encourage residents and businesses to adopt sustainable practices. The city council will adopt a climate action plan and work to reduce greenhouse gas emissions through a variety of measures, including making the city more pedestrian and bicycle friendly.

**Quality of life:** The city must take the steps necessary to ensure a high quality of life for its residents. Those steps include maintaining a social services-based safety net, diversity in the city work force,

promoting historic preservation, and intergovernmental cooperation. The city should also work to provide affordable housing, promote public art and implement modern zoning concepts.

## 1.) Goal: Public safety

- A. Strategy:** Provide police and fire service staffing at levels needed for all neighborhoods..
- **Ongoing:** Review staffing annually during budget preparations to determine needs and available resources.
  - **Ongoing:** Monitor development and population density for future fire station and personnel needs as well as exploring partnerships and financial planning for construction needs.
- B. Strategy:** Continue to identify problem properties and work to solve problems.
- **Ongoing:** Work with the ownership of problem properties and apartment complexes to reduce crime. *(Comment: Ongoing extensive efforts by multiple departments.)*
  - **Ongoing:** Work with residents near Lierman Avenue and Washington Street, as well as Silver and Vawter streets, to address neighborhood issues. *(Comment: Current projects include a youth summit and neighborhood garden proposal.)*
  - **Ongoing:** Continue systematic rental inspection and code enforcement, particularly with problem properties.
  - **Ongoing:** Continue to use Aggravated Public Nuisance ordinance to get recalcitrant landlords to address problem properties. *(Comment: Successfully used at a number of properties.)*
- C. Strategy:** Review and update ordinances.
- Review liquor ordinance. Consider tiered license fees based on occupancy.
  - **In progress:** Develop an early warning system to identify potential problem properties. *(Comment: Information sharing also occurs during weekly check-in meetings.)*
  - **Done:** Investigate motel and hotel code safety issues when rooms are rented by the month. *(Comment: Adopted a hotel licensing ordinance and zoning ordinance amendment to address this. Systematic bi-annual inspections being done.)*
- D. Strategy:** Continue to address building security needs at City Facilities.

## 2.) Goal: Financial sustainability

- A. Strategy:** Secure new long-term reliable sources of city revenue. Investigate what other cities have done regarding broadband, water and electricity/energy.
- **Updated goal:** Administer UC2B in the public interest. Strive to make Urbana a leading gigabit broadband community, increase consumer choice among providers, spur economic development, bridge the digital divide, and operate on a cost-recovery basis without ongoing city subsidy. Consider options for city-wide availability of UC2B.
  - **Just started :** Continue to work with city of Champaign, UI and Savoy and possibly other parties to consider buying the water system and operating it as a municipal utility.

- **Updated goal:** Implement a storm water utility fee and administer program in the public interest beginning in July 2013. With \$1.7 million in fee proceeds, city will be able to fund storm water management program, and be able to address flooding problems, as well as water quality and sustainability issues..
- **New goal:** Administer municipal electric aggregation program in the public interest, with key goals being to lower electricity costs to the public, to purchase 100 percent renewable energy and to provide a source of income to the city. The city, in conjunction with energy consultant and retail electric supplier, should also develop an energy efficiency and demand-side management and reduction program to counteract the tendency of people to us more power when it is cheaper.

**B. Strategy: Done:** Successfully negotiate new contracts with police, fire and AFSCME unions in 2010 that the city can afford.

**C. Strategy: Ongoing/In Progress:** Evaluate costs and benefits of development projects before implementation and follow up to see if actual results achieved. *A number of analyses have been completed. (Comment: Will be evaluating overall effectiveness of the TIF RIP program per Council request.)*

**D. Strategy: Just started:** Work to maintain a healthy general corporate fund balance, eventually raising reserves to \$3 million, or about 10 percent of general fund spending. *(Comment: New storm water utility fee will provide more flexibility for general fund and new municipal electric aggregation fee will also help city's financial picture.)*

- **Done, except for pavement degradation fee:** Consider implementing new fees, such as vehicle impoundment fee, towing fee, pavement degradation fee that have already been implemented or are under consideration in other cities.
- **Done, ongoing:** Analyze expenditures and improve efficiency to help eliminate current budget deficit.

### 3.) Goal: Economic development

**A. Strategy: Done:** Regularly conduct a business climate survey and include all area Realtors and developers.

**B. Strategy: In Progress:** Begin implementing Cunningham Avenue corridor beautification plan. *(Comment: Key strategies of curb cut closures, public art, and landscaping are being pursued.)*

**C. Strategy:** Work to attract infill development

- **Ongoing/In progress:** Target vacant or underutilized buildings and sites, such as Jerry's IGA, former Walgreens, and Pay Less Shoes. *(Comment: City maintains a list of vacant and underutilized properties and promotes their reuse and improvement. Former Walgreens and Pay Less Shoes have new businesses.)*
- **In progress:** Target desired uses such as a cinema, a new book store, boutiques, specialty stores, copy shop, and ice cream parlor. *(Comment: Completed market study is*

*helping the City to promote targeted uses and match to available sites and development opportunities. Use local realtors and International Council of Shopping Center contacts.)*

**D. Strategy:** Complete and execute development agreement with Menards. *(Comment: Project is on hold by Menards, pending improved economic conditions.)*

- Set timetables for road improvements and construction of store tied to state funding.
- Residential and other commercial development to follow in future years.

**E. Strategy:** Work with University of Illinois and the UI Foundation on properties of mutual interest.

- Orchard Downs project has been discontinued and the Pell Farm has been sold by the University. Seek active involvement of neighborhood associations and residents in the planning and design process of Orchard Downs and Pomology (Pell Farm) Tract redevelopments.
- **Ongoing:** Continue discussions on North Campus and Krannert Center District developments. *(Comment: Recent informal discussions about development of gravel parking lot on south side of University Avenue east of parking deck.)*

**F. Strategy:** **Done:** Complete University Avenue corridor plan by spring 2010.

**G. Strategy:** **In progress:** Continue to pursue funding for Olympian Drive (from Apollo Drive to U.S. 45) and extending Lincoln Avenue along its proposed alignment to Olympian Drive. *(Comment: Funding is in place and project design and property acquisition efforts are underway.)*

- **Ongoing:** Continue to work with neighboring property owners on proposed Olympian Drive route land use concerns.
- **In progress:** Examine potential connectivity of Airport Road to Lincoln Avenue for public safety and industrial development. *(Comment: Working with Frasca on possible future improvements to Airport Road. Extension to west will require additional land development activity in the area.)*
- **In progress:** Explore locations for additional industrial parks. *(Comment: Updated industrial zoning will assist in this effort. Creative Thermal Solutions is building out.)*

**H. Strategy:** **Ongoing:** Continue to pursue development along Cunningham Avenue north of Interstate 74

- **Ongoing/In Progress:** Market Pickrell Farm, Frasca properties, and Farm & Fleet out lots, and Hanford Inn. *(Comment: Working with Frasca on a possible new project in the area.)*

**I. Strategy:** **Done/Ongoing:** Continue to administer and improve business development programs to meet business needs such as TIF Redevelopment Incentive Program and Enterprise Zone Designation. *(Comment: Programs have been updated to meet current business needs.)*

**J. Strategy:** **Ongoing:** Continue to work with Urbana Business Association to market Urbana “as a dynamic place to live, work and do business.” *(Comment: New contract emphasizes marketing efforts. City’s Marketing Coordinator will also assist these efforts.)*



- **Ongoing:** Support efforts of grass-roots community development or neighborhood organizations. *(Comment: City works closely with a number of neighborhood groups on a variety of initiatives.)*

**K. Strategy:** Continue to promote expansion and diversity of the city’s tax base.

- **Ongoing:** Explore possible annexations, including existing residential neighborhoods, and use cost/benefit ratio analysis. *(Comment: Annexed the Somerset subdivision and part of the Scottswood subdivision.)*
- **Ongoing:** Work with the University and not-for-profit entities to limit the growth of non-taxable properties. *(Comment: University expansion has curbed in recent years.)*

**L. Strategy: New strategy:** Explore mobile food sales carts as a way of enhancing food diversity in Urbana. *(Comment: Recent food truck application for lot on North Cunningham.)*

## 4.) Goal: A vibrant, innovative downtown

**A. Strategy: Done:** Update the 2002 downtown strategic plan.

- Work with stakeholders on visioning for downtown and a goal-setting process.
- Hire design firm to obtain updated visualizations of downtown.
- Create an overarching downtown vision statement and executive summary of existing plans.
- Assign priorities and timelines to existing plans for downtown and develop several scenarios based on potential redevelopments.

**B. Strategy: Done:** Complete a professional market share study of downtown business sectors to determine marketing strategies and what types of businesses will succeed downtown.

- Draft request for proposals and complete study by spring 2010.

**C. Strategy: Ongoing/In Progress:** Develop downtown as a destination through traditional and cutting-edge technologies.

- **Ongoing:** Study use of interactive downtown kiosks, new information technologies, and podcast walking tours. *(Comment: One podcast is complete and another is in development.)*
- **Ongoing:** Bring “museum without walls” concept to downtown by marking historic buildings including the Royer Arts and Architecture District (plaques and markers). *(Comment: Several markers placed and more on the way.)*
- **Done:** Install “Looking for Lincoln” wayside markers where appropriate, and identify and mark sites associated with distinguished Urbana citizens.
- **Ongoing:** Encourage University faculty and students to develop interactive or innovative technology in downtown businesses or in uses that would extend the concept of the gallery district. *(Comment: The Gallery District uses have expanded.)*

**D. Strategy: Done:** Complete a “way-finding” design to improve downtown signage and other materials that help residents find parking and other downtown attractions and businesses.

- Request for proposals to be issued and report completed. [Spring 2010]
- Develop connectivity across and to downtown with an emphasis on walking and biking.

**E. Strategy: In Progress:** Continue implementation of the Boneyard Creek Master Plan.

- Coordinate with private property owners who own redevelopment properties.
- Focus on Segment 3 between Griggs Street and Broadway Avenue for first construction phase including Race Street Bridge.
- Finalize necessary easements agreements, including old railroad trestle bridge for pedestrians and Norfolk Southern railroad approvals.
- Consider additional segments as feasible and/or as prompted by redevelopment activity Initiate planning, acquisition, site engineering for Boneyard beautification plan west of Main Street to Lincoln Avenue.
- Study/consider private fund-raising campaign tied to specific Boneyard phases.

**F. Strategy:** Work to complete major downtown redevelopment and infill projects.

- **In Progress:** Restore Historic Lincoln Hotel as a viable hotel and conference center while respecting its historic character. Work with developers to promote revitalization through available initiatives, fee waivers and tax credits for local and national landmark buildings.
- **Done/ In Progress:** Consider acquisition and environmental cleanup (seek IEPA Brownfield Site Funds) of downtown sites for potential redevelopments. *City is seeking technical assistance from the State on the Denny’s and Allman’s sites.*
- **Done:** Work with owner of Gateway Shoppes to start construction of shopping center and additional out lot development.
- **Done:** Complete property acquisitions and options of city block just north of Urbana City Building and issue RFP for mixed-use redevelopment.
- **In Progress:** Pursue/continue redevelopment of Lincoln Square Village.
- **Done:** Consult with owner of County Plaza on developing new uses and applications for this space. *(Comment: City maintains contact, but owner is most interested in leasing out space at this time.)*
- **In Progress:** Work with property owners of the blocks south of University Avenue between Race and Vine streets, to pursue redevelopment. *(Comment: City is in regular contact with owners.)*
- **In Progress:** Work to increase downtown housing, including both apartments and condos. *(Comment: The Block North project would involve significant housing.)*

**G. Strategy:** Promote reuse of vacant or underutilized buildings

- **Done/In Progress:** Consider having the city become its own developer: buy empty buildings or properties and partner redevelopment and renovation projects. *(Comment: The City has done this on a number of projects/properties in recent years.)*
- **Done:** Continue/enhance start-up grant and rent incentives for galleries and businesses in Royer Arts & Architectural District.

- **Done:** Consider offering city grants to any commercial business in the Royer district to clean or repair existing facades. *TIF RIP program applies in this area.*
- **Done/Ongoing:** Promote the Royer Arts and Architecture District as a travel destination enhancing tourism, entertainment and development.
- **Done:** Consider incentive program to encourage downtown law firms to move offices into the second floor, freeing first floor for retail.

**H. Strategy:** **In Progress:** Complete Phase 7 of downtown streetscape along Broadway Avenue to the north.

- Hire firm to complete design.

**I. Strategy:** **In Progress:** Implement parking plan recommendations.

- Make parking deck more attractive and easier to find.
- Prepare printed material.
- Uniform parking enforcement and modernized equipment.
- Work with the downtown business community on traffic calming measures, safe and user friendly parking, and potentially testing back-in angle parking.

## 5.) Goal: Environmental sustainability.

**A. Strategy:** **In Progress:** Adopt principles to provide overall guidance on sustainability issues including air, water, and energy. *(Comment: Draft Climate Action Plan is nearing completion.)*

- Evaluate all city projects with respect to sustainability, such as waste water, street lighting, energy usage, storm water runoff, and similar issues.
- Incorporate energy-saving systems, including renewable energy sources, storm water best management practices, bicycle and pedestrian facility upgrades.
- Develop innovative programs and regional partnerships to support energy efficiency of private homes, businesses and municipal buildings.

**B. Strategy:** **In Progress:** Adopt a climate action plan. *(Comment: Draft Climate Action Plan is being completed.)*

- Set significant and achievable targets for greenhouse gas emissions.
- Adopt a timetable and track progress.

**C. Strategy:** **Just started:** Provide adequate staffing and resources to develop and implement sustainability plans and programs. Develop a green team with representatives from all city departments.

**D. Strategy:** Identify opportunities to provide incentives and promote “green construction.

- **Done:** Research updating city code to promote green building. *(Comment: City Code updated and references State’s Energy Conservation Code.)*
- Seek changes in state plumbing codes to allow waterless urinals and energy-efficient plumbing vents. *(Comment: Staff researched and provided information to Council. Revisions are not recommended.)*

**E. Strategy:** Develop financing models to fund energy efficiency programs and renewable energy projects, such as contract assessments, revolving loans or grants. *(Comment: Department of*

*Energy/Community Block Grant funding has ended and a funding source is needed. Property Assessed Clean Energy funding model is not viable at this time until state law permits this.)*

**F. Strategy:** Support proposed studies of climate change, land use and economic development projections consistent with the cost being broadly shared across interest groups in Champaign County. [Fall 2010]

- Work with Champaign County Climate Change Task Force on studies such as solar canopies.

**G. Strategy:** Develop and implement a formal energy policy for city operations.

- Include conservation, identification of non-fossil fuel sources, and potential implementation timelines.
- Continue to increase energy efficiency in all city buildings..Support energy efficiency in residential and commercial sectors by developing innovative programs and regional partnerships. *(Comment: City Building and Public Works facility have recently undergone florescent light bulb change out.)*

**H. Strategy:** Develop and implement a water conservation policy for city operations.

- Include conservation steps and alternatives to using potable water, such as for landscape watering. Include costs and implementation guidelines.
- Work with other cities on a regional basis on water planning issues and legislation. *(Comment: Staff continues to remain active with the Mahomet Aquifer Consortium.)*

**I. Strategy:** **In progress:** Expand recycling to include commercial recycling, construction and demolition debris recycling, explore hazardous and electronic recycling, and find a long-term solution to battery recycling.

- Adopt a zero waste city goal and action plan. *(Comment: Commercial recycling ordinance is in effect and recycling availability to non-residential customers is becoming available.)*

**J. Strategy:** Promote production, accessibility and affordability of local farm and artisan products.

- **Done:** Conduct a strategic planning process to explore the future vision, program goals and implementation steps for Market at the Square. *(Comment: Strategic Plan for the Market has been completed.)*
- **In Progress:** Consider creation of an advisory board for the Urbana Market composed of representatives from the city of Urbana, vendors, consumers, the Urbana Business Association and others as deemed appropriate. *(Comment: Ordinance to establish the board will be forthcoming in May 2012.)*
- **Done:** Implement use of Electronic Benefits Transfer cards at the Urbana Market. *(Comment: The City's launch of EBT at the Market has been very successful.)*
- **In Progress:** Encourage establishment of "Friends of the Urbana Market" not-for-profit organization to provide fundraising for educational and artistic events, infrastructure and other needs.
- **In Progress:** Grow the Urbana Market by establishing a year-round operation on a permanent location with commercial kitchen space that can be rented by vendors. *(Comment: The City has worked with the Flatlander Fund and others on pursuing this concept.)*

- **In Progress:** Leverage the Urbana Market as an economic engine to drive development of a portion of downtown Urbana as a “food district.” *(Comment: Expansion of Common Ground is consistent with this goal.)*

**K. Strategy:** Encourage Sustainable Landscaping and Gardening.

- **In Progress:** Establish a heritage tree program. *(Comment: A draft of a heritage tree program is being prepared and will be brought forward to Council for review this Spring (2012))*
- Encourage the use of native species in landscaping and for pollinator well being. *(Comment: Being implemented in Arbor Division in planting designs.)*
- **Just Started:** Record and mark trees of significant height and growth. *(Comment: A tree inventory of Urbana right-of-ways to begin this summer.)*
- Study providing notice when a significant tree is to be removed.
- **Just started:** Update city parkway tree inventory. *(Comment: RFP to be issued this spring.)*
- Develop property owner guidelines and recommendations for use of native species in landscaping and tree plantings.
- **In Progress:** Control the removal of topsoil from residential developments. *(Comment; Will be included in a revised Subdivision Ordinance that is underway.)*
- **Done:** Consider installation of a model community rain garden at the city building. *(Comment: A rain garden has been installed along Green Street. Other locations include 704 Glover Avenue, south of Allen Hall on campus, and northeast corner of Springfield Avenue and McCullough Street. Bioswales have been installed at Lot 24 adjacent to Broadway Avenue and south of Illinois Street and Lot 12 at the corner of Main Street and Central Avenue.)*

**L. Strategy:** Become a multimodal, bike and pedestrian- friendly community that supports sustainable transportation.

- **In Progress:** Work with the Bicycle and Pedestrian Advisory Commission to implement the Bicycle Master Plan by implementing current recommendations and by continuing to plan for bicycle facilities as the city expands or redevelops. *(Comment: Master plan was completed in 2008 and facility implementation is ongoing.)*
- **In Progress:** Work with the Bicycle and Pedestrian Advisory Commission to develop ongoing, communitywide bicycle safety education programs such as the bicycle safety video being prepared jointly by Champaign and Urbana, or working with Drivers’ Education curricula. *(Comment: Bike safety video completed in 2010.)*
- **In Progress:** Make sure the police and public works departments and bicycle commission provide appropriate enforcement, education and signage for bicyclists and pedestrians.
- **Done:** Achieved bronze level designation. Apply for and receive Bicycle Friendly Community designation by 2010-11. Updated goal: Seek silver Bicycle Friendly Community Designation by 2014-15. *(Comment: Will require completion of major portion of bicycle master plan, development of institutionalized bicycle safety education programs by partner groups and agencies, and being strong in three out of five evaluation areas in the League program.)*

- Launch a bicycle parking retrofit program to help existing businesses add appropriate bicycle parking hardware. Need a funding source.
- **In Progress:** Support public transportation, including CUMTD improvements and high-speed passenger rail. *(Comment: Ongoing efforts working with Champaign County First.)*
- **In Progress:** Continue to enact Safe Routes to School improvements as funds become available. *(Comment: Received \$200,000 grant to implement bike routes to King School and Urbana Middle School.)*
- **Done:** Adopt a complete streets policy. Include alternative roadway configurations, such as bike boulevards, that give priority to pedestrian, bicycle and public transit modes. For intersection projects, include roundabouts, and other technologies among the alternatives considered. *(Comment: Now adopted as part of our Comprehensive Plan.)*
- Improve safety for pedestrians and bicyclists at Windsor Road and Race Street. *(Comment: Modern roundabout feasibility study completed. Now staff investigating a road diet.)*
- Continue identifying and prioritizing improvements at problematic intersections. *(Comment: CUUATS completed selected intersection crash analysis and Main and Race streets intersection to be reconstructed in 2013.)*
- **Ongoing:** Continue to work with other agencies on regional bike facilities such as the Rails to Trails path between Urbana and Danville.
- **New Goal:** Seek grant funding for pedestrian master plan.

## 6. Goal: Quality of Life

**A. Strategy:** **New Goal:** Maintain social service safety net, encourage preventive solutions to social problems.

- Encourage City of Champaign to share in funding of social service agencies that provide services to residents in both cities.
- Work toward creating a community report card that looks at such factors as employment/unemployment, graduation rates, incarceration rates and poverty levels, with the Urbana Human Relations Commission leading the effort.

**B. Strategy:** **In Progress:** Enhance historic preservation and preserve older housing stock. *(Comment: Major effort underway to describe 100 most significant buildings in Urbana and to promote mid-century modern homes.)*

- **Just started:** Encourage creation of a historic district on Elm Street near McCullough St. *(Comment: Community Development staff members to be assigned.)*
- Encourage creation of historic corridors with national designations. *(Comment: Additional guidance sought on this goal.)*

- Create incentives to convert grandfathered boarding houses back to single-family houses. *(Comment: Funding source is a limitation for this goal.)*
- Work to conserve single-family homes and neighborhoods through measures that encourage owner occupancy and reinvestment in current housing stock.

**B. Strategy:** Zoning/comprehensive plan or ordinance changes.

- **Done:** Consider ordinance amendment reducing the number of parking spaces required for commercial developments.
- **In Progress:** Modify development regulations to encourage bioswales and alternatives to detention basins. *(Comment: Revised Subdivision Ordinance will address this.)*
- **Just Started:** Develop and enact an industrial noise ordinance that limits noise generated after normal business hours from industries and commercial businesses. *(Comment: Planner has been assigned to this ordinance.)*
- Consider enacting form-based zoning (ie. where development is dictated by desired building forms rather than by minimum regulations) in downtown and commercial areas. *(Comment: Implementation of Downtown Plan will involve a new overlay zone for the downtown.)*
- **Done/In Progress:** Reduce impact of off-street parking in single-family neighborhoods through improved backyard green space requirements, including establishment and enforcement of no-gravel, no paved-over backyard requirements for grandfathered properties with single-family (R-1, R-2, R-3) underlying zoning. *(Comment: Clarification and improved enforcement of zoning regulations completed.)*
- **Done:** Improve cross-department coordination of code enforcement efforts. *(Comment: Shared data bases and weekly check-ins have improved this coordination.)*

**C. Strategy:** Promoting diversity.

- **In Progress:** Continue to work to improve effectiveness of city Equal Employment Opportunity contract compliance program. *(Comment: The Human Relations Office and Human Relations Commission have partnered with several contractors/vendors to develop comprehensive EEO compliance plans. These compliance plans are targeted to increase workforce diversity amongst City contractors/vendors.)*
- **In Progress:** Participate in multi-jurisdictional efforts to increase minority contractor hiring and business growth. *(Comment: The Human Relations Office has worked closely with representatives from the City of Champaign and the University of Illinois to maximize minority/female contractor participation in the UC2B project.)*
- **In Progress:** Continue to work toward increasing diversity within the city workforce to more closely mirror the city's demographics. *(Comment: The Human Relations Office and Human Resources Division have partnered to identify and exploit key opportunities to increase minority hiring.)*
- **In Progress;** Continue to work toward creating a city work culture more conducive to diversity. *(Comment: The Human Relations Office is currently in the progress on training all current employees on the "Productive Work Environment" policy. This policy seeks to ensure*



*that Urbana employees are able to work in an atmosphere that is respectful, productive, professional and diverse.)*

- **In Progress:** Publish an annual report for the City Council with metrics on the work force including diversity issues, affirmative action, training, retirements, staff changes, and similar issues.

**D. Strategy:** Promote continued intergovernmental cooperation

- **Ongoing:** Continued cooperation with Urbana School District (Safe Routes to Schools, technology, energy efficiency grants, green schools, etc.). *(Comment: City has provided major grants to King School for improvements.)*
- **Ongoing:** Continued cooperation with Urbana Park District. *(Comment: Staff from two agencies meet regularly. Major grants provided to King Park for improvements.)*
- **Done:** Complete design of new city website and related staff training. *(Comment: New website is great).*
- **Done:** After official 2010 Census results are received and new county precincts are determined, use a transparent process to draw a new Urbana ward map so that wards are contiguous and balanced fairly for population per Federal and State requirements.
- **New Goal:** Enroll Urbana in Let's Move initiative.
- Conduct annual training for council, boards, and commissions.
- Continue to seek intergovernmental cooperation with Champaign, Savoy, Champaign County and other entities to pursue economic development opportunities.
- **In Progress:** Work with park district and school district to make sure recreational facilities are available to Lierman/Washington and King Park area youth. *(Comment: Supervised times provided for Brookens Gym.)*
- **In Progress:** Explore the use of neighborhood community centers to serve the needs of youths and adults related to education, training, guided activities and communication technologies in target areas of Urbana, including the possibility of working with the school district at Prairie and King Schools. *(Comment: A new community room has been built at King School.)*
- Improve programs to give youth hands-on exposure to the building trades and other vocational training opportunities.

**E. Strategy:** Support greater community programs of interaction between Urbana and our sister city international partner, Zomba, Malawi, Africa.

- Work with local schools, churches and community groups
- **Just Started:** Determine if additional programs should be developed in Brazil and China. The Marketing Coordinator will be asked to work on this.

**F. Strategy:** Continue to promote public art.

- **Done/Ongoing:** Support placement of public art throughout the city. *(Comment: Several sculpture installations have been placed.)*



- **Done/Ongoing:** Continue to support the Public Arts Commission and their programs
- **Done:** Complete “Art in the Park” project north of the city building.

**G. Strategy:** Continue to promote additional affordable housing opportunities.

- **Done/In Progress:** Work with Housing Authority of Champaign County on redevelopment plans for Dunbar Court. *(Comment: Hamilton on the Park is expected to start construction this year.)*
- **Done/In Progress:** Identify partners for the Kerr Avenue energy- efficient housing project and move forward with construction. *(Comment: City is now working with Brinshore and Homestead on this project.)*
- **Done:** Complete housing needs study and reflect results in updated Consolidated Plan/Annual Action Plans for use of CDBG and HOME consortium funds.
- **Ongoing:** Examine capacity of homeless shelters, family shelters and SRO’s and promote resources to meet shelter needs. *(Comment: Local agencies are working together on this need.)*
- **Ongoing:** Continue to address the issues of tenant relocations resulting from nonpayment and/or condemnations. *(Comment: The Tenant Relocation Task Force continues to meet periodically.)*

**H. Strategy: Just starting.** Address space needs deficit at City Facilities.

- Complete a space needs study and master plan. *(Comment: Under consideration.)*
- Identify funding source for plan improvements. *(Comment: Will consider funding study after June 2012 approval of city budget.)*
- Consider interim storage facility to address immediate need for space.

**AN ORDINANCE AMENDING CHAPTER 3, "ALCOHOLIC BEVERAGES",  
OF THE CITY OF URBANA CODE OF ORDINANCES**

**(PUBLIC ARTS FUNDING FROM CLASS T3 LICENSE FEES)**

**WHEREAS**, the City of Urbana has a population of more than 25,000 and is, therefore, a home rule unit under subsection (a) of Section 6 of Article VII of the Illinois Constitution of 1970; and

**WHEREAS**, the City is empowered to regulate the sale of alcoholic beverages, particularly on public lands; and

**WHEREAS**, it is in the best interests of City of Urbana to foster a vibrant civic and cultural atmosphere; and

**WHEREAS**, the City wishes to encourage the promoters to plan and run outdoor festivals within its corporate limits; and

**WHEREAS**, the City's current liquor ordinance does not allow private, for-profit entities/promoters which already possess a City-issued liquor license to receive a temporary liquor license for their events that are not held on property that is contiguous with the license-holding entity's property; and

**WHEREAS**, the City's current liquor ordinance does not allow private, for-profit entities who are not current license holders to receive a temporary liquor license; and

**WHEREAS**, the issuance of said temporary licenses for festivals approved by the City Council will allow private, for-profit entities/promoters to bring such festivals to the City of Urbana;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS THAT** Chapter 3 of the Urbana Code of Ordinances shall be, and hereby is, amended as follows:

**Section 1.**

§3-42 of the Code of Ordinances shall be amended as follows:

**Sec. 3-42. Class T licenses.**

There shall be three (3) categories of Class T licenses:

T-1 (Special event--current licensee)

T-2 (civic or charitable organization)

T-3 (Private promoter of festivals)

(a) T-1 license (special event--current licensee). Any license holder may obtain a special license which shall permit and allow such license holder to serve alcoholic drinks in an enclosed area immediately adjacent and adjoining and opening onto the premises described in the then current license application on file for the license, provided the licensee submits an application in the manner provided by ordinance fourteen (14) days prior to the date for which the special license shall be used. A Class T-1 license shall be valid for a maximum of two (2) days. The T-1 license application shall contain:

- (1) A statement of the hours during which liquor is to be sold, not inconsistent with section 3-3.
- (2) Describe with reasonable certainty the boundary of the adjacent premises where such liquor shall be sold.
- (3) The written consent of the owner of such adjacent premises shall be attached to the application. The written consent shall be dated not more than thirty (30) days prior to the application.
- (4) Proof of dram shop insurance covering the premises to be utilized with the T-1 license.

No more than one (1) such license shall be issued to any license holder in any one (1) calendar month, nor more than three (3) in a calendar year. The special license, if issued, shall not in any manner be regarded to relieve the license holder of complying with any other requirement of law.

(b) T-2 license (civic or charitable organization). The T-2 license shall permit the retail sale of alcoholic liquor by any bona fide civic, service, charitable, or other not for pecuniary profit organizations for consumption on the premises or within an area specifically designated in such license.

- (1) A Class T-2 license shall be valid for a maximum of two (2) days.
- (2) An applicant for a Class T-2 license shall submit an application at least fourteen (14) days prior to the date for which the license shall be issued, and show evidence that dram shop liability insurance has been obtained for the period of the license.

(3) The applicant for a Class T-2 license shall state in the application for such license the hours during which alcoholic liquor is to be sold, not inconsistent with section 3-3.

(4) Not more than two (2) Class T-2 licenses shall be issued to any license holder in any one (1) calendar year. Licenses issued for events that the city co-sponsors shall not count toward this limit.

(5) A Class T-2 license, if issued, shall not in any manner be regarded to relieve the license holder of complying with any other requirement of law.

(c) T-3 license (Private for-profit festival promoter). The T-3 license shall permit the retail sale of alcoholic liquor by any bona fide private for-profit promoter of outdoor festivals, held within the City's corporate limits, for consumption on the premises or within an area specifically designated in such license. For purposes of this Section, a festival shall be defined as special event, normally held only once per calendar year, which is held primarily outdoors; is open to the public; and has been designated as an approved festival by the City Council.

(1) The T-3 license shall be valid for a maximum of two (2) days.

(A) If any festival lasts less than two (2) days, then the T-3 license shall be valid only for the duration of said festival.

(B) In no case shall alcoholic liquor be sold by the T-3 license holder outside of the hours designated in the T-3 license application. Said hours shall not be inconsistent with the limitations in §3-3 of this Chapter. The City of Urbana Liquor Commissioner or his/her designee shall have sole discretion to limit hours of alcoholic liquor sales during any outdoor festival.

(2) The festival promoter shall apply for the T-3 license no later than sixty (60) days prior to the date of the festival.

(3) No more than two (2) T-3 licenses shall issue to any current license holder or new applicant in any calendar year.

(4) A Class T-3 license, if issued, shall not in any manner be regarded to relieve the license holder of complying with any other requirement of law.

(5) No more than one (1) T-3 license shall issue per calendar month, and said license shall issue on a first come basis.

(6) The fee for a T-3 license shall be 5% of the gross revenue generated by the event.

(A) Payment of such fee shall be made to the Comptroller of the City, by the license holder within ten (10) business days from the last day of the festival.

(B) Payment of the 5% of gross revenue shall be accompanied by an accounting of the gross revenue and a certification by the license holder of the accuracy of said accounting.

(C) The fees for a T-3 license shall be paid into the Urbana Public Arts Fund.

(7) All T-3 license recipients shall, as a condition for receiving that license, pay all of the City of Urbana's costs in providing City services to that event, including, but not limited to, police

services and Public Works Department services. The Police Department, Public Works Department, and any other City department/division from which services are requested by the permit applicant or that are required, by necessity, at the event, shall provide estimates of the costs of providing their services, and the license applicant shall agree in writing to pay the same, prior to the issuance of the license.

(d) Special conditions applicable to all T Class licenses.

(1) In the application for a T Class license, the application must set forth information so that the boundary of the area in which alcoholic liquor is to be allowed, can be ascertained with reasonable certainty.

(2) If the applicant for any category of Class T license is not the owner of record of the property designated for the site of the event, the owner of record or agent must join in the application; provided, however, this requirement shall not be applicable to an application for a T-2 license involving public right-of-way.

(3) If any T Class license involves serving either alcoholic liquors or food out-of-doors, then the following shall be applicable:

(A) The application shall designate the license applicant as the agent of the owner of record for service of a notice to remove all refuse, litter, debris, garbage and the like for the notice of lien as set forth in subsection (e) below. Only paper or plastic products may be used to serve alcoholic liquor or food;

(B) Provide fencing with at least two (2) means of ingress and egress around the area designated in the license. The egress shall have a ratio of at least forty-four (44) inches for every two hundred (200) occupants and at least one alternate exit of at least forty-four (44) inches;

(C) The Class T license holder shall, within twenty-four (24) hours after the ending time of the event, remove all refuse, litter, debris, garbage and the like from the property used for the event and the abutting public right-of-way;

(e) In the event the Class T license holder does not remove all refuse, litter, debris, garbage and the like in the twenty-four-hour period as required by subsection (c) of this section, the city may, after twenty-four (24) hours' notice, remove all refuse, litter, debris, garbage and the like from the property used for the event. The notice requiring removal shall state that, if the license holder and the owner of record do not remove all refuse, litter, debris, garbage and the like from the designated property within twenty-four (24) hours, the city shall conduct the removal operation. The notice shall also state that the failure of the owner or licensee to remove all refuse, litter, debris, garbage and the like within the twenty-four-hour period as required by such notice, shall be deemed as implied consent for the city to conduct such removal. Such implied consent shall be deemed to form a contract between the city and the owner and the licensee for payment of the costs of the removal of the refuse, litter, debris, garbage and the like. Service of notice shall be made upon the license holder or an agent or employee of the license holder. Service shall be by personal service except that service can not be made by diligent inquiry. Service may be had by posting the notice on the property. The reasonable cost of removal shall be a lien upon the real property for which the license was issued.

(f) Whenever a bill for the reasonable costs of removal made pursuant to subsection (d) of this section remains unpaid for thirty (30) days after it has been sent to the license holder and the owner of record, the clerk shall file a notice of lien with the county recorder.

(1) The notice of lien shall be filed within ninety (90) days after the cost and expense of the removal has been incurred. The notice shall consist of a sworn statement setting out a description of the real estate sufficient for identification thereof, the amount of money representing the cost and expense incurred or payable for the removal and the date or dates when such cost and expense was incurred by the city. However, the city's lien shall not be valid as to any purchaser whose rights in and to such real estate have arisen subsequent to removal of the refuse, litter, debris, garbage and the like and prior to the filing of such notice, and the city's lien shall not be valid as to any mortgage, judgment creditor or other lienor whose rights in and to such real estate arise prior to the filing of such notice. Upon payment of the cost and expenses by the license holder or the owner of record or persons interested in the property after notice of lien has been filed, the city shall release the lien and the release may be filed or recorded as in the case of filing a notice of lien.

(2) Costs and expenses under this section include, but are not limited to, the actual costs and expenses for the time of city employees, use of equipment and materials concerning the actions of removal pursuant to this section, and transportation to and from the property, title searches or certifications, preparation of lien documents, foreclosure and other related reasonable attorney's expenses.

(3) Whenever the costs and expenses for removal of all refuse, litter, debris, garbage and the like shall remain unpaid for a period of thirty (30) days after the lien is filed, the city may institute proceedings to foreclose the lien, and the real estate may be sold under the order of the court.

(4) Upon payment of the costs and expenses, plus interest at a rate of nine (9) percent annum from the date thirty (30) days after the bill was sent and after the notice of lien has been filed, the clerk shall file with the recorder a release of lien.

~~(f)~~ (g) If the payment of the city's cost of removal or abatement of the nuisance is not paid to the city within thirty (30) days of the billing of such costs the city attorney is empowered to commence proceedings in the circuit court seeking a personal judgment from the owner or licensee interested in the premises as noticed in subsection (d) of this section. The action authorized by this subsection shall be in addition to and without waiver of any other remedy. Such action shall be based upon the implied consent for persons to form a contract for the removal or abatement of such nuisances.

~~(d)~~ (h) Along with the application for any Class T license, the applicant shall submit a security plan for the mayor's approval which shall generally take into consideration the matters set forth in section 3-49(b) below.

## **Section 2.**

These amendments shall take full effect upon passage by the City Council, except that, the fee provisions and 60-day application provision for T-3 licenses shall not operate if in conflict with agreements between a promoter and the City, previously negotiated after January 1,

2008 but before passage of these amendments. However, it shall be take full effect upon all T-3 license applicants after any such agreements expire.

PASSED by the City Council this      day of \_\_\_\_\_, 2008.

AYES:

NAYS:

ABSTAINS:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
Laurel Lunt Prussing, Mayor

# **City of Urbana Annual Public Arts Program Plan for Fiscal Year 2012-2013**

## **Introduction**

One of the duties assigned to the Public Arts Commission is to prepare and present an Annual Public Arts Program Plan to the Mayor and Urbana City Council for consideration in the City budgeting process. Per the Ordinance Establishing the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources and responsibilities and an implementation plan to address the goals.

The Public Arts Commission has made it a priority to further the success of the Public Arts Program through additional arts initiatives in downtown Urbana, including artist-designed window treatments, sculptures on temporary lease, and projected video art and short films. Other significant components of the Program Plan for the fifth full year of the Public Arts Program include the 2013 Urbana Arts Grant cycle, the addition of monthly performances at Urbana's Market at the Square, the construction phase of the Boneyard Creek Beautification Project including public art, and a public art project in King Park in Urbana. As always, the Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships.

## **Program Mission**

The Urbana Public Arts Program provides programming and services that create a city where artists thrive and are valued, and where all residents engage with art in its many forms.

## **Goals**

The goals for the Public Arts Program are based upon goals and objectives listed in the City of Urbana 2005 Comprehensive Plan, 2002 Downtown Strategic Plan, the Ordinance Establishing the Public Arts Commission and Program, the Public Arts Program 2008 Community Input Report, as well as guidance from the Public Arts Commission's 2012 Five Year Plan and the 2010 Urbana City Council and Mayor Goals.

## **Means of Achievement**

The following program of work, partnerships, and marketing will serve as the means to achieve the Public Arts Program goals. The program elements described below have been identified based on the ability to achieve success in the given time frame, the ability for the program to grow, cost and budget considerations, and the potential to leverage private dollars. Further program development will be undertaken by Public Arts Commission subcommittees in coordination with City Staff. The following subcommittees, and the members thereof, will assist in providing research and guidance to staff as each area is further developed.



### Public Arts Commission Subcommittees

- Fundraising Subcommittee
  1. Patricia Sammann
  2. Geoff Bant
- Urbana Arts Grants Subcommittee
  1. Pat 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
- Joseph Royer Arts and Architecture Planning Subcommittee
  1. Ilona Matkovszki
  2. Gregory Chew
- UPTV *ArtNow!* Subcommittee
  1. Pat Sammann
  2. Gregory Chew
- Arts in the Schools Subcommittee
  1. Geoff Bant
  2. Barbara Hedlund

### **Partnerships**

In FY11-12, the Urbana Public Arts Program partnered with a variety of local organizations to present events and develop projects, including 40 North | 88 West: The Champaign County Arts, Culture, and Entertainment Council, The Champaign Urbana Design Organization (CUDO), the Urbana Park District, the University of Illinois College of Fine and Applied Arts, the Urbana Business Association, the Osher Lifelong Learning Institute, the Public Art League of Champaign-Urbana, Arts Alliance Illinois, the Illinois Arts Council, Urbana School District #116, the Champaign-Urbana Schools Foundation, and Indi Go Gallery. The Public Arts Commission will continue to work with these groups in FY12-13, as well as to expand its partnerships with organizations and businesses in the community.

### **Marketing**

In FY11-12, the Public Arts Program has marketing tools including press releases, a twice monthly e-mail newsletter, a Facebook page, and Twitter feed. The program currently has 445 e-mail subscribers, 441 Facebook friends, and 245 Twitter followers. For specialized projects, such as calls for artists, announcements have been sent out via

regional and national list-servs and listed on websites such as the Chicago Artist Resource. Various projects have been promoted and featured in local media during this fiscal year, with articles appearing in SmilePolitely and the News-Gazette, radio mentions on WILL and WDWS, and appearances on WCIA and WICD television. Thanks to a grant award from the Illinois Arts Council for FY10-11, the services of a graphic designer were obtained to create an Urbana Public Arts Program logo, promotional postcard, and informational brochure. These new materials are currently being distributed. Other print materials created during FY11-12 include a list a guide to art classes offered in the Urbana-Champaign area and a flier created by the spring public arts intern to promote the Artist of the Corridor program.

In FY 12-13 the Public Arts Program will continue to use these same outlets for publicity, with local print and electronic advertising solicited when necessary. The Public Arts Commission Marketing subcommittee has worked with staff to create a marketing plan for the next year and will meet throughout the year to brainstorm marketing strategies for upcoming Program initiatives. Emphasis will be placed on marketing of specific programs to potentially interested demographics, such as Art at the Market workshops to families and Artist of the Corridor to artists in need of exhibition space. Finally, staff hopes to create a blog to further highlight upcoming projects and initiatives, such as the Boneyard Creek Beautification Project public art enhancements.

**Estimated Expenditure in FY 12-13: \$1,500.** The budget for promotions and marketing will be used for ongoing promotion of the Urbana Public Arts Program, including production of printed promotional materials, event costs, and advertising via print, radio, and online sources.

### **Public Arts Interns**

In FY11-12, the first volunteer Public Arts Intern spent approximately six hours a week assisting staff with the Urbana Arts Grants program, designing promotional materials, conducting general marketing, and other tasks as needed. While this intern received class credit, ideally interns would receive compensation for their valuable assistance.

Budgeting for a Spring Public Arts Intern and Summer Public Arts Intern in FY12-13, both at 10 hours a week, will provide additional staffing for the Urbana Public Arts Program during particularly busy times. The internship also provides educational opportunities in arts administration for those that may be interested.

**Estimated Expenditure in FY 12-13: \$3,600.** The budget will compensate two interns at \$1,800 per intern (\$12.00 per hour for 10 hours a week for 15 weeks), for a total of \$3,600.

### **Program of Work**

- 1. Urbana Arts Grants Program:** Urbana recognizes the arts as essential to the vitality of the city. It is additionally understood that funding is the greatest barrier which prevents local artists, organizations, and businesses from pursuing their goals in the arts. The Urbana Arts Grants Program makes funding available to artists, artist

teams, organizations, businesses, and festival presenters for eligible projects to take place in Urbana that enrich the lives of Urbana residents and visitors. The Commission and staff will evaluate the success of the fourth cycle of the program, reviewing responses to a survey distributed to 2012 applicants. This will aid in determining appropriate changes to further the program's success in FY12-13. Priorities for the fifth cycle of the Urbana Arts Grants program include securing an online application system and partnering with area arts organizations to offer more grants workshops to make the application process more accessible.

The four grant categories to be offered in FY 12-13 are:

- **Here and Now:** 12-month grants with awards up to \$1,500 for artists residing in Urbana.
- **Envision 365:** 12-month grants with awards up to \$2,500 open to all emerging and professional artists.
- **Creative Mix:** 12-month grants with awards up to \$5,000 open to groups, ensembles and organizations.
- **Festivals Grant:** 12-month grant with awards up to \$10,000 open to arts-related festival presenters.

Selection Process: The Commission's Arts Grants Subcommittee will create two temporary selection committees representing areas in the arts and the community to review and select projects for funding. The selection committees' recommendations will then be submitted to the Urbana Business Association subcommittee and Board of Directors for approval of the Business Backs the Arts recipients. The final recommendations are approved by the Public Arts Commission.

Timeline: In June - July 2012, the 2012 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2013 cycle. Applications will be released in October 2012 and due in January 2013. Award announcements will be made in March 2013.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Expand the City's creative community.
- Increase the vitality of downtown.
- Promote visible, outdoor activity in downtown.
- Encourage and accommodate community events.
- 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.
- Address Public Arts Program suggestions from the public including providing available funding, art in public places, and increased events.

**Estimated Expenditures in FY 12-13: \$42,500.** The budget for this program combines funds allocated to Public Arts Projects in the City Public Arts Fund and the Urbana Business Association “Business Backs the Arts” donation of \$5,000.

2. **Boneyard Creek Public Art:** The Boneyard Beautification Project will create a pedestrian-friendly urban park in the downtown section of the Boneyard Creek and was identified as an opportunity for public art. In FY11-12, the Public Arts Commission Boneyard Creek Subcommittee and City Staff worked with Foth Consultants and Wenk Associates to hold a Request for Qualifications process to identify an artist to design public art elements for this project. Seattle artist Jack Mackie was selected and has worked to design wall tile, concrete form liners, and sandblasted forms for the pavement, all inspired by the local ecology of the Boneyard Creek and Champaign County. Additionally, the Champaign County Design and Conservation Foundation (CCDC) committed a donation of \$32,000 for additional public art enhancements in the project. The design has been finalized and the project will soon go out to bid. The construction phase will continue through FY12-13.

Timeline: Public art enhancements will be realized during the construction phase throughout FY12-13. Staff will coordinate with Jack Mackie as needed.

Goals Addressed:

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- 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.

**Estimated Expenditures in FY 12-13: N.A.** The budget for this project of \$78,000, \$46,000 from the City and \$32,000 from the CCDC, comes from outside the Public Arts Fund.

3. **Downtown Arts Planning:** An effort to develop art displays and events to bring increased activity and positive attention to downtown Urbana is underway. The Public Arts Commission Downtown Arts Planning subcommittee and staff will present the following projects during FY12-13:
  - i. **Downtown Vinyl Window Art:** This is a project to bring positive attention to downtown Urbana and create opportunities for local artists by featuring art on the windows of the north east and south towers of the downtown parking deck, as well as the windows of the Urbana Business Association. Staff and the subcommittee have received

several estimates for production, installation, and removal of the artist-designed adhesive vinyl that will go on the windows, and will develop a Request for Proposals process to identify work by local artists to feature. The vinyl designs will go up in late summer/early fall of FY12-13 and remain on display for one year.

- ii. **Downtown Projections of Films and Video Art:** This is a project to bring artistic activity to downtown Urbana by projecting short films, still images, and video art on a building in downtown Urbana. The subcommittee and staff will work in FY12-13 to research the type of projector required for this type of project, as well as necessary mounting hardware to protect it from the elements. A selection process will be developed, film pieces identified, and the project will be presented in spring of FY12-13.

Selection Process: The Commission's Downtown Arts Planning subcommittee will create selection panels of community members and city staff to review submissions for the Downtown Vinyl Window Art Project and the Downtown Projections Films and Video Art. The final recommendations are approved by the Public Arts Commission.

Timeline: Development and launch of window art for the downtown Urbana parking deck and Urbana Business Association will take place in late summer-early fall of 2012. Research, development, and launch of the video art, stills, and films to be projected in downtown Urbana will occur in spring of 2013.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Promote the beautification of Urbana.
- 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.

**Estimated Expenditures in FY 12-13: \$10,000.** The budget for this program allows \$5,000 for Downtown Vinyl Window Art and \$5,000 for Downtown Projections of Films and Video Art.

4. **Urbana Sculpture Project:** This is a project to increase the presence of public art in Urbana through sculptures on temporary two-year lease. The leases of the first four Urbana Sculpture Project sculptures expire in May of 2012. The Downtown

subcommittee, which the Commission approved to take on this project at their February 14, 2012 meeting, has recommended renewal of the two sculptures located in downtown and removal of the two sculptures currently located on Philo Road. Staff and the subcommittee will work with the Public Art League of Champaign-Urbana (PAL) to hold a tree-themed Call for Artists to identify two additional sculptures to be sited in downtown Urbana . The Commission will also select and sponsor a sculpture from PAL's general Call for Sculpture for installation on Philo Road. Finally, staff will assist PAL in identifying an outside sponsor to fill the other sculpture foundation on Philo. The three new sculptures will be installed in July and August of FY12-13.

Selection Process: The Public Arts Commission will work with the Public Art League to create the selection panel for the tree-themed Call for Sculpture for downtown Urbana. The two sculptures selected for downtown will be approved by the Public Arts Commission and the artists will enter into agreement with the Public Art League. The Public Arts Commission will also approve the sculpture for Philo Road selected by the Downtown Arts subcommittee and the artist will enter into agreement with the Public Art League.

Timeline: New sculptures will be leased and installed by early fall of 2012, and will be on lease for a period of two years ending in 2014.

Goals Addressed:

- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Promote the beautification of Urbana.
- 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.

**Estimated Expenditures in FY 12-13: \$10,000.** This budget will allow for \$2,000 honorariums for the two renewed sculptures in downtown Urbana ( $\$2,000 \times 2 = \$4,000$ ) and three new sculptures, two in downtown and one on Philo road. Each of these new sculptures will cost \$2,000, with a \$1,500 honorarium provided for the artist and \$500 provided for PAL's administrative fee ( $\$2,000 \times 3 = \$6,000$ .)

- 5. Arts Programming at Urbana's Market at the Square:** The Public Arts Commission supports free arts programming at Urbana's Market at the Square during the market season, including monthly Art at the Market workshops and Performances at the Market of music, theatre, and dance. During FY12-13, Art at the Market workshops will be offered from 8:00 AM to 12:00 PM and Performances at the Market will take place from 9:30 AM to 11:30 AM on the following dates: July 28, August 25, September 29, and October 13, 2012; and TBD dates in May and June, 2013.

Programming creates opportunities for residents to explore a variety of art media and experience a wide range of musical styles and performance forms. City staff will provide oversight of the events and tent. Artists, arts groups, and performers will be contracted to provide workshops and performances.

Selection Process: City staff will invite artists and facilitators to provide workshops based on experiences and available services.

Timeline: Arts programming at the Market will take place monthly during the Market season in 2012 and 2013, with one art workshop and one performance per month.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- 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.
- 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 events in the arts.

**Estimated Expenditures in FY 12-13: \$3,300.** The budget includes the cost of programming for six Art at the Market workshops, with honorariums of \$400 for each artist or arts group ( $\$400 \times 6 = \$2,400$ .) Programming for six performances for Performances at the Market, with performers compensated at \$300 per performance, will cost \$1,800. It has been agreed that the total cost of compensating performers will be split between the Public Arts Fund and the Market at the Square budget, leaving the Commission responsible for \$900.

- 6. Joseph Royer Arts and Architecture District Planning:** The Commission has recognized the Joseph Royer Arts and Architecture District as an asset to the downtown that could be further enhanced and promoted. In FY11-12, the Commission sponsored the fabrication of a sign commemorating the 110<sup>th</sup> anniversary of the Champaign County Courthouse. For FY12-13 the Commission subcommittee has several ideas for special performance events celebrating important dates for existing Royer buildings and possible additional signage.

Timeline: On-going research and development will occur throughout FY12-13.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.

- Promote visible, outdoor activity in downtown.
- 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.
- 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 events in the arts.

**Estimated Expenditures in FY 12-13: \$1,673.** Carryover funds of \$1,673 from FY11-12 remain unspent for this project and will cover future events and initiatives in FY12-13.

7. **Art in the Schools:** A program to support the arts in Urbana public schools. Staff and the Commission Art in the Schools subcommittee conducted research in this area in FY11-12, including interviewing Urbana School District #116 fine arts teachers on their needs. Work is currently being done on developing a program in partnership with the Champaign Urbana Schools Foundation.

Timeline: Development and launch of a pilot program will occur in fall of 2012.

Goals Addressed:

- 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 community events and activities that bring the community together and promote Urbana’s special character.
- Expand the City’s creative community.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana’s cultural development.

**Estimated Expenditure in FY 12-13: \$3,000.** The \$3,000 budgeted for this program in FY11-12 remains unspent and will carry over to FY12-13.

8. **Artist of the Corridor:** A program providing exhibition space for Urbana artists in the City Building lobby. The Artist of the Corridor program began in spring of 2010 and allows Urbana artists to exhibit their visual artwork in the lobby of the City Building at 400 S. Vine Street. Five exhibitions by Urbana artists will have been presented in FY11-12, with the length of exhibitions switching from two months to three months in February 2012. Four exhibitions will be presented in FY12-13.



Timeline: The program will run continuously throughout FY12-13, with a new artist exhibiting every three months.

Goals Addressed:

- Expand the City's creative community.
- Create a program that represents our community in all its diversity.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- 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.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

**Estimated Expenditures in FY 12-13: N.A.** No costs are associated with continuing this program, so no expenditure is suggested for FY12-13.

9. ***Art Now! UPTV Program:*** The *Art Now!* UPTV program began in July 2010 and is a 30-minute UPTV program in which Public Arts Commissioners interview local artists about their work. A new episode is available each month, airing weekly on UPTV Channel 6. All episodes are also available online. *Art Now!* increases awareness and education about the arts and arts activities in the community.

Timeline: The program will run continuously throughout FY12-13, with a new episode every month.

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.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

**Estimated Expenditures in FY 12-13:** N.A. In-kind support from UPTV staff will provided the necessary resources for the program.

**10. Dr. Martin Luther King, Jr. Park Public Art Project:** A public art project in King Park in Urbana honoring the life and legacy of Dr. Martin Luther King, Jr. through commissioning an artist to create a unique sculpture, interactive artwork, or art installation. The completed artwork will help promote the park as an amenity for the local neighborhood and school, as well as provide an attraction for residents of Urbana and Champaign County. In FY11-12 the Commission subcommittee and city staff have worked with the Urbana Park District to develop a Request for Qualifications process to identify an artist for this project. A selection panel will soon convene to review the 45 submissions received for the opportunity and select several candidates for interview.

Selection Process: The selection panel will consist of the Commission subcommittee, city staff, Urbana Parks district staff, and an artist from the community. This panel will select several candidates for interview and the chosen artist will be approved by the Public Arts Commission. The artist will then enter in agreement with the City of Urbana with the approval of the Public Arts Commission and City Council.

Timeline: An artist will be selected by July 2012 and will work continuously on the project throughout FY12-13.

Goals Addressed:

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Support life-long learning in the arts.
- 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.

**Estimated Expenditures in FY 12-13:** N.A. The budget of \$50,000 for this project comes from TIF 3 and is separate from the Public Arts Fund.

**11. Additional On-going Efforts:** The following efforts have been identified by staff and the Commission as on-going interests. These programs include:

- Partner with the Urbana Park district to identify and promote additional Art in the Park opportunities.
- Research of potential Arts Center.

- Research and study of potential future projects and programs.

Timeline: On-going throughout FY 12-13.

**Estimated Expenditure in FY 12-13: NA.**

## **Sources of Supplemental Revenue**

Supplemental Revenue will be sought through City grant applications and fundraising strategies developed by the Public Arts Commission Fundraising Subcommittee. The Public Arts Commission Fundraising subcommittee has worked with staff to research possible fundraising strategies, with development of a fundraising plan and implementation slated for FY12-13. Creating a “Friends of the Arts” group to handle fundraising efforts was also identified as future research area. To support these efforts, the Commission prepared a Five Year Plan that identifies short, mid, and long-term goals for each subcommittee. Partnerships are another source of additional resources for specific Urbana Public Arts Program projects. The Champaign County Design and Conservation Foundation committed a donation of \$32,000 for additional public art enhancements in the Boneyard Creek Beautification Project. The Public Arts Commission is also working with the Public Art League to identify potential funders for sculpture on Philo Road.

An Illinois Arts Council grant of \$3,500 for Public Art Program operating support was received in FY 11-12 to be spent by August 31, 2012 during FY 12-13. Staff will continue to pursue additional grant funds from organizations such as the National Endowment for the Arts, the Illinois Arts Council, Illinois Humanities Council, the Urbana Business Association, and other resources. Below is a listing of supplemental revenue anticipated for FY 12-13.

### Urbana Business Association Business Backs the Arts

The Urbana Business Association has dedicated a donation of \$5,000 to the Public Arts Fund through its Business Backs the Arts Initiative for FY 12-13.

### T3 License Fees

Ordinance No. 2008-05-040 entitled, An Ordinance Amending Chapter 3, “Alcoholic Beverages”, of the City of Urbana Code of Ordinances (Public Arts Funding from Class T3 License Fees), allows for private promoters of festivals to receive a T-3 license and requires that the fee for such a license will be 5% of the gross revenue generated by the event. The ordinance also states that the fees for a T-3 license shall be paid into the Urbana Public Arts Fund. Attached (Exhibit B) is the ordinance which describes the program in detail.

## **Schedule of Execution**

The schedule of execution for the FY 12-13 Program Plan will reflect the timelines described in each program description above.

- 1. Urbana Arts Grants Program**  
Timeline: In June - July 2012, the 2012 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2013 cycle. Applications will be released in October 2012 and due in January 2013. Award announcements will be made in March 2013.
- 2. Boneyard Creek Public Art**  
Timeline: On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY12-13.
- 3. Downtown Arts Planning**  
Timeline: Development and launch of window art for the downtown Urbana parking deck and Urbana Business Association will take place in late summer-early fall of 2012. Research, development, and launch of the video art and films to be projected in downtown Urbana will occur in spring of 2013.
- 4. Urbana Sculpture Project**  
Timeline: New sculptures will be leased and installed by early fall of 2012, and will be on lease for a period of two years ending in 2014.
- 5. Arts Programming at Urbana's Market at the Square**  
Timeline: Arts programming at the Market will take place monthly during the Market season in 2012 and 2013, with one art workshop and one performance per month.
- 6. Joseph Royer Arts and Architecture District Planning**  
Timeline: On-going research and development will occur throughout FY12-13.
- 7. Art in the Schools**  
Timeline: Development and launch of a pilot program will occur in fall of 2012.
- 8. Artist of the Corridor**  
Timeline: The program will run continuously throughout FY12-13, with a new artist exhibiting every three months.
- 9. Art Now! UPTV Program**  
Timeline: The program will run continuously throughout FY12-13, with a new episode every month.
- 10. Dr. Martin Luther King, Jr. Park Public Art Project**  
Timeline: An artist will be selected by July 2012 and will work continuously on the project throughout FY12-13.
- 11. Additional On-going Efforts**  
Timeline: On-going throughout FY 12-13.

## Resources

Below is a list of the programs being pursued for FY 12-13 and corresponding estimated expenditures, totaling to **\$81,173**. This figure includes carryover funds from previous years and an expected donation of \$5,000 from the Urbana Business Association for Business Backs the Arts.

<b>Program</b>	<b>Proposed Expenditures for FY12-13</b>
1. Urbana Arts Grants Program	\$47,500 (includes \$5,000 UBA donation)
2. Boneyard Creek Public Art	N.A.
3. Downtown Arts Planning	\$10,000
4. Urbana Sculpture Program	\$10,000
5. Arts Programming at Urbana's Market at the Square	\$3,300
6. Joseph Royer Arts and Architecture District Planning	\$1,673 (ENC from FY11-12)
7. Art in the Schools	\$3,000 (ENC from FY11-12)
8. Artist of the Corridor	N.A.
9. Art Now! UPTV Program	N.A.
10. Dr. Martin Luther King, Jr. Park Public Art Project	N.A.
11. Special Projects	\$600
12. Marketing	\$1,500
13. Interns	\$3,600
<b>TOTAL</b>	<b>\$81,173</b>

## Responsibilities

The Urbana Public Arts Commission has regularly scheduled meetings monthly. The Commission has the authority to select works of art, remove works of art previously displayed based on a de-accession policy, promulgate criteria for selection of works of art and artists and maintenance, and take any other action necessary to carry out its purposes for projects as described in the section on Duties described in the attached ordinance (Exhibit C), in accordance with the annual budget and subject to all ordinances of the City of Urbana.

The Community Development Services Department, in coordination with the Public Arts Commission, administers the Public Arts Program and all Public Arts Program projects,

including artwork(s) received as gifts to the City of Urbana. The Community Development Services Department is the contracting officer for commission or purchase all works of art after consultation with the Public Arts Commission. The Mayor and City Council approve the Annual Public Arts Program Plan for the Public Arts Commission. The Mayor appoints Public Art Commissioners, who are approved by City Council.

Attachments: Exhibit A: 2010 Urbana City Council and Mayor Goals  
Exhibit B: Ordinance relating to T3 License Fees  
Exhibit C: Ordinance Establishing the Public Arts Program and Commission