

City of Urbana, Public Arts Program  
2012 Urbana Festivals Grant  
May 28, 2013

## 40 North | 88 West Boneyard Arts Festival

### Post-Project Evaluation

The Urbana Public Arts Commission grant allowed 40 North | 88 West to further its mission of cultivating creativity in Champaign County. This was evidenced through the Boneyard Arts Festival, a culminating event of the 40 North mission points - information, advocacy and collaboration. The 2012 Boneyard Arts Festival partnered artists and performers with local business for the tenth year throughout Champaign County. This countywide festival provided an arts-filled weekend for residents and visitors, gave artists an opportunity to market their work and generate income, increased foot traffic and sales in participating venues, and increased access to the local arts community.

#### 1. Accomplishments

**Marketing** - The grant supported the marketing plan of the Boneyard, enhancing outreach throughout our diverse community. This included posters, postcards, yard signs, day-of programs, elementary school fliers, billboards, web banners, as well as new handmade Boneyard venue flags! This free community event is an arts extravaganza available for attendance by people of all ages and backgrounds. This was the special 10<sup>th</sup> anniversary of the festival and audiences grew substantially in Downtown Urbana as well as across the entire county.

40 North is not able to do formal tracking of attendance and sales, but the post event survey suggests that artists are selling more work than in the past and there was an increase in foot traffic. By doing more youth programming and targeting families and kids in marketing efforts, family attendance has grown. The Urbana district, in particular, has become the hub for family arts activity.

**Street Performances** - The funding also supported street performances which provide the festival with a stronger presence and added festive atmosphere. With unique performances such a dance movement study by Sarah Haas on her mobile stage, Amira Davis & a women's vocal and percussion ensemble performing on djembe, congas, bongos, dundun, shekere, bells and other African percussion instruments in the Busey bank parking lot, and the very talented King Brothers from Monticello performing bluegrass on Main Street, a diversity of activity was available for mass consumption.

#### 2. Impact

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

#### 3. The Numbers | Part One

With limited staff at 40 North, the Boneyard would not come to fruition without the help of several volunteers. The Boneyard Core Committee met beginning in October of 2011. Each Core Committee member acted as chair of a district committee (Campus, Champaign, Urbana, Out & About). During the planning stages, the committees met once a month and once the event was a few months out the meetings were more frequent. The Public Image Committee assisted with branding and all marketing deliverables for the event. The total number of hours spent by staff and volunteers in all aspects of event would be over 900 hours.

#### 4. The Numbers | Part Two

Visual, literary and performing arts were featured in over 100 different locations across the county; 35 of those locations were just in Downtown Urbana. Over 500 artists participated in the event and public participation was estimated to be approximately 10,000 throughout the 4-day event.

#### 5. Collaborating Partners

Collaborating partners are the backbone of this event. Thirty-five collaborators – including sponsors, in-kind contributors, and community partners - were involved in the success of the festival. Working with the Urbana Business Association on the BoneyardConnect, an artist/venue social, has been a huge success and the perfect way to kick-off festival registration. In addition, collaborating with Krannert Center for the Performing Arts in the programming of the outdoor performances throughout the weekend has profoundly enriched the festival on many levels. Each of these community partners helps us to extend our reach each year and further engagement of this event. Urbana Park District continues to play a critical role in leading the Urbana committee, organizing businesses and assisting artists. Considering the small 40 North staff, the festival simply would not be possible without the help of these partners and a robust volunteer structure. In addition to collaborating partners, a well-organized pool of volunteers is at the heart of this event. Over 70 volunteers worked together in true community fashion to create a weekend rich in artistic experience.






# **BONEYARD** connect

2012 / OUR TENTH YEAR!

**an artist | venue social**

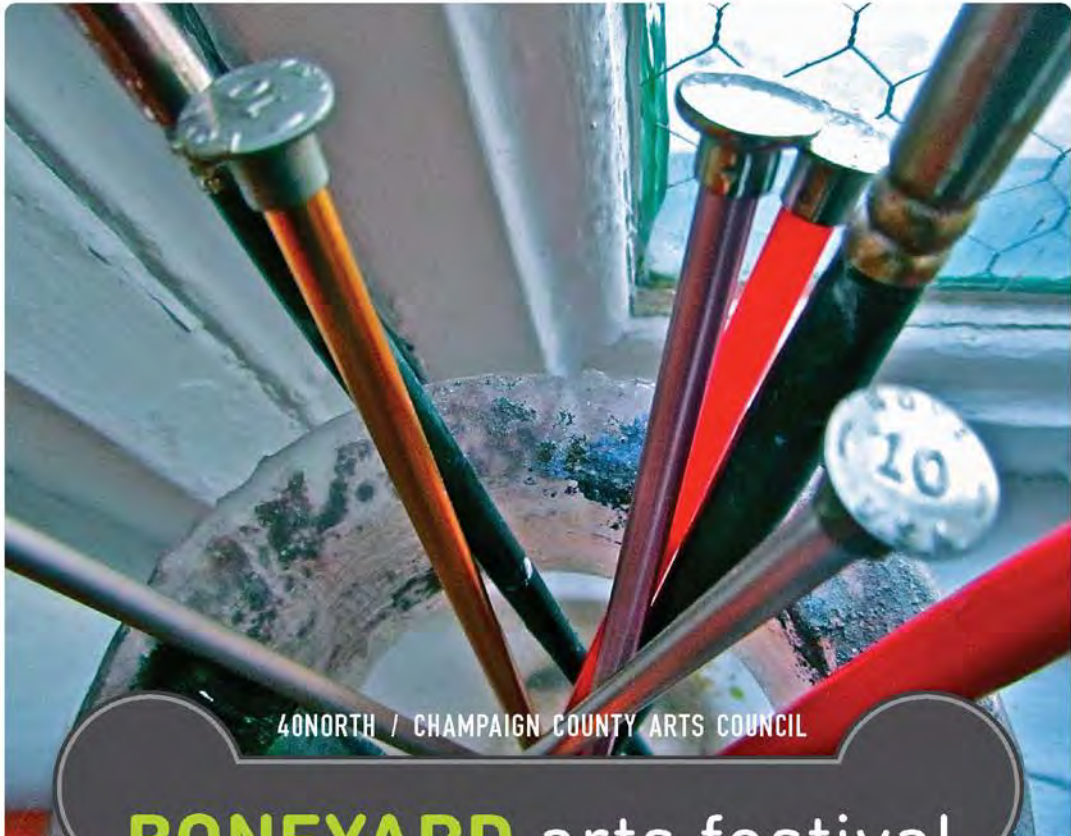
 **40NORTH**  
40north.org

Urbana Business Association  
**UBA**

*Eighty eight*  
BROADWAY

IMAGE: "Studio Still Life/10" by Melissa Mitchell | DESIGN: Kurt Bielema/singlestereo.com





40NORTH / CHAMPAIGN COUNTY ARTS COUNCIL

# BONEYARD arts festival

2012 / OUR TENTH YEAR!

# APRIL 19-22

THURSDAY  
April 19th

U of I  
CAMPUS

FRIDAY  
April 20th

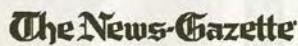
CHAMPAIGN

SATURDAY  
April 21st

URBANA

SUNDAY  
April 22nd

OUT & ABOUT  
CHAMPAIGN CO.



[40north.org](http://40north.org)

ART: "Studio Still Life / 10" by Melissa Mitchell | POSTER: Kurt Bielema/singlestereo.com













40 North | 88 West presents

**BONEYARD** arts festival













