

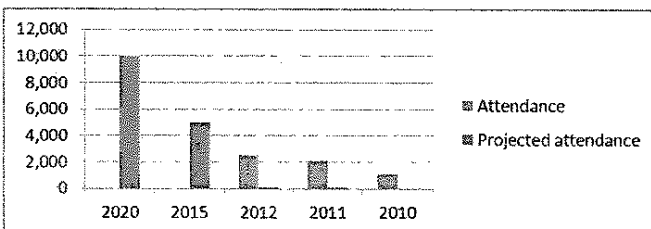
CU Folk and Roots Festival Project Evaluation

1. The fourth annual Champaign-Urbana Folk and Roots Festival was held throughout downtown Urbana on November 2nd and 3rd, 2012. This all-volunteer-run, grassroots festival presented over 80 free and low-cost all-ages/abilities participatory activities and high-quality folk performances running continuously in over a dozen businesses, cultural institutions and arts centers throughout downtown Urbana. The festival included dances, instructional sessions, jams, song-circles, storytelling and hands-on workshops. The festival helped emerging artists take the next steps in their development and exhibited a particular interest in evolving or unique forms of folk art and music, especially those that break down the barrier between audience and performer and increase the accessibility of the form. At the same time, the festival provided the occasion to preserve local traditions and histories. The festival endeavored to represent the entire community: inviting all ages, races and backgrounds to inter-mingle in celebrating the arts. Finally, the festival collaborated with existing area folk arts organizations, cultural institutions, arts organizations and the University of Illinois in a concerted effort to encourage folk arts participation throughout the year and widen community participation. In 2012, Urbana Public Arts grant funds were used primarily to book local musicians, workshop leaders and performers.

2. Grant funds from the City of Urbana have continued to be critical to our budget. In 2012, our booking budget was just under \$15,000, with an overall budget (including marketing, infrastructure, venue rentals, etc.) of just under \$25,000. The cost would be much more if it weren't for the volunteer labor of the directors/organizers /festival volunteers and in-kind donations from local businesses and musicians. Ticket sales recoup only 50% of the cost of the festival. The remaining balance is paid for through sponsorships, fundraising, and grants. There is no profit made from the festival. The festival's economic impact for Urbana is projected to be over \$100,000 and directly benefits Urbana businesses, local artists/performers, and the community at large.

3. Estimated hours spent: planning: 80 hours administration: 320 hours promotion: 80 hours production: 60 hours final presentation: 22 hours

4. As recorded in Cultural Data Project Funder Reports generated from ticket sales receipts and venue attendance sheets, attendance at the festival and year-round events has increased from 1,100 in 2009 to 2,100 in 2011 to 2,500 in 2012.



In addition, over 80 individual volunteers (including the ~10 members of the steering and booking committees) and 120 artists/musicians/performers participated in the 2012 festival.

2009 unique visits to our website: 1,960 2011 unique visits: 3, 896 (63% new visits) 2012 unique visits in just the last 4 months alone: 2,909 (61% new visits). Visits to our website have thus increased approximately 99% over the course of four years

e-Newsletter subscribers: 1,100 and climbing. Open rate for the past three years has remained consistent at 40% (statistics provided by Constant Contact), over twice the industry average.

5. 2012 Collaborators included: The Community Center for the Arts, The Urbana Free Library, The University of Illinois, Krannert Center for the Performing Arts, Piper's Hut Music Series, The Urbana Country Dancers, The CU Singer-Songwriter Collective, CU Storytelling Guild, Prairie Crossroads Blues Society, Illini Folk Dance Society, and the Homebrew Ukulele Union, among others. Description of one particular collaboration: In 2012, the festival partnered with the University of Illinois' Rare Book and Manuscript Library to present a Carl Sandburg musical event during the festival, thus attracting a new demographic of creative writers and university professionals to the event. This collaboration has led to several new projects with the U of I this year, including a project with the University of Illinois Press as well as the Sousa Archives/Center for American Music.