

**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Public Arts Commission  
**FROM:** Pauline Tannos, Public Arts Intern  
**DATE:** March 4, 2015  
**SUBJECT:** **Final Grant Report by Claire Happel**

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**Update**

Claire Happel has completed her final report on *Intercultural Connections*. This project received \$1,000 from the Urbana Public Arts Grants Program 2014.

**Recommendation**

Staff recommends that the Public Arts Commission review the attached documents in preparation for Ms. Winter's presentation on March 10, 2015.

Prepared by:

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Pauline Tannos

Attachment A. *Exquisite Corpses*' Grant Award Form  
Attachment B. *Exquisite Corpses*' Post-Project Evaluation  
Attachment C. *Exquisite Corpses*' Fiscal Report and Project Documentation

## GRANT AWARD FORM

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

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

1. GRANTEE: Name of Applicant or Primary Contact:

Claire Happel

Address:

406 W. Oregon, #4; Urbana, IL 61801 (address change confirmed in email to Lisa Hatchadoorian on March 14)

Project Title:

Playing Games: Exquisite Corpses and a Musical Installation

2. TOTAL AMOUNT OF GRANT FUNDS AWARDED: \$ 1000 .00

3. TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE: \$ 500 .00

4. GRANT PERIOD: Mar 14, 2014 through Apr 1, 2015.

5. EXPENDITURE DEADLINE: Dec 18, 2014.

6. DATE OF PROJECT COMPLETION: Oct 18, 2014.

## 1. Accomplishments/Utilization of Grant Funds

The workshops and performance undertaken in my project were thrilling and successful, both in the amount of people who attended and in the accomplishment of my intended purposes. Partial grant funds were used to bring two artists to Urbana to perform in school and library workshops and the installation and concert with me. The remaining funds were given to the graphic designer of the installation/concert poster, Jessica Foster, and to Matthew Cho, owner of [co][lab], the space where the installation and concert took place.

In our workshops, children and teens found the music they put together, through the process of making *Exquisite Corpses*, engaging and playful. The audience for the performance and installation at [co][lab] was both healthy in size (approximately 100 people) and diverse in its makeup. Because I programmed visual artists, choreographers, and musicians and chose a location with high foot traffic, people from many interests and backgrounds attended. Through encouraging people to walk through, providing food, and having a choreographer present an interactive installation, the performance became an event. To paraphrase one visual artist attending, "It was the most interesting interdisciplinary event they've attended in Urbana."

## 2. Impact on Artistic Development

Because of the success of the workshops, I can now build upon the idea of using *Exquisite Corpses* to introduce youth to new music and contemporary art methods in the future. Since the installation/performance was well received, my connections with the artists performing and audience attending are now deeper, which I hope will lead to collaborations on future projects.

## 3. Hours Spent

At least 100 hours were spent by me communicating to performers, graphic designers, space owners, and media professionals; writing grants and promotional copy; gathering materials for workshops and performance; creating, rehearsing, and performing work; and doing general administrative planning work on various aspects of the week's activities.

## 4. Number of People Involved:

- 20 second-graders
- 10-15 teenagers
- 11 artists
- 100 performance attendees

## 5. Description of experience working with collaborating partners

Presenting performance in unconventional spaces is always a challenge but often worth the effort because of the positive experience for the audience. That was the case for this event. The performers and visual artists involved were glad to have a space to present their work and to meet other artists working at a high level. Both the Leal music teacher and Urbana Free Library contact were happy to be able to offer programming different from their own that was engaging and educational to their students. Although the Open Teen Lab is an un-structured format which was a challenge in terms of keeping a quiet space for the music to be heard, we were able to work with the format of the program and focus on the interested members of the group, who produced really beautiful music and drawings.

## Fiscal Report

Urbana Arts Grant Funds: \$1000

Project Expenses: \$1068.40 (amount above \$1000 covered by personal funds)

Artist Travel - James Moore (guitar): \$409.20

Artist Travel - Jeremy Harting (mandolin): \$359.20

Graphic Design Fees: \$200

Space Rental ([co][lab]): \$100

## Project Documentation

- 1) Exquisite Corpse Drawing 1: This is a drawing made collectively by participants at our Urbana Free Library Exquisite Corpse Workshop.
- 2) Exquisite Corpse Drawing 2: This is a second drawing made collectively by participants at our Urbana Free Library Exquisite Corpse Workshop.
- 3) Trio: This photo was taken after our workshop at the Urbana Free Library when students were given the opportunity to ask questions and try our instruments.

**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Public Arts Commission  
**FROM:** Pauline Tannos, Public Arts Intern  
**DATE:** March 4, 2015  
**SUBJECT:** **Final Grant Report by Kathleen Winters**

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**Update**

Kathleen Winters has completed her final report on *Intercultural Connections*. This project received \$1,000 from the Urbana Public Arts Grants Program 2014. Ms. Winters was going to present in the January meeting, but was unable to make it and rescheduled to March.

**Recommendation**

Staff recommends that the Public Arts Commission review the attached documents in preparation for Ms. Winter's presentation on March 10, 2015.

Prepared by:

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Pauline Tannos

Attachment A. *Intercultural Connection's* Grant Award Form  
Attachment B. *Intercultural Connection's* Post-Project Evaluation and Project Documentation  
Attachment C. *Intercultural Connection's* Fiscal Report

Trio 114  
Kathleen Winters  
114 S Poplar Street  
Urbana, IL 61802  
757-291-1724

***I hereby certify that I am authorized to approve this Report, which serves as a Request for Reimbursement, that I have reviewed the attached invoices in the amount of \$1000.00; that all costs claimed have been incurred for the Project in accordance with the Agreement between Kathleen Winters and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.***

Signed: Kathleen Winters

Date: 11/25/14

## **GRANT AWARD FORM**

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

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

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

Kathleen Winters

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Address:

114 S. Poplar St. Urbana, IL 61802

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Project Title:

Intercultural Connections

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**2. TOTAL AMOUNT OF GRANT FUNDS AWARDED:** \$1,000.00

**3. TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE:** \$500.00

**4. GRANT PERIOD:** April 1, 2014 through March April 1, 2015.

**5. EXPENDITURE DEADLINE:** April 1, 2015.

**6. DATE OF PROJECT COMPLETION:** September 28, 2014.



# Post-Project Evaluation

The funds that I received on behalf of Trio 114 enabled our ensemble to accomplish our two primary artistic goals. First, our grant funds provided partial payment to commission three new pieces, expanding the repertoire for our ensemble's instrumentation and adding music by a new generation of composers to the classical chamber music repertoire as a whole. Second, we were able to bring world premieres to members of the Urbana community who don't normally attend traditional concerts of new music. Our Urbana Arts Grant funds directly helped us to achieve this goal by partially funding our two-part marketing campaign. We advertised at the Urbana Free Library, the PACE Center for adults with disabilities, the TIMES Center, the Clark-Lindsay Village, and other businesses and non-profits that cater to children and the mentally, economically, or physically disadvantaged. Our funding also allowed us to effectively advertise during the *Morning Edition* and *All Things Considered* programs on WILL AM and FM radio. Additionally, the Urbana Arts Grant award that we received lent our project legitimacy in the eyes of future funders, helping us to complete a successful crowd-sourcing campaign through Indiegogo.com. With this campaign we were able to raise an additional \$1,233.00 that helped to complete the funding of our project.

We added to the effectiveness of this marketing campaign by performing in venues that promote an "accidental" audience of community members, meaning people who heard our performance by happenstance due to our choices of venue in popular outdoor locations. Our performance at the Market on the Square was heard by all market customers between 11:00am and 12:00pm on Saturday September 27, 2014. Many of those customers chose to stop and listen to our performance, with an average of between 20 and 30 people forming an attentive audience throughout the hour. Our performance on September 28, 2014 at Meadowbrook Park's Garden Pavilion was attended by a seated audience of 37 people, but could be heard as far as 100 yards away from the Garden Pavilion, drawing a standing audience from across a large portion of Meadowbrook Park. Though a specific tally was not taken due to the impracticality of doing so while performing, there was a constant stream of between 10 and 40 people in the "accidental" audience who chose to stay for varying lengths of time. We also had an unplanned audience of 13 people during our dress rehearsal before the concert on September 28<sup>th</sup>.

We spent approximately 10 hours in rehearsals for our concert events, not including time spent practicing individually, and 1.5 hours per performance (3 hours total). I spent approximately five hours total placing posters at various locations around Champaign-Urbana, approximately 10 hours in communication with the composers throughout the year-long planning process for the event (including email and phone conversations), and another 11 hours (approximate) in administrative tasks such as consulting with poster designer Erin Happenny, venue reservation, and scheduling.

Working with my project partners was one of the most rewarding parts of this project. Collaborating with Trio 114 members Claire Happel and Kimberlee Uwate was a delight; our rehearsals and performances were stimulating and rewarding experiences. It was equally fulfilling to discuss the commissions with composers Ashley Fu-Tsun Wang, Ryan Jespersen, and Joseph Rubinstein. Watching their ideas unfold over the past year has been an inspiration, and it was truly moving to see the joy their music brought to the members of our community. All of us who were involved in this project are profoundly grateful for the funds provided by the Urbana Arts Council. We are proud to have provided music for the Urbana community and hope to be able to continue enriching the lives of our neighbors in the coming years.

## Project Documentation

### Photos of Concert in Meadowbrook Park





## Poster Used for Advertising



# INTERCULTURAL CONNECTIONS

Concerts of new music  
inspired by traditions  
from around the world  
in unexpected venues

Performed by  
**TRIO 114**

Claire Happel, harp  
Kathleen Winters, flute  
Kimberlee Uwate, viola

Project funded in part  
by Urbana Arts, Grant  
Sculpture Fathers and Sons  
by Peter Mitchell  
Event photography  
by Erin Happer

10:30am Saturday September 27th  
Urbana's Market on the Square, and  
4:00pm Sunday September 28th  
Garden Pavilion in Meadowbrook Park



urbana  
public  
arts  
program

# Fiscal Report

## Advertising

WILL underwriting (radio announcements, 4): \$124.00

Composer Commission Fees:	\$292.00 each (3)
	\$876.00 total fees

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Total Expenditures:	\$1,000.00
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**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Urbana Public Arts Commission  
**FROM:** Pauline Tannos, Public Arts Coordinator  
**DATE:** March 3, 2015  
**SUBJECT: Public Arts Program Plan FY15-16**

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**Background**

When the Urbana City Council established the Urbana Public Arts Commission in 2008, one of the duties assigned to the Commission was to review the Public Arts Program’s annual plan, and to approve it for review by the Mayor and City Council. The City’s fiscal year planning process begins in February, with final approval by the City Council by May. The Public Arts Commission will therefore present a Program Plan for FY15-16 (beginning July 1, 2015 and ending June 30, 2016) to the City Council in April 2015.

The proposal below was written after staff received recommendations from the Public Arts Commission in the annual strategic planning discussion on February 10, 2015, which was facilitated by Ms. elizaBeth Simpson.

**Discussion**

Per the Ordinance creating 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 following list outlines the proposed Program of Work for the FY15-16 Program Plan and provides brief information on projects both in progress now and upcoming for the next fiscal year in these areas.

**Proposed Program of Work Outline for FY15-16**

**1. Urbana Arts Grant Program 2015:**

The Arts Grant Program funds qualified arts projects in Urbana. An expenditure of **\$47,500** in funding is recommended for FY15-16, which would be the same as was provided for the program since FY13-14. This next fiscal year, \$44,000 is

available to fund projects that take place in Urbana's TIF districts, while only \$3,500 is available to fund non-TIF projects.

2. **Murals on Glass**

Murals on Glass is an initiative to enliven Downtown Urbana and create opportunities for local artists by installing local art in highly visible locations. FY12-13 was the first year of Murals on Glass, and in FY13-14, this project featured new two-year installations at the parking deck, Urbana Business Association offices, and the Urbana Civic Center. In FY15-16, three more works will be selected and installed on Urbana buildings. Staff is recommending **\$6,000** in funding for this initiative.

3. **Urbana Sculpture Project:** In FY14-15, six temporary sculptures were installed. Because this initiative is on a two year cycle, it is recommended that no funding be allocated in FY15-16.

4. **Fundraising:** In FY15-16, staff will continue to encourage subscribers to make online donations to the program. No funding needs to be allocated.

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

As in previous years, arts programming at the Market at the Square will be offered once a month, from May through September. Each of the five artists and five performers will be compensated with the same rate of \$400. The total cost will be \$4,000, which would be split between the Public Arts Fund and the Market at the Square budget. Total suggested expenditure for FY15-16 is **\$2,000**, which is 50% less than last year's expenditure of \$3,000.

6. **Boneyard Creek Public Art and Activities:**

The new park by Boneyard Creek was completed in FY14-15, and a launching celebration will soon be held at the site as a part of the Boneyard Arts Festival. To continue this celebratory event next year as a potential annual event, **\$2,000** in funding is needed.

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

No FY15-16 Public Arts Fund expenditure is suggested as funding for Royer Arts and Architecture District Planning. Staff suggests that the Commission seeks funding from other sources, such as Historic Preservation, and recommends a more detailed discussion of this initiative at a Public Arts Commission meeting.

8. **Arts in the Schools**

Arts in the Schools supports arts education in Urbana public schools. In FY13-14, an educational programming at King School was supported. In FY14-15, this initiative funded a multidisciplinary project at Prairie Elementary School, which reached thousands of students. For FY15-16, **\$3,000** is requested to support another arts education project, which will be selected through a juried process.

9. **Artist of the Corridor**

Artist of the Corridor provides exhibition space for Urbana artists in the City Building lobby and the Urbana Free Library. No costs were associated with this program in FY14-15, and no amount is requested in FY15-16.

10. **The Urbana Art Fair**

The Urbana Art Fair is a new proposed initiative for FY15-16. A way to provide opportunities to more artists per year, the Urbana Art Fair invites local artists to set up temporary shop at the Civic Center. For FY15-16, **\$1,000** is requested. Staff estimates earned revenue of up to \$500 from this event, specifically in booth rental fees, to cover any additional costs. The Urbana Art Fair is hoped to be an annual event.

11. **Art Now! UPTV Program**

Art Now! is 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 FY15-16.

12. **Marketing and Special Events**

To support and promote the Urbana Public Arts Program and its initiatives, staff suggests an expenditure of **\$3,900**. This amount, which was the same in FY14-15, will be used to design and produce printed promotional materials; organize special events such jury meetings and opening receptions; and to place print, radio, and online ads.

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. The internship provides the intern with education and experience in the field of arts administration. For FY15-16, 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**. This amount has been the same since FY13-14.

## **Recommendation**

Staff recommends that the Commission review the information above and be prepared to vote on the proposed FY15-16 program plan during the March 10, 2015 meeting. Following this discussion, staff will present the Public Arts Program Plan for FY15-16 for City Council to review in April 2015.



# **City of Urbana Annual Public Arts Program Plan for Fiscal Year 2015-2016**

## **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, a schedule of execution, necessary resources and responsibilities, and an implementation plan to address the goals.

Significant components of the Program Plan for the eighth full year of the Public Arts Program include the 2016 Urbana Arts Grant cycle, the third iteration of Murals on Glass, monthly art workshops and performances at Urbana's Market at the Square, the third cycle of Arts in the Schools, the second annual celebratory event at the Boneyard Creek Improvements Project, and the first Urbana Art Fair. 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.

## **General Goals and Objectives**

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.

According to the Five-Year Plan, some of the Program's objectives are to:

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

## **Partnerships**

In order to achieve the goals and objectives above, the Public Arts Commission often collaborates 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 Public Art League of Champaign-Urbana, Arts Alliance Illinois, the Illinois Arts Council, and Urbana School District #116. Staff will continue to work with these local institutions in FY15-16, and build new partnerships with organizations and businesses in the community.

## **Program Plans:**

### **Process, Means of Achievement, Timeline, and Proposed Expenditures**

- 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 14-15, 44 grant applications were received, compared to 40 in FY 13-14. Through a juried process, 25 projects were selected for funding.

In FY 15-16, members of the Commission and staff will evaluate the success of the seventh cycle of the program, review responses to a survey that has been distributed to all applicants, and make any needed improvements.

One area that needs further discussion is the four grant categories offered in FY 14-15, which were:

- **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.

Many applicants find this categorization confusing, especially the vague differences between the first three categories. Staff recommends reorganizing the categories by considering the funding sources for this program. Because \$44,000 of the available fund can only be used to fund projects happening in the TIF district, staff suggests that new categories are created based on the projects' locations.

Selection Process: As in previous cycles, staff will invite between 10 to 14 members of the arts community to serve in one of the two temporary selection committees.

These jurors are responsible for reviewing applications and selecting projects for funding.

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.

Timeline: In June-July 2015, the 2015 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2016 cycle. Applications will be released in October 2015 and due in late January 2016. Award announcements will be made in March 2016.

**Estimated Expenditures in FY 15-16: \$47,500.**

This proposed amount is consistent with FY13-14. \$44,000 will come from Urbana's TIF districts, and can only be used to fund projects happening within the districts. The remaining \$3,500 comes from City support, and can be used to fund projects taking place anywhere in Urbana.

**2. Boneyard Creek Public Arts Activities:**

The construction of Boneyard Creek Improvements Project, which started in FY12-13, has been completed. In April 2015, staff launched the site in an all-day celebration featuring performances, arts workshops, and more. This event, titled Urbana Celebrates the Boneyard, is a part of the annual county-wide Boneyard Arts Festival. Staff proposes that this event becomes an annual celebration of the Boneyard.

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.

Timeline: Planning for Urbana Celebrates the Boneyard 2016 will begin in February 2016. The event will be in mid-April, the same weekend as the Boneyard Arts Festival.

**Estimated Expenditures in FY 15-16:**

Looking at this year’s event, staff estimates that a total of \$2,000 is needed for FY15-16. This amount will cover the honorarium for participating artists, and costs associated with any calls for entries related to the event.

**3. Murals on Glass:**

In FY12-13 this initiative was presented for the first time and was well received by the public. The project continued in FY13-14, and as in the previous year, a Request for Proposals process was used to identify qualified works by local artists. This biennial initiative is coming back in FY15-16, and staff expects to have three more works installed on highly-visible Urbana buildings.

Selection Process: Members of the Public Arts Commission and city staff will meet to review submissions for Murals on Glass and make recommendations.

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.

Timeline: The 2015-2016 Murals on Glass cycle will start with a call for entries in May and June of 2015. Final selections will be made in July and installed in August of 2015. They will remain on display until at least 2017.

**Estimated Expenditures in FY 15-16: \$6,000.** Total expenditure for this initiative in FY14-15 was almost \$6,000, and was mainly spent on printing and installing the murals.

#### 4. Urbana Sculpture Project

The Sculpture Project increases the presence of public art on public property in Urbana. In FY15-16, the third cycle of the initiative, six new sculptures were installed: *Athirst* by Sarah Deppe, *Whirlwind in the Thorntree* by Skip Willits, *Stranger Reduction Zone* by Timothy Flood, *Twistah Tous* by Bennett Wine, *Maelstrom II* by Craig Snyder, and *Asteray* by Nicole Beck. All of these sculptures are on two-year temporary leases. As needed, staff and members of the Commission will propose the renewal, removal, or purchase of currently displayed sculptures.

##### 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.

Timeline: Sculptures currently on display are on temporary from 2014 to 2016. All leases on the five sculptures end in mid-2016.

Estimated Expenditures in FY15-16: \$0. Urbana Sculpture Project is a biennial initiative, and no expenditure is needed until FY16-17.

5. **Art and Performance at the Market:** The Public Arts Program supports free arts programming at Urbana's Market at the Square during the market season, including monthly art workshops and performances. In FY14-15, the project was attended by over 1,000 people. During the FY15-16 season, 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: May 9, June 13, July 11, August 8, and September 12. This initiative allows residents to explore and engage with a variety of art forms, and experience a wide range of performances.

Selection Process: City staff will invite qualified artists, arts educators and performers based on experience, artistic quality and availability.

##### 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.

Timeline: Arts programming at the Market will take place in May, June, July, August, and September during the 2015 Market season, with one art workshop and one performance per month. Staff has begun the search process, and will have the artist roster ready by April 2015.

**Estimated Expenditures in FY 15-16: \$2,000.** Each of the ten artists or performers 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:** In FY13-14 two Royer plaques, for the Urbana Landmark Hotel and the Samuel T. Busey Memorial Library/Urbana Free Library, were installed and dedicated in 2014.

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.

Timeline: In FY15-16, staff will lead a discussion about the future of this initiative at a Public Arts Commission meeting.

**Estimated Expenditures in FY 15-16: \$0.** No additional public art fund expenditures are planned, and any future events and plaques will use non-Public Art Fund funding sources. No such funding has been received from Council or the Historic Preservation Commission.

7. **Art in the Schools:** This initiative supports arts projects in Urbana public schools. In FY14-15, staff and the Commission used the available fund of \$3,000 to fund *Generations of Traditions and Stories*, a project at Prairie Elementary School that aims to introduce students to the dance, music, and storytelling traditions of several African countries.

For FY15-16, staff recommends that a clear selection process is established. The FY15-16 Arts in the Schools grant recipient will be selected through a juried process. The jury will include members of the Public Arts Commission, as well as local artists and arts educators. Projects by local individual artists, artist groups, foundations, libraries and public schools, among others, will be considered. Proposed projects must reach students in Urbana's public schools, and must offer free programming. Details of the guideline and selection process will be developed further by staff and members of the Commission.

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.

Timeline:

Guidelines for the Arts in the Schools grant will be developed in August. Applications will be received in October, and in November, a selection committee will choose a recipient. The funded project will take place sometime between January 2016 and December 2016.

**Estimated Expenditure in FY15-16: \$3,000.** This requested amount is the same as FY14-15.

8. **Artist of the Corridor:** Artist of the Corridor provides exhibition space and marketing support for Urbana artists in the City Building lobby. This initiative began in spring of 2010, and allows local artists to exhibit their artworks in the City building lobby for two to three months, free of charge. Six artists will be presented in FY15-16.

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.

Timeline: The program will run continuously throughout the year, with a new exhibition every two months.

**Estimated Expenditures in FY 15-16: \$0.** No costs are associated with continuing this program, so no expenditure is suggested for FY14-15.

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 posted and archived online.

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.

Timeline: The program will run continuously throughout FY14-15, with a new or re-broadcast episode every month.

**Estimated Expenditures in FY 15-16: \$0.** In-kind support from UPTV staff and members of the Commission will continue to provide the necessary resources.

10. **Marketing:** In FY14-15, the Public Arts Program has utilized distribution of marketing materials, advertising in print and online publications, social media, and the City website to promote its programs and initiatives. These include distributing



press releases to the media; sending out a monthly e-newsletter; posting feature stories on the City website; placing online ads on smilepolitely.com, newsgazette.com and chambanamoms.com; and maintaining active Facebook, Twitter and Instagram accounts. The program currently has 659 e-mail subscribers (an increase of 110 subscribers since the end of FY13-14), 779 Facebook fans (an increase of 79 fans), and 993 Twitter followers (an increase of 348 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 and the Public Arts Network. 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 postcards, brochures and posters have been distributed in FY14-15.

Staff continues to work 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 an increased presence in advertising for the program. In FY15-16, staff will keep developing these marketing partnerships to increase public awareness of the Urbana Public Arts Program and to help the Program reach new audiences.

Timeline: Marketing will be done year-round to support each initiative, as well as the Public Arts Program as a whole.

**Estimated Expenditure in FY15-16: \$3,900.** 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.

- 11. Fundraising:** In FY14-15, staff tried to raise additional funds by soliciting for donations in the December e-newsletter, but received no responses. In FY15-16, staff will do the same Holiday Season fundraising campaign, but using more platforms, and with improved content and an expanded list of subscribers.

Timeline: The holiday fundraising campaign planning will begin in October or November 2015, and appeals will be sent out in early December 2015.

**Estimated Expenditure in FY15-16: \$0.**

## **12. 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 time, such as grants management, 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 15-16: \$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.

### **13. The First Urbana Art Fair**

Staff proposes the creation of a new initiative that can help the program reach out to more artists; and connect artists with businesses, creative organizations, and arts patrons. The First Urbana Art Fair will take place at the Civic Center, which is free for use by City-sponsored events. Staff will invite local artists to set up shop there for a day and sell their artworks. Staff will also promote every artist who participates on the Public Arts Program's marketing platforms, to market the fair to the general public. After the fair, staff plans to organize a social event where artists can share their ideas and learn from a guest speaker.

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.
- 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.

Timeline: Planning will begin in May 2015, and the Urbana Art Fair will be in September or October 2015.

**Estimated Expenditure in FY 15-16: \$1,000.** This amount will be used for promotions, materials needed to set up the fair, and reception-related expenses. Staff expects to receive up to \$500 of earned revenue from booth rental fees.

## Sources of Supplemental Revenue

### Grants

An Illinois Arts Council grant of \$3,250 for Public Art Program operating support was received in FY 14-15, and is to be spent by August 31, 2015. Unfortunately, due to fiscal concerns of the State of Illinois, this grant program has been put on hold by the agency until further notice. Staff will continue to pursue other grant opportunities from organizations such as the National Endowment for the Arts.

### Earned Revenue

Staff expects to receive about \$500 in earned revenue from the Urbana Art Fair, a new proposed initiative. This revenue will come from booth rental fees, which will be paid by participating artists in exchange of space, promotional efforts, and additional support from the City.

### 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. In 2014, this license fee was changed.

## Resources

Below is a list of program revenue sources and expenditures for FY 15-16, totaling **\$69,000**.

<b>Fund</b>	<b>Program Revenue Source</b>	<b>Estimated Revenue in FY 14-15</b>	<b>Suggested Revenue for FY 15-16</b>
Public Arts Fund	Capital Improvements Fund	\$15,000	\$15,000
Public Arts Fund	T-3 Liquor License Fees	\$400*	\$400*
Public Arts Fund	State Grant	\$4,250	\$0**
Public Arts Fund	Earned Income (Art Fair)	N/A	\$500
Public Arts Fund	Fundraising	\$0	\$500
Public Arts Fund	Fund Balance	\$7,750	\$3,000
	<i>Public Arts Fund Total</i>	<i>\$24,400</i>	<i>\$19,400</i>
TIF 1	TIF 1 Public Arts	\$44,000	\$44,000
TIF 2	TIF 2 Boneyard Arts	\$2,000	\$2,000
	<i>TIF Funds Total</i>	<i>\$46,000</i>	<i>\$46,000</i>
<b>TOTAL</b>		<b>\$70,400</b>	<b>\$65,400</b>

\*Program revenue from T-3 liquor license fees is expected to be reduced to 20% of the amount received in FY13-14, because in August 2014, the City Council reduced the

license fee from \$1,072 per day to \$150 the first day and \$50 each additional day.

\*\*As described above, the Illinois Arts Council Agency program grant has been put on hold until further notice.

<b>Program Expenditures</b>	<b>Estimated Expenditures for FY14-15</b>	<b>Suggested Expenditures for FY15-16</b>
Urbana Arts Grants Program	\$47,500	\$47,500
Boneyard Creek Spring Event	\$2,000	\$2,000
Murals on Glass	\$0	\$6,000
Urbana Sculpture Project	\$11,000	\$0
Art & Performance at the Market	\$3,000	\$2,000
Art in the Schools	\$3,000	\$3,000
Urbana Art Fair	N/A	\$1,000
Marketing	\$3,900	\$3,900
<b>TOTAL</b>	<b>\$70,400</b>	<b>\$65,400</b>