

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:

40 NORTH | 88 WEST

Address:

106 S. NEIL ST. CHAMPAIGN, IL 61820

Project Title:

BONEYARD ARTS FESTIVAL 2015

2. **TOTAL AMOUNT OF GRANT FUNDS AWARDED:** \$ 3000 .00

3. **TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE:** \$ 3000 .00

4. **GRANT PERIOD:** APRIL 1, 2015 through APRIL 1, 2016.

5. **EXPENDITURE DEADLINE:** APRIL 1, 2016.

6. **DATE OF PROJECT COMPLETION:** APRIL 12, 2015.

106 South Neil
Champaign, IL 61820
p. 217.351.9841
f. 217.398.3037
www.40north.org



January 4, 2016

City of Urbana, Public Arts Program
Community Development Services
400 S. Vine Street
Urbana, IL 61801

To Whom It May Concern:

I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$3000.00; that all costs claimed have been incurred for the Project in accordance with the Agreement between 40 North and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

Sincerely,

A handwritten signature in black ink, appearing to read "Kelly White", written in a cursive style.

Kelly White
Executive Director

City of Urbana, Public Arts Program
2015 Urbana Festivals Grant
January 4, 2016

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 2015 Boneyard Arts Festival partnered artists and performers with local business for the 13th 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 the brand new Boneyard Quick Guide, posters, postcards, yard signs, kiosks, elementary school fliers, billboards, web banners, as well as handmade, screen printed Boneyard venue flags. This free community event is an arts extravaganza available for attendance by people of all ages and backgrounds. This was the 13th anniversary of the festival and audiences grew substantially in Downtown Urbana as well as across the entire county.

By doing more youth programming and targeting families and kids in marketing efforts, family attendance has grown. The Urbana district, in particular, continues to be 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. There were unique performances including African vocals and percussion, jazz and cabaret from Katie Flynn & Co., and a belly dancing performance by Gypsy Hips and friends. Several family-friendly activities were also offered as part of the City of Urbana's celebration of the new Boneyard Basin Improvement Project including button making, live performances, face painting, and bubble demos! In combination with the Urbana Park District Kids' Imagination Station and a special flash mob from Urbana School District #116, there was a diverse set of activities 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. We always send out an online survey to all artists, performers, and venues following the Boneyard Arts Festival and one artist responded: "This was my first Boneyard and it was an eye-opening experience. I look forward to upcoming years as well as finding myself meshing deeper and deeper within CU's art world. I am so grateful that opportunities like Boneyard are available." Another artist commented: "The Boneyard Arts Festival is a great way to get my work out there; I like the timing and locations; the fact that there are so many other artists of all media helps encourage participation and I think 40 North does a great job of promoting everything." One of the venues responded: "This is the one community event that actually draws people into my business rather than interfere with it. The Boneyard Arts Festival actually introduces new people to my shop." Another venue wrote: "The Boneyard Arts Festival introduces local artists to the community, brings visitors to local businesses and represents Champaign County Arts very well. In the past few years it has become a can't miss event."

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 2014. 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 90 different locations across the county; 29 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 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 including the City of Urbana's Public Arts Coordinator!









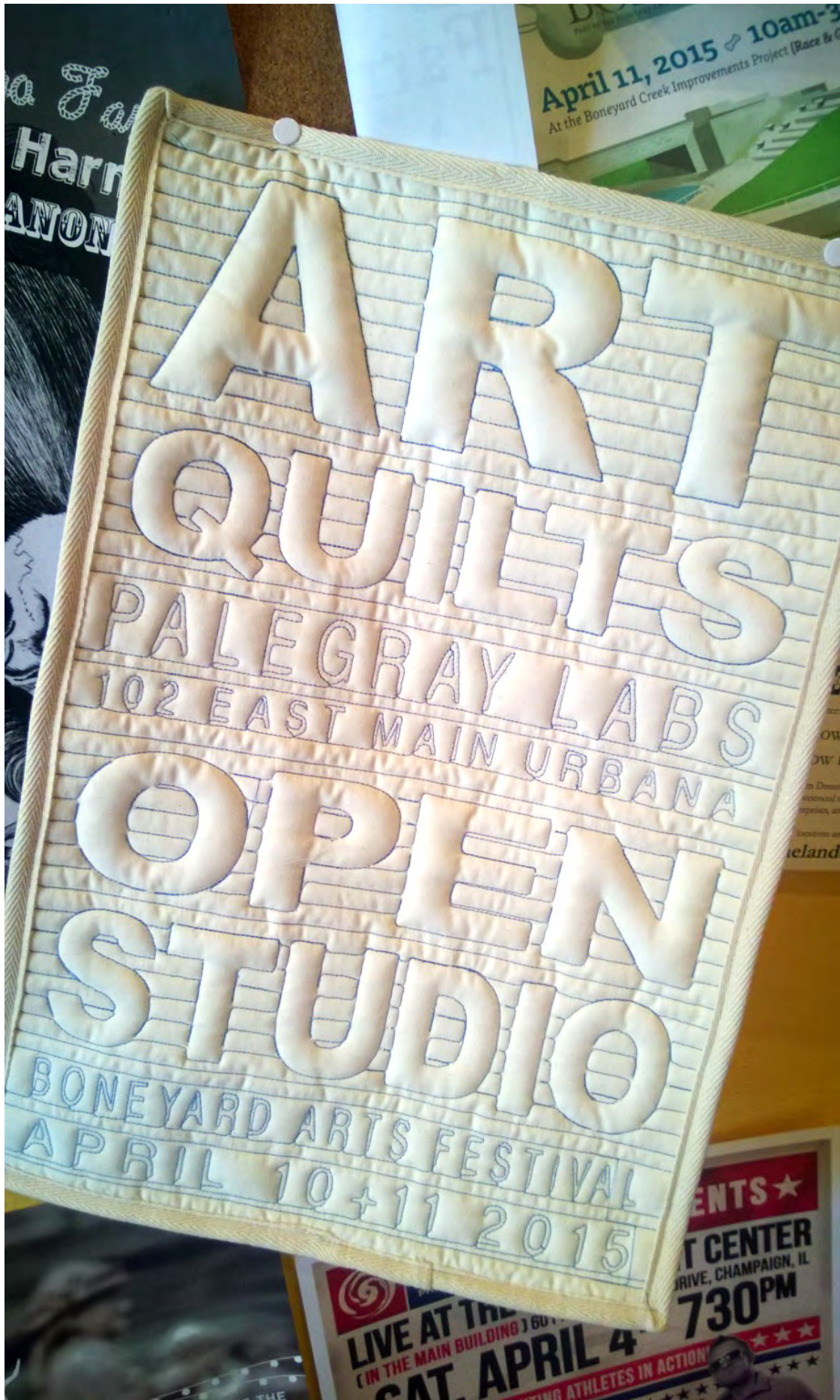












ART
QUILTS

PALEGRAY LABS
102 EAST MAIN URBANA

OPEN
STUDIO

BONEYARD ARTS FESTIVAL
APRIL 10+11 2015

April 11, 2015 10am-3pm
At the Boneyard Creek Improvements Project (Race & G...)

Harri
ANON

EVENTS ★
AT CENTER
DRIVE, CHAMPAIGN, IL
730PM
LIVE AT THE
(IN THE MAIN BUILDING) 601
CAT APRIL 4
ATHLETES IN ACTION



40 North | 88 West 2015 Boneyard Arts Festival

Fiscal Report

Performances, April 11, 2015

\$200 – Amira Davis (African vocals & percussion)

\$200 – Katie Flynn (jazz & cabaret)

\$200 – Don Black (bubble demo)

Marketing

\$280 – One billboard in Urbana

\$31 – Repair for kiosk in Urbana

\$18 – Command Strips to secure guide holders to kiosk

\$30 – Acrylic holders for Boneyard Quick Guide on kiosk

\$104 – Boneyard Postcards for Urbana

\$270 – Boneyard Ad in News Gazette

\$550 – printing of Urbana Boneyard Connect postcards, day-of Urbana programs, Boneyard Quick Guide mailer, and general posters (printed in-house – \$.10 per color copy)

\$184 – sorting, inking, postage for Boneyard Quick Guides

\$933 – staff/admin for design and development of all marketing deliverables (including entire layout and conception of new Boneyard Quick Guide)

\$3000 – Total, Performances and Marketing

Revised Project Budget

The project budget changed to best suit the amount of funds dispersed by UPAC.