



Champaign-Urbana Folk and Roots Festival
P.O. Box 331
Urbana, IL 61803
www.folkandroots.org

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December 6, 2017

Ms. Rachel Storm
Public Arts Coordinator
City of Urbana, Community Development
400 South Vine Street
Urbana, IL 61801

Dear Rachel,

Please find the attached 2017 Final Report for the Urbana Arts Grants Program support of the C-U Folk and Roots Festival. Please review the document and let me know if you have any questions or comments regarding the report.

I'll see you at 4:30pm on Tuesday, December 12, 2017 as I plan to make a brief presentation about the 2017 C-U Folk and Roots Festival at the City of Urbana Public Arts Commission meeting.

In accordance with the report guidelines, "I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$; that all costs claimed have been incurred for the Project in accordance with the Agreement between the C-U FOLK AND ROOTS FESTIVAL and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted."

Thank you for your continued support of the Folk and Roots Festival.

Sincerely,

Rob Krumm
C-U Folk and Roots Festival
217-840-4901
robplays2@gmail.com

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:

C-U Folk and Roots Festival

Address:

P.O. Box 331 Urbana IL 61803

Project Title:

2017 Champaign-Urbana Folk and Roots Festival

2. TOTAL AMOUNT OF GRANT FUNDS AWARDED: \$ 2,000 .00

3. TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE: \$ 2000 .00

4. GRANT PERIOD: April 1, 2017 through April 1, 2018.

5. EXPENDITURE DEADLINE: April 1, 2018.

6. DATE OF PROJECT COMPLETION: Nov. 5, 2017.

COVER LETTER WITH CERTIFICATION

**C-U Folk and Roots Festival
2017 Final Report for the Urbana Arts Grants Program**

The 9th annual C-U Folk and Roots Festival was held on Thursday, November 2 through Saturday, November 4, 2017. Featuring 80 performances in and around downtown Urbana, the festival attracted a crowd of about 1750 and it was a big success. With funding by the City of Urbana Public Arts Program, this report addresses requirements that are outlined in the document “2017 Final Report Form and Instructions” by the City of Urbana, Public Arts Commission.

Post-Project Evaluation

1) Accomplishments and how grant funds were utilized during the grant period.

The C-U Folk and Roots Festival was held on November 2 through November 4, 2017, and all festival events were presented at venues in downtown Urbana and at the Krannert Center for the Performing Arts. The festival featured 80 events including performances, storytelling, family friendly activities for kids of all ages, hands-on instrument workshops, song circles, dance lessons and more. With many people attending events at the Krannert Center and throughout downtown Urbana, the festival was a success. Many participants commented that this year’s festival was “the best one ever” and the festival planning team feels that the bar has been set very high for future festivals.

Funds from the City of Urbana Public Arts Program were used to support several specific festival expenses including paying local musicians for their involvement in the festival. In addition, the funds were used to help with pre-festival expenses including printing of 2017 festival t-shirts. Designed by local artist Brad Olson and printed by Weiskamp Screen Printing, the shirts were used to promote the festival at events such as the Market at the Square, the Urbana Sweetcorn Festival, Urbana First Fridays, and the Prairie Sky Music Festival. Some of the shirts were also provided gratis to some of the yearly festival sponsors and supporters. The shirts made for terrific photos that were featured on the festival Facebook page (to help promote the festival), including a photo of Urbana Mayor Diane Marlin in a 2017 Folk and Roots Festival t-shirt. Grant funds were also used to help support some of the on-line festival publicity and marketing efforts, including with Chambanamoms and The Whip @ Backland Radio.

2) The impact that the grant funds had on your artistic or organizational development.

Grant funds from the City of Urbana Public Arts Program continue to be critical to the overall budget of the C-U Folk and Roots Festival. This year’s \$2000 Urbana Public Arts grant represented five percent of the \$40,000 budget for the organization. With a booking budget of \$18,000, the festival relies on the support from the City of Urbana Public Arts Program, City of Urbana, the Center for American Music and Sousa Archives at the University of Illinois, Urbana Business Association and Krannert Center for the Performing Arts. Business supporters included Roland Realty, Home Advisor, Busey Bank, Triptych Brewing, Record Swap and the Guitar Workshop. The festival receives generous support from many individuals in the community. For the 2017 festival, donations were received from more than 60 people. Ticket sales for the 2017 festival (about \$12,000 or about 30% of the overall budget), will serve as the financial springboard for the 10th annual Folk and Roots Festival in 2018.

The timing of the grant funding means a lot to the festival organization because financial resources are usually thin during the early part of our planning year. With the Public Arts Program grant funding in place, we were able to support pre-festival expenses including the printing of festival t-shirts which are a big part of our overall publicity campaign. For the last few years, we have scheduled the release of the “new design” festival t-shirts at the Urbana Sweetcorn Festival. When the new t-shirts hit the streets, that really ignite a spark of interest in the community. The t-shirts are a reminder that the Folk and Roots Festival is coming, and a lot of people start asking specific questions e.g., “who are the headline acts at

the festival?” The grant funding was also used to pay the booking fees for local musicians who were part of the festival including Caleb Cook (for the Caleb Cook Band), Billy Galt (for hosting the Blues Jam), Matt Turino (for Meadowhawk and a duet with Tom Turino), Tom Bassett (for The Young and the Fretless) and bagpiper Paul Hinson. In addition, grant funds were used to support on-line festival publicity with The Whip @ Backland Radio and Chamnbanamoms.com.

3) The number of hours spent in completing the project: including planning, administration, promotion, production and final presentation.

Here is a tabulation of the estimated number of hours to complete the 2017 Folk and Roots Festival.

- Planning – 250 hours which includes monthly Steering Committee meetings, Booking Committee meetings, interacting with collaborative partners, contacting booking agents and bands to reach agreement on performance contracts, contacting bands for stage and technical information, working with venue contacts, and more.
- Administration – 130 hours, includes book keeping, web site maintenance, fundraising, and more.
- Promotion – 160 hours, includes design and printing of t-shirt and posters, distributing posters, contacting media outlets, setting up festival information table at events (e.g. Farmer’s Market, Urbana First Fridays, Sweetcorn Festival), posting Facebook content, doing radio interviews and TV appearances.
- Production – 525 hours which includes the efforts of about 100 festival volunteers who worked at festival venues, Festival Central, and in the Green Room, as well as efforts by sound/stage crews.
- Final presentation – 6 hours

4) The number of participants in events or activities related to your grant project.

The 2017 festival was well-attended, with “standing room” crowds at many of the performances. Overall festival attendance was 1750. Festival volunteers recorded attendance at all events throughout the three days of the festival. Here are the attendance figures for each of those days.

- Thursday, November 2, 2017 (opening night at Krannert) – estimated attendance was 250
- Friday, November 3, 2017 – estimated attendance was 600
- Saturday, November 4 – free daytime events – estimated attendance was 400
- Saturday, November 4 - evening events – estimated attendance was 500

These figures were derived from regular “crowd counts” at all festival venues, and the figures are supported by wristbands sales figures (full weekend and one-day wristbands), and the number of single venue admissions.

5) Description of experience working with collaborative partners

The Folk and Roots Festival maintains a healthy, effective relationship with many community partners. The following organizations and businesses served as venues for the festival.

- The Community Center for the Arts
- Iron Post
- Independent Media Center
- Krannert Center for the Performing Arts
- Pizza M/Flying Machine Coffee
- Rose Bowl
- Urbana Free Library

In addition, the Community Center for the Arts provided space for the festival Green Room, and Festival Central (our main ticket and information desk) was located at the Co-Lab, a centrally-located and very visible store front on Main Street. This year marked the first year that the festival used the Co-Lab space.

The 2017 festival involved support from the following organizations: the Prairie Crossroads Blues Society, Urbana Country Dancers, CU Storytelling Guild, Illini Folk Dance Society and the Illini Swing Society. Throughout the year, the Folk and Roots Festival partnered with several organizations and businesses to promote music events (e.g., Folk and Roots fundraising events and the 9th annual festival) including the Urbana Park District, Urbana First Fridays, Iron Post, Rose Bowl and the Sipyard. We acknowledge and thank these longtime festival partners. These people and their organizations are a key part of the Folk and Roots Festival, and we could not run the festival without them.

- Christine and Paul Breen at Techline
- Steve Campbell at the Rose Bowl
- Lance Dixon at Dixon Graphics
- Robin Kearton at the Community Center for the Arts
- Tammey Kikta at Krannert Center for the Performing Arts
- Matt Kitzmiller at Pizza M
- Scott Schwartz at the Center for American Music and Sousa Archives, University of Illinois
- Kathy Wicks and Carol Inskeep at the Urbana Free Library
- Paul Wirth at the Iron Post

The Folk and Roots Festival receives generous in-kind support from businesses, organizations and individuals, and this support helps to plan, promote, and hold the annual festivals. In 2017, we received in-kind support from the Daily Illini, Dixon Graphics, Illinois Public Media, Jeff Joslin (stage lighting), Prairie Sky Music Festival, Pygmalion Festival, Red Herring Vegetarian Restaurant, Siam Terrace, Smile Politely, Supernova Photography, Techline, Upper Bout Guitar Shop, The Whip @ Backland Radio, Weiskamp Screen Printing, Wyndham Garden Inn (Urbana) and WYXY Classic 99.1.

6) Additional comments

Based on input that we have received from many of the festival attendees, the 2017 Folk and Roots Festival was a success. As part of an effort to better understand publicity and marketing efforts, and to get input from attendees, festival volunteers conducted many brief interviews with attendees throughout the weekend. We asked people three basic questions.

- Where are you from?
- How many Folk and Roots Festival have you attended?
- How did you hear about the festival?

We received a tremendous amount of information by conducting these interviews. Perhaps most interesting is that the festival is attracting visitors from near and far. In response to the first question (Where are you from?), the answers included Urbana and Champaign (the majority of responses) and many towns in Illinois: Arcola, Batavia, Beardstown, Bloomington, Buffalo Grove, Charleston, Chicago, Danville, Decatur, Evanston, Gibson City, Lombard, Macomb, Mahomet, Mattoon, Mt. Zion, Naperville, Peoria and Rantoul. In addition, visitors attended from these out of state locations. Berlin WI, Kalamazoo MI, Madison WI, Nashville, New York City, Paducah KY, St. Louis, Traverse City MI, Watford England, Waukesha WI, and Wausau WI.

Comments that we heard included “This festival reminds me of a more intimate MerleFest....the best Folk and Roots Festival ever....and I don’t know how you’re going to top this.” The comments and information obtained from the attendees is very helpful and it provides an indication that the C-U Folk and Roots Festival continues to gain traction in terms of a very good quality festival experience. Through

word-of-mouth and social media, the Folk and Roots Festival is gaining a good reputation among music fans. As a team, we don't know how we are going to top the 2017 festival either, but plans are already underway for the 10th annual Folk and Roots Festival, which is scheduled for October 18 through October 20, 2018. With continued support from the community, we plan to offer a very memorable, fun, and engaging 10th anniversary festival in downtown Urbana.

Please see the following pages for additional documentation, as requested. This includes the following.

- Four pages with photos showing a variety of festival activities.
- Examples of Folk and Roots Festivals flyers and posters that were used to promote the 2017 festival.
- Fiscal Report with documentation concerning expenses

C-U Folk and Roots Festival 2017
Selected Photos – Thursday, November 2 through Sunday, November 5, 2017



Thursday opening night show at the Krannert Center featuring Miss Tess & the Talkbacks (Nashville) with local musicians Bob Watson and Doug Schroer



Friday afternoon set with Dustin Norder and Sam Payne in the Busey Bank lobby



Friday – Singer/songwriter Steve Poltz entertains a packed house at the Rose Bowl



Friday – Doktu Rhuute Muuzic (Chicago) performs at the Iron Post



Saturday morning – Little Miss Ann (Chicago) engages the crowd at the Community Center for the Arts



Saturday afternoon – Jean-Rene Balekita performs at the Urbana Free Library



Saturday afternoon – Megan Wells, featured festival storyteller, at Urbana Free Library



Saturday afternoon – musicians from near and far jam at Pizza M



Saturday afternoon – Mean Mary leads a Civil War Era Dance at the Independent Media Center



Saturday evening – Southwest Watson Sweethearts (St. Louis) perform at the Rose Bowl



Saturday – Joybird (Chicago) performs at the Community Center for the Arts



Early Sunday, Nov. 5 – late-night Hootenanny/jam closes down the 2017 CU Folk and Roots Festival

CU FOLK & ROOTS FESTIVAL – ARTISTS FOR 2017

Nov. 2-4, 2017 in Downtown Urbana!

*ALL MORNING AND AFTERNOON EVENTS ON SATURDAY, NOV. 4 ARE FREE
INCLUDING WORKSHOPS, PERFORMANCES AND PROGRAMS FOR KIDS OF ALL AGES!*

CHICAGO FARMER – HENHOUSE PROWLERS – CALEB COOK BAND – DEWCLAW

EVER LOVIN' JUG BAND – MUSIC INSPIRED BY 1920S & 30S JUG BANDS (WATERLOO, ON)

LITTLE MISS ANN – FROM CHICAGO, A TALENTED KIDS PERFORMER - FOR KIDS OF ALL AGES!

DENNIS STROUGHMATT ET L'ESPRIT CREOLE – FRENCH CREOLE FIDDLE, TRES CHAUD!

SWING CHEVRON – SWINGING GYPSY JAZZ QUARTET (MILWAUKEE)

RAINBOW FLAG – RELEVATOR – FOLKIN' YOGA – JOHN PAUL WRIGHT – CHICKADEE SERMON

LOWEST PAIR – BANJOS & SPIRITED VOCALS - KENDL WINTER (OLYMPIA, WA) & PALMER T. LEE (MINNEAPOLIS)

LOOT ROCK GANG - BLUES, SOARING HARMONIES, ROOTS & AMERICANA (ST. LOUIS)

FOX CROSSING STRING BAND – BLUEGRASS W/ HIGH HARMONIES & DRIVING RHYTHMS (CHICAGO)

MORGAN ORION & THE AFTERBURNERS – SOULFUL SINGER/SONGWRITER FROM NEW ORLEANS

DUSTY JAMES AND ABALONE PEARL –WE WANNA WOKE CU JUSTICE CHOIR – DAVIZION

MEAN MARY – NASHVILLE-BASED AMERICANA, BLUEGRASS, BLUES & FOLK ARTIST

DENNIS STROUGHMATT'S HONKY TONK CIRCUS – HONKY TONK, WESTERN SWING, TRAD COUNTRY

JESS MCINTOSH – FIDDLER, EDUCATOR, PERFORMER & COMPOSER BASED IN CHICAGO

THE WANDERING BOYS – HIGH ENERGY BLUEGRASS W/ CRISP FOUR-PART HARMONIES

SARAH & THE UNDERGROUND – FROM PEORIA, SOUL FOLK AND A TWIST OF JAZZ

QUIN CUNNINGHAM'S IRISH BAND – NO WORRIES UKULELE BAND – SACRED HARP SINGERS (SHAPE NOTE)

MORE PROGRAM DETAILS TO BE ANNOUNCED

PERFORMANCES, DANCES, WORKSHOPS, KIDS PROGRAMS, JAMS & MORE!

FOLLOW THE FESTIVAL -- WWW.FOLKANDROOTS.ORG or on FACEBOOK



Featuring music by:

Chicago Farmer • Henhouse Prowlers • Steve Poltz
 Doktu Rhute Muuzic • Miss Tess & the Talkbacks
 Dennis Stroughmatt • Hooten Hallers • Little Miss Ann
 Southwest Watson Sweethearts • Dewclaw • The Lowest Pair
 Loot Rock Gang • Caleb Cook Band • Mean Mary • Megan Wells
 Fox Crossing • Swing Chevron • Jean-Rene Balekita • DaVizion
 Whiskey Bent Valley Boys • The Wandering Boys
 Morgan Orion & the Afterburners • Emma Dilemma • Relevator
 Far Too Close • Meadowhawk • Joybird • Chickadee Sermon
 Miss Hannah Rae Mathey • Dusty James & Abalone Pearl
 ...and many more!



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