



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

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

**TO:** Laurel Lunt Prussing, Mayor

**FROM:** Elizabeth H. Tyler, FAICP, Director, Community Development Services

**DATE:** May 13, 2010

**SUBJECT:** Requested Budget Information on the Public Arts Program Plan for Fiscal Year 2010-2011

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**Introduction and Background**

The Public Arts Program assists in maintaining a vibrant, innovative downtown, improving the quality of life in Urbana, and promoting economic development. As stated in Ordinance 2008-03-013 establishing the Public Arts Commission and Public Arts Program, the Public Arts Commission is to prepare and present an Annual Public Arts Program Plan to the Mayor and City Council for consideration in the City budgeting process. The proposed Public Arts Program Plan for fiscal year 2010-2011 was presented at the City of Urbana Council’s Committee of the Whole meeting on May 10, 2010. The Mayor and City Council forwarded a motion of approval of the Public Arts Program Plan as presented to the City Council meeting scheduled for May 17, 2010.

**Discussion**

During the discussion of the Public Arts Program Plan, several Council members had questions regarding how the proposed Program Plan budget compared to the current fiscal year Program budget. The following is information to clarify these questions.

The Public Arts Program Plan presented in the Council’s packet for May 10, 2010, complements additional services and programs within the Public Arts Fund. The Public Arts Program Plan is a framework for the expenditures of the “Public Arts Projects in TIF” and “Public Arts Projects non-TIF” in the City Budget Public Arts Fund. The majority of the activities listed in the Public Arts Fund in the current City Budget are anticipated to continue without significant change in the upcoming fiscal year.

## Fiscal Impact

The Annual Public Arts Program Plan for FY 10-11 describes programmatic goals, timelines, and expenditures for “Public Arts Projects” within the Public Arts Fund of the City budget. Revenue available to support these programs comes from several sources, including donations from the Urbana Business Association and an anticipated allocation in the FY10-11 City Budget for the Public Arts Program. Additional revenue has been sought from the Illinois Arts Council and will also be sought from the National Endowment for the Arts. Additionally, fundraising strategies will be developed by the Commission’s Fundraising Subcommittee in coordination with city staff.

The total budget for the Public Arts Fund for FY 2010-11 will be discussed as part of the regular City’s Budget process.

In order to clarify the questions raised during the May 10, 2010 Committee of the Whole meeting, an outline of the approved FY 09-10 Public Arts Program Plan budget is below.

<b>Program</b>	<b>Estimated 09-10 Expenditure</b>	<b>Notes</b>
Urbana Arts Grants Program	\$12,336	
Public Intersections Exhibits	\$300	
Art at the Market Programming	\$2,000	
Storefront Arts Series Program	NA	\$2,000 budgeted in FY08-09
Arts Lecture Series	\$4,000	
Downtown Newspaper Rack	NA	\$15,000 budgeted in FY07-08
Martin Luther King Jr. Planning	NA	To be considered at later date
Boneyard Creek Master Plan Art	NA	To be considered at later date
Future Potential Projects	NA	To be considered at later date
Marketing	\$1,500	
<b>Total</b>	<b>\$50,136</b>	

Additionally, below is a list of the program expenditures presented in the proposed FY 10-11 Public Arts Program Plan which provides a framework for the expenditures of the Public Arts Projects in TIF and non-TIF of the Public Arts Fund. These Public Arts Projects are proposed to complement the other programs and services provided by the City through the Public Arts Fund.

<b>Program</b>	<b>Estimated 10-11 City Expenditure</b>	<b>Estimated revenue from non-City sources</b>
Urbana Arts Grants Program	\$42,500	\$5,000
UPTV Arts Program/Lecture	NA	
Art at the Market Programming	\$2,000	
Storefront Arts Series Program	\$3,000	
Arts in the Schools	NA	
Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning	(\$3,400 enc. FY09-10)	
Evaluation of Marketing	TBD	
Additional On-going Efforts	NA	
Marketing	\$1,500	
<b>TOTAL</b>	<b>\$49,000</b>	<b>\$5,000</b>

Prepared by:

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Anna Hochhalter, Public Arts Coordinator