



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: April 19, 2012

SUBJECT: **Annual Public Arts Program Review and Program Plan for Fiscal Year 2012-2013**

Introduction and Background

The City of Urbana recognizes that the arts are essential to the vitality of the City, and can help bolster quality of life, serve as economic development engine, and raise cultural awareness. The Urbana Public Arts Program, established by ordinance on April 21, 2008, has completed its fourth full year of program implementation and has prepared a plan for fiscal year 2012-2013. As stated in the ordinance 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 as part of the City budgeting process. The attached Public Arts Program Plan for fiscal year 2012-2013 (Exhibit A) describes the program goals, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources, and responsibilities planned for the upcoming fiscal year.

The mission of the Urbana Public Arts Program is to provide programming and services that create a city where artists may thrive and are valued, and where all residents may engage with the arts in their many forms. The Arts, as used in this program, include but are not limited to music, theatre, visual arts, dance, creative writing, film/video, crafts, performing arts, spoken word, environmental arts, multimedia arts, architectural arts, landscape architecture, and emerging media. The development of the Public Arts Program began in September 2005, when the Urbana City Council included the creation of a Public Arts Program in its City Council Common Goals. In November 2006, the Urbana Public Arts Task Force was established to research the feasibility of a Public Arts Program for the City of Urbana. On April 21, 2008, the Urbana City Council adopted an ordinance which established a Public Arts Commission and Public Arts Program for the City of Urbana. The Public Arts Commission held its first monthly meeting in September 2008 as the arts advisory body for the City. In April 2009, the first Program of Work for the Urbana Public Arts Program was approved and program implementation began.

The efforts of the Program have shown many successes and continued to develop and to grow. IN FY11-12, these successes include a fourth year of free art workshops reaching approximately 600 participants, awarding 27 Urbana Arts Grants, providing six Urbana artists exhibition opportunities in the City Building through the Artist of the Corridor program, spotlighting the work of twelve local artists through the *Art Now!* UPTV program, and receiving a second Illinois Arts Council Program Grant for general operating expenses. The Commission is prepared to further build upon this success by improving existing programs, developing partnerships, exploring fundraising opportunities, and developing new programming that serves the Urbana community.

The Public Arts Commission members who have served in the last year are listed below.

- Patricia Sammann, Chair, Writer, Developmental editor
- Mary-Ann Winkelmes, Vice Chair, Campus Coordinator for Programs on Teaching and Learning, University of Illinois, and teacher of art history
- Geoffrey Bant, Teaching assistant, Wiley Elementary School; Studio supervisor and teacher, Champaign Park District
- Gregory Chew, 2013 Executive Director, Illinois High School Theatre Festival, Emeritus Urbana High School English, speech, and drama faculty and Director of Theatre
- Barbara Hedlund, Musician, Teacher, Publisher
- Robert Lewis, Musician, Teacher, Urbana City Council member
- Ilona Matkovszki, archeologist, Ph.D. student in Landscape Architecture at the University of Illinois
- Virginia Waaler, member of Champaign-Urbana Symphony Orchestra Guild, member of National Society for Arts and Letters, local arts patron and advocate

Program Overview

Program Review of FY 2011-2012

On May 16, 2011, the Mayor and City Council approved the fourth Public Arts Program Plan for FY 11-12. During FY 11-12, City staff and the Public Arts Commission have worked to implement the Program Plan and have seen success in a number of areas. The Commission subcommittees, listed below, have been integral to this process:

Fundraising Subcommittee

- Patricia Sammann
- Geoff Bant

Urbana Arts Grants Subcommittee

- Pat Sammann

Downtown Arts Planning Subcommittee

- Patricia Sammann
- Mary-Ann Winkelmes

Marketing and Promotions Subcommittee

- Barbara Hedlund

- Patricia Sammann
- Corridor Beautification Subcommittee (Focus Areas: Philo Road, the Boneyard Creek Master Plan, Cunningham Avenue, Lincoln Avenue and University Avenue)
- Geoff Bant
 - Mary-Ann Winkelmes
- Martin Luther King Jr. Project Subcommittee
- Robert Lewis
 - Virginia Waaler
- Joseph Royer Arts and Architecture Planning Subcommittee
- Ilona Matkowszki
 - Gregory Chew
- UPTV *ArtNow!* Subcommittee
- Pat Sammann
 - Gregory Chew
- Arts in the Schools Subcommittee
- Geoff Bant
 - Barbara Hedlund

Resource and Program Development

The Public Arts Commission and staff recognize the importance of cultivating a broad revenue base to increase the capacity of the Public Arts Program. In FY11-12, the Commission and staff have created relationships in the community with other organization, applied for a grant, received over \$4,000 in funding from T3 liquor licenses, and worked toward plans for future fundraising efforts as methods of seeking additional support. Several partnerships have provided additional resources for specific Urbana Public Arts Program projects. The Urbana Business Association has recognized the positive impact the arts have on Urbana businesses through its Business Backs the Arts Initiative. Originally a four year commitment of \$30,000 from 2008-2012, with a donation of \$15,000 in FY 08-09, and subsequent donations of \$5,000 in FY 09-10, FY 10-11 and FY 11-12, it is anticipated that this program will continue with another donation of \$5,000 in FY12-13. Another source of project support has been The Champaign County Design and Conservation Foundation (CCDC), who generously committed \$32,000 to support additional public art enhancements in the Boneyard Creek Beautification Project. Finally, the Public Arts Commission is in the process of working with the Public Art League of Champaign-Urbana (PAL) to identify potential funders to bring additional sculpture to Philo Road.

In April 2011, City staff applied for a general operating support Program Grant in the visual arts category from the Illinois Arts Council for activities taking place between September 1, 2011 and August 31, 2012. In August, notification came that the Urbana Public Arts Program was awarded a grant of \$3,500, twice the amount that was awarded in the previous year. These funds must be spent by August 31, 2012 and have been used to support a variety of programming, including printing costs for updated marketing materials and the extension of the lease of *Fanfare*, the sculpture located at the Iron Post.

In the ordinance establishing the Urbana Public Arts Commission, one of the duties assigned to

the Commission is “to research and seek additional funding including donations, grants and other support to further expand public arts programs”. After consulting with City Legal services on appropriate fundraising procedures, City staff has worked with the Commission Fundraising subcommittee to identify several potential fundraising strategies. Creating a “Friends of the Arts” group to handle fundraising efforts was also identified as a future research area. However, in order to create a fundraising plan, the Commission felt that outlining a Five Year Plan for the program as a whole and identifying short, mid, and long-term goals was a necessary first step. This process began in 2011 and was completed with the Commission’s approval of a finished Five Year Plan at their March 13, 2012 meeting (Exhibit C.)

Marketing

In FY11-12, the Public Arts Program has used a number of marketing tools including press releases, a twice monthly e-mail newsletter, a Facebook page, and Twitter feed. The program currently has 445 e-mail subscribers, 441 Facebook friends, and 253 Twitter followers. For specialized projects, such as calls for artists, announcements have been sent out via regional and national list-servs and listed on websites such as the Chicago Artist Resource. Various projects have been promoted and featured in local media during this fiscal year, with articles appearing in SmilePolitely and the News-Gazette, radio mentions on WILL and WDWS, and appearances on WCIA and WICD television.

Thanks to a grant award from the Illinois Arts Council for FY10-11, the services of a graphic designer were obtained to create an Urbana Public Arts Program logo, promotional postcard, and informational brochure. These new materials are currently being distributed. Other print materials created during FY11-12 include a guide to art classes offered in the Urbana-Champaign area and a flier created to promote the Artist of the Corridor program.

Partnerships

In FY11-12, the Urbana Public Arts Program partnered with a variety of local organizations to present events and develop projects. These partners include 40 North | 88 West: The Champaign County Arts, Culture, and Entertainment Council, The Champaign Urbana Design Organization (CUDO), the Urbana Park District, the University of Illinois College of Fine and Applied Arts, the Urbana Business Association, the Osher Lifelong Learning Institute, the Public Art League of Champaign-Urbana, Arts Alliance Illinois, the Illinois Arts Council, Urbana School District #116, the Champaign-Urbana Schools Foundation, the Champaign County Design and Conservation Foundation, and Indi Go Gallery.

Status of Public Arts Program of Work for FY 11-12

The following is an overview of the programs described in the FY 11-12 Program Plan.

1. Urbana Arts Grants Program

2011 grant projects are in the process of completion, with recipients presenting Final Reports to the Public Arts Commission. Guidelines and applications for the 2012 Urbana Arts Grants Program were made available in October 2011 following evaluation of the previous year and revision by the Urbana Arts Grants subcommittee and staff. Applications were due on January 10, 2012. Jury panels reviewed the 52 applications that

were received for projects in Urbana and selected 27 projects for funding (Exhibit B.) These projects were approved by the Public Arts Commission at their March 13, 2012 meeting, and were announced at an announcement event held at Buvons Wine Bar in Urbana on March 27, 2012. All projects are now underway.

2. Boneyard Creek Public Art

A public artist, Jack Mackie, was identified through a Request for Qualifications process. Mr. Mackie has worked with the design team of City staff, Foth engineers, and Wenk landscape architects to develop a public art design that was approved by City Council in December 2011. Additionally, the Champaign County Design and Conservation Foundation committed a donation of \$32,000 for further public art enhancements in the project, which will support decorative wall tile and street level stone markers on the Broadway bridge.

3. Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning/Storefront Art Series Planning

While initially grouped together under a single subcommittee, the Commission decided midyear that it would be most productive to have Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning as separate areas of focus.

Through the efforts of the newly formed Joseph Royer Arts and Architecture District subcommittee, a sign commemorating the 110th anniversary of the Champaign County Courthouse, a Royer building, was erected and dedicated on December 10, 2011.

While further research determined the Storefront Art Series was not feasible at this time, the Downtown Arts subcommittee is currently developing several other initiatives, including projecting video art/film shorts on downtown buildings and artist-designed vinyl window art for the municipal parking deck and Urbana Business Association windows.

4. Art at the Market: Art Workshops at Urbana's Market at the Square

Free Art at the Market workshops were held on the last Saturday of the month from 8 AM to noon during the 2011 season of Urbana's Market at the Square. This season's theme was Non-Traditional Materials, and the following workshops averaged 100 participants each:

- Found Object Fridge Art, May 28
- Recycled Papermaking, June 25
- Get the I.D.E.A.! with The I.D.E.A. Store, July 30
- Nesting Scraps for Those Who Flap, August 27
- Eco Shrinky Dink-ification, September 24
- Natural Paint Postcards, October 29

Staff is in the process of coordinating Art workshops for the 2012 Market season. As part of the Public Arts Coordinator's position becoming full-time, additional arts

programming of two hour performances occurring on Art at the Market days will be added to the 2012 season. These performances are also in the process of being coordinated.

5. *Art Now!* UPTV Program

Art Now! is a 30-minute UPTV program that features monthly interviews with local artists. In FY11-12, Public Arts Commissioners Pat Sammann and Greg Chew have produced seven new episodes in collaboration with UPTV. A new episode premieres every month and airs Monday at 6:30 PM and Tuesday at 11:00 PM on UPTV Channel 6. All 20 episodes are available for viewing online <http://www.urbanaininois.us/artnow>.

6. Artist of the Corridor

In FY11-12, four two-month long exhibitions by Kathryn Fitzgerald, Bonnie Switzer, Will Arnold, and Rosalind Faiman Weinberg have been presented. Starting in calendar year 2012, the exhibition length has changed to three months. The current exhibit features collaborative works by Wiley Elementary students and Betsem Benjamin. The last show of the fiscal year will be paintings by Judy Jones.

7. Art in the Schools

The Commission made supporting art in the schools a priority for FY11-12, allocating \$3,000 in the budget for this type of programming for the first time. Staff and the Art in the Schools subcommittee have conducted research in this area, meeting with teachers from Urbana School District 116 to understand their needs. A partnership with the Champaign Urbana Schools Foundation is currently being explored.

8. Additional On-going Efforts

The following efforts have been identified by staff and the Commission as on-going interests. These programs include:

- a. **Promotion, Maintenance, and Future Planning of the Urbana Sculpture Project:** The four sculptures installed through the City's Urbana Sculpture Project were leased for a period of two years, 2010-2012. All of the leases for these sculptures expire in May, with the exception of *Fanfare* by Shawn Morin, located at The Iron Post courtyard, whose lease expired in February. This lease was extended to May so as to synchronize the leases of all the sculptures. For the next leasing period of 2012-2014, the Commission has decided to renew *Fanfare* and *Bench 9*, both currently located in downtown Urbana, as well as to work with the Public Art League of Champaign-Urbana to site two sculptures in downtown and one on Philo Road. The two new sculptures for downtown will have a tree-theme to celebrate Urbana's status as a Tree City USA.
- b. **Dr. Martin Luther King Jr. Public Arts Project with the Urbana Park District:** A Request for Qualifications to identify an artist to create a sculpture, interactive artwork, or art installation in King Park to honor the legacy of Dr. King was released on January 26, 2012 and was due on March 14, 2012. 45 submissions were received. A selection panel of City Staff, representatives of the Urbana Park District, representatives of 40 North, and the Commission

subcommittee met and identified 4 finalists, who will be interviewed in the next several weeks.

- c. **Research of potential Art center:** Research to be conducted in the future.
- d. **Research and study of potential future projects and programs:** In October 2011, the Commission began the process of creating a five year plan to guide future fundraising efforts and improve annual planning efforts. This plan was completed and approved during the March 13, 2012 Public Arts Commission Meeting (Exhibit C.)

Program of Work: Proposed Public Arts Program Plan for FY 2012-2013

In FY 12-13, The Public Arts Commission has made it a priority to further the success of the Public Arts Program through additional arts initiatives in downtown Urbana, including artist-designed window treatments, sculptures on temporary lease, and projected video art and short films. Other significant components of the Program Plan for the fifth full year of the Public Arts Program include the 2013 Urbana Arts Grant cycle, the addition of monthly performances at Urbana's Market at the Square, the construction phase of the Boneyard Creek Beautification Project including public art, and continuing the public art project in King Park in Urbana. Programs such as the Artist of the Corridor exhibition space in the City building and the *Art Now!* UPTV program will continue. As always, the Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships. Additional information about each program and a schedule of execution is provided in the attached Public Arts Program Plan for FY12-13 (Exhibit A.)

Fiscal Impact

The Annual Public Arts Program Plan for FY 12-13 describes programmatic goals, timelines, and expenditures. Revenue available to support these programs comes from several sources, including allocation in the FY12-13 Proposed Draft City Budget for the Public Arts Program (Exhibit D) and a donation from the Urbana Business Association. Additional revenue has been sought from the Illinois Arts Council and fundraising strategies are in development by the Commission's Fundraising Subcommittee in coordination with city staff. A list of the programs being pursued for FY 12-13 and corresponding proposed expenditures, totaling to **\$81,173**, appears on page 14 of the Annual Public Arts Program Plan for FY 12-13 (Exhibit A.)

Recommendations

Staff requests that the Mayor and Council review the attached Annual Public Arts Program Plan for fiscal year 2012-13 (Exhibit A) with a motion for approval of the programs, along with any suggested changes.

Prepared by:

Christina McClelland, Public Arts Coordinator

Attachments: Exhibit A: Annual Public Arts Program Plan for FY 12-13
 Exhibit B: 2012 Urbana Arts Grant Recipients: Statistics and Descriptions
 Exhibit C: Public Arts Commission Five Year Plan
 Exhibit D: Proposed Draft Budget for Public Arts Fund

Brief Project Descriptions of Recommended 2012 Urbana Arts Grant Recipients

The following projects have been recommended by the Urbana Arts Grants Juries for funding in the 2011 Urbana Arts Grant program. The Urbana Business Association has chosen three projects identified below for sponsorship as Business Backs the Arts Recipients, pending approval by the UBA Board at their March 29, 2012 meeting. The list below provides information submitted by the applicants for the 2012 Urbana Arts Grants program and does not obligate either the City of Urbana or the applicant to activities described below. Formal agreements between the City and applicants will be pursued upon approval by the Urbana Public Arts Commission. Award notifications are expected to be distributed in mid-March, upon approval of the Urbana Public Arts Commission.

Here and Now:

1. Paper Architectures, Hugh Swiatek/Office for Paper Architecture, UBA sponsorship of \$2,000.

A multi-stage temporary art installation throughout Urbana, composed of a central architectural sculpture in Lincoln Square mall and smaller indoor “satellite” constructions occupying spaces inside local businesses. Primary building materials will be paper and cardboard in conjunction with computer aided construction techniques to create an engaging, three-dimensional urban narrative. The project goal is to provide a persistent and interactive experience where viewers are encouraged to seek out and identify the various manifestations of the project throughout town, encouraging public engagement, outside tourism, promotion of local businesses, and discovery by current residents.

2. *Summer Sew Fun Club*, Janelle Pleasure, City sponsorship of \$1,000.

A class designed to expose youth to the art of sewing to be held at the Urbana-Champaign Independent Media Center. Different topics will be covered through different sewing projects, including learning to operate a sewing machine, create a tote bag, quilt, and a set of pajamas. Finished projects will be shown to the community through a free art display.

3. *ILL POET SOCIETY*, Raymond Morales/ *The Show*, City sponsorship of \$1,500.

The production and presentation of a film titled “ILL POET SOCIETY,” addressing the issues facing marginalized communities in their own voices through original pieces by artists from Urbana and the greater Illinois community. Three free screening events will be held with live performances and discussions following the film’s completion..

4. *Celebrate Urbana Champaign Peoples' History - Phase 2*, Elizabeth Simpson, City sponsorship of \$1,500

This project celebrates unrecognized citizens and organizations in Urbana who have made significant contributions to the community through the design and distribution of posters in their honor. Community input will be solicited to identify at least two individuals or groups to be the subjects of posters. The finished product will be distributed as digital prints and screen-printed posters, and will be posted around town, on view as an advertisement on the CU-MTD, and as a booth at Urbana’s Market at the Square.

Envision 365:

1. *Elements/Evidence*, Meredith Foster, City sponsorship of \$2,200.

The creation of a thematic exhibition titled, *Elements/Evidence*, predicated on an investigation into the chemical components that comprise the human body, the landscape, and the significance of these elements in a larger capacity. Interest in this particular theme is inspired by the circumstances of Urbana, IL as a landscape of large-scale commercial farming. Using the iconographic image of the periodic table as an aesthetic guide, the exhibition shall culminate in a multi-disciplinary display that includes locally derived field samples, animation, and diagrammatic drawings that poetically express the microscopic connections between cultural processes, the human body, and landscape as seen through the lens of the region.

2. *Outta the Mouths of Babes Radio Project*, Outta the Mouths of Babes Radio Project Group, City sponsorship of \$2,500.

A 12-week radio project inviting Urbana-area youth to become “youth correspondents” on a WRFU radio show where kids comment on social, political, and cultural happenings in the Urbana-Champaign area. The project will create a digital archive of reviews of local arts culture, increase youth access to the arts through participatory media, and expose local youth to a diversity of artistic and cultural work while encouraging critical thinking and cultural learning.

3. *Colombiana: Colombian Music in Urbana*, Colombiana, City sponsorship of \$2,300.

Columbiana presents a series of concerts and workshops given on Afro-Colombian music. Music workshops will be lead in Urbana elementary schools with an emphasis on celebrating and teaching cultural diversity through hands-on experience with the instruments and sounds of Afro-Colombian music. Additionally, a six-member group will present two concerts and a free community workshop of Afro-Colombian music, celebrating Colombia in its diversity and the influence of African music, as well as providing family-friendly, educational entertainment.

4. *REsonance. Touch Here. Listen.*, Grant Bowen, City sponsorship of \$650.

Is hearing a prerequisite for listening? This project is an interactive multimedia art installation that sheds light on the differences between the engaging process of listening versus the physical ability of being able to hear. *REsonance* will create an immersive environment allowing participants to experience other forms of listening, cultivating an appreciation for all the ways in which we listen to the world.

Creative Mix:

1. *Blues In the Schools After-School Enrichment Program*, Prairie Crossroads Blues Society, City sponsorship of \$1,300.

After School Enrichment Program for grades 3 and 4 will teach children the history of the Blues, as well as to play simple Blues and the harmonica. The program will kick off with

an all-school assembly and after school program will culminate in a performance of 1-2 Blues songs for other students and/or parents.

2. *C-U Symphony Orchestra In-School Concerts, Champaign-Urbana Symphony Orchestra, City sponsorship of \$2,700.*

During 2012, CUSO will offer in-school concerts to elementary schools in the City of Urbana and throughout Champaign County. CUSO hopes to hold at least one in-school concert in each of the nine Urbana schools, bringing the experience of watching musicians play, hearing sounds of specific instruments, and the opportunity to ask questions to every student.

3. *Art in Space, Urbana School District #116 Yankee Ridge and Thomas Paine Elementary Schools, City sponsorship of \$500.*

Urbana School District #116 Yankee Ridge and Thomas Paine elementary school third graders will visit the Wandell Sculpture Garden in Meadowbrook Park to view and discuss the sculptures on display. Students will then create sculptures of their own, increasing their understanding of three-dimensional forms that will also extend to their math curriculum.

4. *Urbana Pops Orchestra 2012 Season, Urbana Pops Orchestra, City sponsorship of \$2,500.*

Urbana Pops will perform a free public concert at Lincoln Square and one to two additional concerts in Urbana at a modest ticket price. The UPO consists of talented students (grades 6-12) and professional players including Urbana music teachers, college students, and experienced local musicians.

5. *C4A Summer Community Arts Programs & Performances, Community Center for the Arts, City sponsorship of \$1,400.*

C4A will offer a comprehensive summer program allowing community members to explore the arts through multi-disciplinary arts culminating in free public events. Founded in 2006, the Community Center for the Arts (C4A) is a non-profit organization dedicated to making the arts accessible to students of all ages and skill levels through education, presentation, and community collaborations.

6. *CU Film Society PRESENTS, Champaign-Urbana Film Society, City sponsorship of \$3,000.*

The CU Film Society PRESENTS promotes the art of filmmaking by offering film screenings and discussions, as well as offering filmmaker workshops for local residents. The project includes the 2012 New Art Film Festival, the 2012 Independent Media Center Film Festival, a 2012 Visiting Filmmaker Series, and the 2012 RED Camp for Youth, a summer youth film camp offer training on RED cameras.

7. *Urbana Young Composers Concert Series, Urbana Composer's Orchestra, City sponsorship of \$1,200.*

Through free concerts of new, exhilarating, and accessible music, the Urbana Composers Orchestra aims to enrich Urbana's cultural and artistic offering. Three concerts will

present new work by emerging local composers, engaging the community and increasing awareness of new orchestral music.

8. *NatureCulture: Curating the Heartland*, Urbana Land Arts, City sponsorship of \$1,400.

The project will be a series of public exhibitions that explore the relationship between local natural and cultural environments through sound, object making, and artifact. Urbana Land Arts' goal for is to activate art in the service of prairie maintenance and preservation, letting the prairie serve as a framework for exploring connections between local natural and cultural heritage.

9. *Urbana Winks: An Experimental Theatre Lab Culminating in Performance*, Lisa Fay and Jeff Glassman Duo, City sponsorship of \$1,000.

An experimental theatre lab open to adults of all experience that culminates in community performances, lead by renowned movement-based theatre artists Lisa Fay and Jeff Glassman. The four week project is designed to engage a diverse array of inquisitive community participants in the experience of an intensive Experimental Theatre Laboratory, moving through the process of originating and producing experimental theatre work.

10. *Creative Collaborations: Workshops for Performance and Production*, School for Designing a Society, City sponsorship of \$400.

A series of workshops and performances facilitated between the Urbana-based School for Designing a Society and The Curious Theatre Branch, a Chicago theatre company that curates the annual Rhinoceros Theater Festival. The workshops and performances will occur November 18-20 at the Urbana-Champaign Independent Media Center and will be open to the public.

11. *The Urbana Dance Company Presents!*, The Urbana Dance Company, City sponsorship of \$1,000.

The project will be the first performance of the newly found Urbana Dance Company which seeks political action and social transformation through dance. Auditions for the company will be open to adults of all ages and abilities. Through a partnership with the Urbana Park District rehearsal space will be donated in-kind and the final performance will take place at the Phillips Recreation Center.

Urbana Festivals:

1. *3rd Annual Iron Post Jazz Fest, 120 Race*, City sponsorship of \$2,000.

Four days of live jazz bands at the Iron Post, open to the public. The event will bring people to downtown Urbana as well as expose people to the talents of quality jazz musicians both local and national.

2. *Asian American & Pacific Islander Heritage Month Celebration 2012*, Asian American Cultural Center, City sponsorship of \$2,000.

The Asian American Cultural Center will host an interactive, collaborative, family-friendly, and cross-cultural showcase of the rich Asian American and Pacific Islander cultural and traditional arts represented in East Central Illinois. The main celebration will occur in the Lincoln Square Village, and promote diversity, awareness, and unity among the Urbana community.

3. *CU Folk and Roots Festival 2012, CU Folk and Roots Festival, City sponsorship of \$2,500.*

An all-ages participatory and multi-disciplinary (story-telling, arts, dance, and music) festival in downtown Urbana featuring local, regional, and national artists and hands-on events. Festival locations include: The Urbana Free Library, Community Center for the Arts, various downtown Urbana businesses, the Independent Media Center, and several outdoor locations such as the Iron Post patio and street corners.

4. *Boneyard Arts Festival 2012 (10th Anniversary), 40 North | 88 West, City sponsorship of \$2,500.*

Presented annually by 40 North | 88 West, the Boneyard is a unique four day event showcasing the broad range of creative activity flourishing in the Champaign-Urbana community. Artists partner with local businesses, organizations, nonprofits, schools, and offices who host performances or art displays. The festival will occur April 19-22, 2012.

5. *Read Across America 2013, City sponsorship of \$1,700.*

Read Across America 2013 will be enhanced by an increased number of local storytellers and a reading by a professional children's book author. This event, which occurs annually at Lincoln Square Village, is an annual reading motivation and awareness program that celebrates reading. During the event children may listen to books read aloud in multiple languages and participate in hands on activities that promote literacy skills.

6. *3rd Annual CU Pride Fest, The UP Center of Champaign County, UBA sponsorship of \$2,500.*

An annual celebration of lesbian, gay, bisexual, queer, and ally individuals in Champaign County involving music, visual art, and entertainment. At 2012 festival, the UP Center will expand the artwork display and performance components of previous festivals with art workshops, a gallery of visual art created by local LGBTQ and ally individuals, an LGBTQ history tour of Champaign-Urbana, and additional music, theatre and dance performances.

7. *U-C Mini Maker Faire, Makerspace Urbana, UBA sponsorship of \$500, City sponsorship of \$1,000 for total award of \$1,500.*

A one day, family-friendly event on April 14, 2012 at the Urbana-Champaign Independent Media Center that celebrates arts, crafts, engineering, music, science, and technology projects and the Do-It-Yourself spirit in the Urbana-Champaign community. The free event will consist of twenty maker booths, a demonstration stage, deconstruction zone, and "knit in," with many opportunities for participants to learn and create various take-home projects.

8. *Midwest Zine Fest 2012*, Urbana Champaign Independent Media Center - Librarians Working Group, City sponsorship of \$1,000.

MidWest Zine Fest is a gathering of zine-makers, authors, speakers, musicians, and others in the local and regional community for the purposes of celebrating zines and zine-culture. Zines are self-published, do-it-yourself, often handmade publications distributed by the authors themselves. The second annual festival will feature zine-making, art and media creation workshops, and a forum for local zine makers to read and share their own works.

Urbana Public Arts Commission

Five Year Plan 2012-2017

Prepared by:
Christina McClelland
Public Arts Coordinator
March 8, 2012

Mission

The Urbana Public Arts Program and Commission were established by the Urbana City Council in April 2008 to foster a city where all residents—emerging artists, established artists, and “non-artists” alike—may engage with the arts, and where artists thrive and are valued.

Five Year Plan Background

The Urbana Public Arts Commission identified long-range planning activities and the creation of a five year plan as priorities to aid in establishing future fundraising goals, as well as to provide guidance for the yearly process of drafting the Annual Program Plan. During the October 11, 2011 Commission meeting, the Commission began this process by brainstorming a list of ideas and key values for the Urbana Public Arts Program.

Key values and Ideas

- 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, promote arts events and activities of other venues and organizations.
- Promote the city of Urbana.
- Expand Urbana Public Arts Program’s artistic footprint.

The Public Arts Commission develops programming, projects, and initiatives through smaller subcommittees of no more than two Commissioners that report back to the entire group during regular monthly meetings. To move forward in the process of creating the Five Year Plan, the Commission directed each subcommittee to prioritize short, mid, and long term goals.

Current Public Arts Commission Subcommittees

Fundraising Subcommittee

1. Patricia Sammann
2. Geoff Bant

Urbana Arts Grants Subcommittee

1. Patricia Sammann

Downtown Arts Planning Subcommittee

1. Patricia Sammann
2. Mary-Ann Winkelmes

Marketing and Promotions Subcommittee

1. Barbara Hedlund
2. Patricia Sammann

Corridor Beautification Subcommittee (Focus Areas: Philo Road, the Boneyard Creek Master Plan, Cunningham Avenue, Lincoln Avenue and University Avenue)

1. Geoff Bant
2. Mary-Ann Winkelmes

Martin Luther King Jr. Project Subcommittee

1. Robert Lewis
2. Virginia Waaler

Art at the Market Subcommittee

1. Geoff Bant

Joseph W. Royer Arts and Architecture District Subcommittee

1. Ilona Matkovszki
2. Greg Chew

UPTV *Art Now!* Subcommittee

1. Pat Sammann
2. Greg Chew

Arts in the Schools Subcommittee

1. Geoff Bant
2. Barbara Hedlund

Public Arts Commission Timeline of Subcommittee Goals

Staff created a Long Range Planning Worksheet to aid subcommittees in the process of identifying short (1-2 years), mid (3-4 years), and long term goals (5 years and beyond). After each subcommittee had met and completed the worksheet exercise, staff compiled their answers into the following timeline:

Short term goals (1-2 years):

Art Now!:

- Interview more artists outside the visual arts.

- Show art being created.
- Additional member on the subcommittee.
- Better publicize the show.

Art in the Schools:

- Consult with local high school art teachers.
- Prioritize goal of program -- is it providing funding for long term visiting artists, equipment costs, field trip costs, professional development for teachers, or serving as clearinghouse for connecting artists and schools?

Downtown Arts Planning:

- Have a permanent projection on display in DT Urbana.
- Have rotating art display in the parking garage windows--vinyl designed by schools, local artists.
- Urbana Sculpture Program--future of existing sculptures, new sculptures.
- Investigate use of space for art display --Lincoln Square, Library.

Joseph W. Royer Arts and Architecture District

- Research possibility of using existing Royer buildings as exhibition, performance, and presentation space.
- Explore possibility of County Plaza as artist studios and exhibition space.
- Ongoing promotion of Royer sites through brochures and site identification.
- We propose to create special events anchored by historic buildings, with an emphasis on Royer buildings in the Royer District. These events could include period music, "birthday parties" for buildings on significant anniversaries of their construction, tied to the installation of historical markers with the goal of at least three/year. Short-term opportunities include a reception at the Historic Lincoln Hotel, perhaps based on popular music of the times or the many luminaries who have stayed there over the years (the lot by the Post Office was used as an open air summer movie area in the earliest years of film; the Knowlton-Bennett Building in prime visibility location, and Urbana High School's Auditorium renovation as a centenary celebration. We could possibly schedule the centenary presentation on July 27th, 2012, when the class of 1982 will be holding its reunion and many theatre students will be coming back for a fundraising celebration and performance at the University Alumni Center.
- Consider finding connections with reunions in other ways, as well - the class of 1962 will be holding its 50th anniversary on August 31st at the Urbana-Central game - is there a Royer football connection?

Marketing & Promotions:

- More publicity for grants events.
- More publicity for arts classes list.
- Coordination of marketing with other subcommittees.
- Develop a yearly marketing plan for every year (distribution and updating materials).
- Increase presence on all media (radio, TV, newspaper).

Martin Luther King, Jr. Project Planning:

- Select artist to create sculpture.
- Artist works with community to develop project.
- Sculpture completed by 2013.

Urbana Arts Grants

- Increase number of grant applicants.
- Better publicize grant events.
- Expand pool of grant money to increase number of grants made.

Midterm goals (3-4 years):

Art Now!:

- Interview more artists a month.
- Better publicity.

Art in the Schools:

- Establish program.

Downtown Arts Planning:

- Video/projection event as part of Boneyard Arts Festival.
- Bring additional sculptures or other visual art to Boneyard Beautification Project.

Joseph W. Royer Arts and Architecture District

- Promote conversations, presentations, performances, and other events occurring in and around Royer architecture.
- Commemorate notable anniversaries of buildings through events, i.e. Living Newspaper performances.
- Continue to hold events every year, some fundraising toward future markers in an effort to increase the rate of their installation. The Tiernan Building will have its facade reach 100 years in 2014; the remaining walls of the Illinois Theater (Opera House) will be 105 years old in 2013, the Historic Lincoln Hotel opened 90 years ago in 2014.
- The Grandmother House is linked to a wonderful book of Fairy Tales read to Leal School Children by Adelaide Royer, and that book has a significant anniversary coming up in two years. One goal will be to look for ways to connect individual Urbana Schools to historic buildings, based on proximity or history, which could then involve musical or theatrical performances performed by local students from a particular school.

Marketing & Promotions:

- Publicity for fundraising.
- Publicity for school efforts.
- Publicity for joint efforts with other arts organizations.
- Cross-promotion of programs and partnerships—ongoing via radio, TV, print media, internet, social media.

Martin Luther King, Jr. Project Planning:

- Working with partners to promote and enhance the project, including UPD, USD116, potentially PAL for programming and education.
- Educational materials.
- Performances at the sculpture

Urbana Arts Grants:

- Institute separate grant category for schools.
- If grant money increases, provide continuing support for some festivals or projects.

Long term goals (5 yrs & beyond):

Art Now!:

- Expanded ArtNow! projects--possible ideas include DVD, Artist Home tours, calendar of local artists.
- Integrate with other subcommittees--ArtNow! shows as education for Art in the Schools.
- Fundraising.

Art in the Schools:

- Evaluate, refine, and continue program.

Downtown Arts Planning:

- Permanent visual art in downtown.
- Look for potential art venues.

Joseph W. Royer Arts and Architecture District

- Promote sense of place within Royer district through:
 - Arts venue with exhibition space.
 - Artist studios.
 - Release eBook of historic children's book written by Adelaide Royer.
- Celebrate buildings while forging links between the past and present through events unique to each building, using music and theatre (including Living Newspaper techniques) to create new memories tied to Urbana's historical places; not only buildings, but other unique sites, as well, such as the Munhall Elm Tree in Historic East Urbana which was a site for Native American councils and a speech in 1856 by Abraham Lincoln at the beginning of his comeback, reported in great detail in the Courier at the time by J.O. Cunningham.

Marketing & Promotions:

- Ongoing promotion of programs and partnerships via internet, radio, TV, print media, social media.
- Adapt as needed to upcoming projects.

Martin Luther King, Jr. Project Planning:

- Continued promotion of project and goals of Dr. King.

- Ongoing maintenance.

Urbana Arts Grants

- On-going, strong grants program.
- Continual evaluation/improvement of program.

Fundraising Priorities:

Following the creation of the Timeline of Subcommittee Goals the Fundraising subcommittee met to review this timeline and identify an initial list of fundraising areas.

Short term:

- Downtown Arts Planning
- Urbana Arts Grants
- Additional projects as needed

Midterm:

- Art in the Schools
- Downtown Arts Planning
- Urbana Arts Grants
- Additional projects as needed

Long term:

- Art in the Schools
- Downtown Arts Planning
- Urbana Arts Grants
- Additional Boneyard Creek public art projects
- Additional projects as needed

PUBLIC ARTS FUND

Accounts for the costs of various public arts programs and line items and private donations and revenues to assist in paying for a portion of these costs. Costs in the public arts fund have been almost entirely paid by transfers from TIF1 and TIF2 and smaller transfers from other city special funds. Included is an estimated \$54,000 from private donations, T3 liquor licenses and other non-city revenue sources. Included in the expenditures is \$54,000 for public arts project costs, which spending will not be authorized until the equivalent revenue is received. The City has only been able to receive very small amounts for public arts from outside resources.

**PUBLIC ARTS FUND
FINANCIAL SUMMARY**

	ACTUAL 2009-10	ACTUAL 2010-11	PROJECTED 2011-12	BUDGET 2012-13
FUND BAL., BEG. YEAR	\$617	\$8,322	\$37,999	\$4,020
REVENUES:				
TRANS. TIF ONE	\$117,924	\$100,323	\$145,875	\$128,910
TRANS. TIF TWO	18,300	18,300	49,235	25,000
TRANS. TIF2, BONEYARD ART	0	0	46,000	0
TRANS. TIF THREE	0	0	50,000	0
TRANS. GEN. RESERVE	5,000	5,000	5,000	0
TRANS. CAP. IMPR. SUPPL. RES.	5,061	24,934	15,000	15,000
TRANS. MVPS, ART MAINT.	2,203	680	4,000	4,000
TRANS. TIF UBA, ARTS FESTIVAL	15,000	10,000	5,000	5,000
STATE GRANT, MARKETING	0	0	5,250	0
PRIVATE DONATIONS/GRANTS/EVENTS	355	0	50,000	50,000
T3 LIQUOR LICENSES	0	0	4,020	4,000
TOTAL REVENUES	\$163,843	\$159,237	\$379,380	\$231,910
EXPENDITURES:				
PERSONNEL SERVICES (.75 to 1)	\$41,019	\$22,284	\$38,800	\$52,210
SUPPLIES/PRINTING	194	10	700	700
TRAINING/EDUCATION	165	2,052	800	2,000
GALLERY RENT SUBSIDIES	40,900	41,500	55,000	55,000
U.B.A. ARTS FESTIVAL	5,000	0	5,000	5,000
PUBLIC ARTS PROJECTS IN TIF	47,986	12,959	44,000	44,000
ARTS PROJECTS TIF (CARRYOVER)	0	40,904	31,571	0
PUBLIC ARTS PROJECTS NON-TIF *	11,760	0	50,000	54,000
ARTS PROJ. NON-TIF (CITY FUNDED)	0	0	20,000	19,000
ARTS PROJECTS NON-TIF * CARRYOVER	1,850	9,171	37,999	0
ART IN PARK PROJECT, TIF	0	0	24,239	0
ART IN PARK MAINT. (MVPS)	2,203	680	4,000	4,000
BONEYARD ART (TIF)	0	0	46,000	0
PHILO ROAD ART	5,061	0	0	0
KING PARK SCULPTURE	0	0	50,000	0
MARKETING (GRANT)	0	0	5,250	0
TOTAL EXPENDITURES	\$156,138	\$129,560	\$413,359	\$235,910
FUND BAL., END YEAR	\$8,322	\$37,999	\$4,020	\$20