



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Urbana Public Arts Commission

FROM: Anna Hochhalter, Public Arts Coordinator

DATE: January 7, 2009

SUBJECT: Urbana Public Arts Program Planning, Priorities, and Budget

Background

At the last Urbana Public Arts Commission regular meeting, on December 9, 2008, the Commission members discussed a variety of programs to consider in the creation of a Program Action Plan for the remainder of this fiscal year (July 1, 2008 – June 30, 2009), and a Public Arts Annual Program Plan for the upcoming fiscal year (July 1, 2009 – June 30, 2010). The Public Arts Annual Program Plan will be presented to the Urbana City Council, Mayor, and Staff for consideration in the City budgeting process for FY 09-10. At the Commission meeting in December, the Commission generated a list of potential program ideas for the Urbana Public Arts Program and agreed to prioritize the programs during a Special Meeting, to be held January 5th, 2009.

During the Special Meeting, held January 5th, 2009, the Commission members each identified their top three priorities in the following three categories:

1. programs to be implemented in the next six months (January – June 30, 2009)
2. programs to be implemented in the next fiscal year (July 1, 2009 – June, 30, 2010)
3. programs to be considered in the future.

Discussion

Attached (Exhibit A) is a list showing the result of the Commission prioritization exercise, including point values associated with each potential program according to the Commission’s votes. The resulting priorities can be interpreted based on a number of votes in each category and total points received. The charts below describe two ways of interpreting the priorities. This information is provided to assist in understanding the priorities of the Commission. Further discussion of the priorities will assist in further defining the priorities for the next six months and the upcoming fiscal year.

Below is the data indicating the three top priorities in each timeframe based on the number of votes

in each timeframe.

Top 3 Potential Programs for FY 08-09 (Green) based on votes per category	Number of Votes in Categories			
	Green	Yellow	Pink	Total Points
Urbana Arts Grant Program , details could include grants ranging from \$2,500 - \$10,000 curated for various media, and small grants ranging from \$200-2,000 for projects in high traffic areas and collaborations with businesses. Another area of focus could include grants to artists for public works projects with collaborations with MTD, Public Works, etc.	5	2	0	19
Roots Music Festival , a festival proposed by the Champaign-Urbana Folk and Roots Festival Steering Committee	5	0	0	15
Vacant Spaces for Temporary Art Installations and Performance , work with building owners to display temporary art installations, window art, or performances in vacant building spaces. Locations could include windows, vacant buildings, and empty storefronts, and should be inexpensive. An inventory of vacant spaces would assist in pursuing this program area.	4	0	0	12

Top 3 Potential Programs for FY 09-10 (Yellow) based on votes per category	Number of Votes in Categories			
	Green	Yellow	Pink	Total Points
Community Arts Bank , similar to a food bank, but with art materials and musical instruments for schools and others	0	3	2	8
Mini Parks into Mini Arts Centers , work with building owners to display temporary art installations or window art in vacant building spaces	0	3	0	6
Show Artists at Work on UPTV , short films, videos, and interviews	0	3	0	6

Top 3 Potential Programs for the future and long-term (Pink) based on votes per category	Number of Votes in Categories			
	Green	Yellow	Pink	Total Points
Arts Center , focus area could include a kids arts center	1	0	5	8
Community Arts Bank , similar to a food bank, but with art materials and musical instruments for schools and others	0	3	2	8
Fundraising	0	2	2	6

The data can also be analyzed based on total point value, where a single vote in the Green category was worth 3 points, a vote in the Yellow category was worth 2 points, and a vote in the Pink category was worth 1 point. Analysis using this method produces the following top three priorities

in each category.

Top 3 Potential Programs for FY 08-09 (Green) based on total points	Number of Votes in Categories			
	Green	Yellow	Pink	Total Points
Urbana Arts Grant Program , details could include grants ranging from \$2,500 - \$10,000 curated for various media, and small grants ranging from \$200-2,000 for projects in high traffic areas and collaborations with businesses. Another area of focus could include grants to artists for public works projects with collaborations with MTD, Public Works, etc.	5	2	0	19
Roots Music Festival , a festival proposed by the Champaign-Urbana Folk and Roots Festival Steering Committee	5	0	0	15
Vacant Spaces for Temporary Art Installations and Performance , work with building owners to display temporary art installations, window art, or performances in vacant building spaces. Locations could include windows, vacant buildings, and empty storefronts, and should be inexpensive. An inventory of vacant spaces would assist in pursuing this program area.	4	0	0	12

Top 3 Potential Programs for FY 09-10 (Yellow) based on total points	Number of Votes in Categories			
	Green	Yellow	Pink	Total Points
Festivals , focus areas could include a music and visual art festival focused on children, the integration of art into existing festivals, and festivals as a category of funding.	2	1	1	9
Youth Focus , areas of focus could include music and art scholarships for kids, theater workshops for middle school students, exposure to the arts, space for school programs, a kids arts center, youth as a category of funding, and collaborations. Areas of interest may include King Park and downtown.	2	1	0	8
Arts Center , focus area could include a kids arts center	1	0	5	8

Top 3 Potential Programs for the future and long-term (Pink) based on total points	Number of Votes in Categories			
	Green	Yellow	Pink	Total Points
Community Arts Bank , similar to a food bank, but with art materials and musical instruments for schools and others	0	3	2	8
Philo Road Beautification Plan Public Art Component	1	2	0	7
Public Awareness of Public Art , use billboards, buses, website, also billboard art	1	2	0	7

In both methods of analysis, the top three priorities for the remainder of this fiscal year are shown as

the Urbana Arts Grant Program, the Roots Music Festival, and the Vacant Spaces for Temporary Art Installations and Performance. Further discussion on the specifics of these programs will occur in upcoming meetings.

Further discussion will be necessary to more clearly define priorities for the upcoming fiscal year and for the long-term.

Additionally, at the meeting on January 5th, Commissioner Geoff Bant provided a document which lists the potential programs described during the December meeting into five categories of work. The document is attached (Exhibit B). The five category headings are listed below.

1. Space (studio, rehearsal, display, performance, classes)
2. Programs and projects (ongoing programs, and particular projects)
3. Events (Specific events on specific dates, and other calendar related matters)
4. Communication (information, promotion, marketing, collaboration, involvement)
5. Financial (grants, fundraising, awards)

At the last Commission meeting, it was requested that staff provide additional information regarding the FY 08-09 Public Arts Program budget. Attached (Exhibit C) is a list illustrating the funds allocated to the Public Arts Program. These funds are divided into two lists, one shows the Public Arts Commission Program Funds, and the other shows other relevant budgeted expenses.

Recommendation

Staff recommends that the Commission review the priorities lists, supplemental information included, consider the criteria listed below, and be prepared to further define the priorities for the Commission.

- Various Public Arts Goals described in the City Council Common Goals, City Comprehensive Plan, City Downtown Strategic Plan, and Public Arts Task Force Recommendations Accepted by the City Council.
- Ability to achieve success in given time frame.
- Ability for the program to grow.
- Cost associated with each program idea.
- Public Arts Fund budget for the current fiscal year (FY 2008-09).
- Potential to leverage private dollars.

Attachments: Exhibit A: Program Prioritization
 Exhibit B: Five Categories of Work
 Exhibit C: FY 08-09 Public Arts Program Budget

Public Arts Commission Potential Program Prioritization

Exhibit A

The list below shows the result of the Public Arts Commission prioritization exercise which occurred during a special meeting of the Commission on January 5, 2009. Commission members identified their top three program priorities in three categories. The categories were color coded and included 1) green, the remainder of this fiscal year (July 1, 2008 - June 30, 2009), 2) yellow, the upcoming fiscal year (July 1, 2009 – June 30, 2010), and 3) pink, long-term or to consider in the future. Each category was given different weight. Votes for the remainder of the fiscal year were worth 3 points. Votes for the upcoming fiscal year were worth 2 points. Votes for long-term were worth 1 point.

Potential Program Concepts	Number of Votes in Categories			Total Points
	Green	Yellow	Pink	
Urbana Arts Grant Program , details could include grants ranging from \$2,500 - \$10,000 curated for various media, and small grants ranging from \$200-2,000 for projects in high traffic areas and collaborations with businesses. Another area of focus could include grants to artists for public works projects with collaborations with MTD, Public Works, etc.	5	2	0	19
Roots Music Festival , a festival proposed by the Champaign-Urbana Folk and Roots Festival Steering Committee	5	0	0	15
Vacant Spaces for Temporary Art Installations and Performance , work with building owners to display temporary art installations, window art, or performances in vacant building spaces. Locations could include windows, vacant buildings, and empty storefronts, and should be inexpensive. An inventory of vacant spaces would assist in pursuing this program area.	4	0	0	12
Festivals , focus areas could include a music and visual art festival focused on children, the integration of art into existing festivals, and festivals as a category of funding.	2	1	1	9
Youth Focus , areas of focus could include music and art scholarships for kids, theater workshops for middle school students, exposure to the arts, space for school programs, a kids arts center, youth as a category of funding, and collaborations. Areas of interest may include King Park and downtown.	2	1	0	8
Arts Center , focus area could include a kids arts center	1	0	5	8
Community Arts Bank , similar to a food bank, but with art materials and musical instruments for schools and others	0	3	2	8
Philo Road Beautification Plan Public Art Component	1	2	0	7
Public Awareness of Public Art , use billboards, buses, website, also billboard art	1	2	0	7
Mini Parks into Mini Arts Centers , work with building owners to display temporary art installations or window art in vacant building spaces	0	3	0	6
Show Artists at Work on UPTV , short films, videos, and interviews	0	3	0	6
Fundraising	0	2	2	6

Public Arts Commission Potential Program Prioritization

Exhibit A

Potential Program Concepts	Number of Votes in Categories			Total Points
	Green	Yellow	Pink	
Communication Strategy including Marketing and Promotion	0	1	2	4
Art Competition with jury , including visual arts in such categories as photo contest, cartoon art, political, religious, sculpture, social	0	0	2	2
Collaborations , with such entities as Parkland College, University of Illinois, etc	0	0	2	2
Artist Residency Program , typically, a program in which an artist would be “in residence” in an organization and where they contribute an integration of art into the organization’s work	0	0	2	2
Permanent Bandshell or Amphitheater , a performance venue for outdoor events	0	0	2	2
Antique Car Museum , potential collaboration with local antique car collectors and the Vintage Car Clubs in the region, potential location is Philo Road	0	1	0	2
Avenue of Arts , with decorative hanging banners, sculpture, appealing landscaping, or decorative power poles, benches, sidewalks, building facades/murals, etc. to highlight a designated arts area	0	0	1	1
Facilitate Art in Businesses , supply hanging systems into such places as law offices, restaurants. Consider matching the business in costs. Create a network.	0	0	0	0
Book Market , where people sell books and book arts	0	0	0	0
Winter Snow and Ice Sculpture , facilitate the creation of a snow or ice sculpture	0	0	0	0
Martin Luther King Sculpture on Lincoln Avenue in King Park	0	0	0	0

Five Categories of work

1. Space (studio, rehearsal, display, performance, classes)

Inventory space

Develop space programs (windows, studios, business display)

2. Programs and projects (ongoing programs, and particular projects)

Philo process

Downtown program

School arts support program

Process for considering individual projects

3. Events (Specific events on specific dates, and other calendar related matters)

Music Festival

Market expansion

Develop calendar

Peacock project

4. Communication (information, promotion, marketing, collaboration, involvement)

Develop communication strategy

Web site (coordinate with 40 North)

UPTV develop programs

5. Financial (Grants, fundraising, awards)

Develop grants program

Develop Fundraising plan

City of Urbana FY 2008-2009				
Budget Allocations for Public Arts Fund Projects				
YTD Overview, January 6, 2009				
Public Arts Commission Program Funds				
Item	Budget Allocation	Anticipated Additional Revenue	YTD Expenses	YTD External Revenue
Arts Postage/Printing	1,500	0	95	0
Public Arts Projects	49,000	50,000*	279	1,136
Public Arts Downtown ED Projects	15,000	0	0	15,000*
Philo Road Public Art	15,000	0	0	0
TOTAL	80,500	50,000	374	16,136
Other Program Funds				
Item	Budget Allocation	Anticipated Additional Revenue	YTD Expenses	YTD External Revenue
Gallery District Incentives	24,000	0	10,250	0
UBA Arts Promotion	5,000	0	0	0
Art in the Park Project	NA	0	38,095	0
Arts Training/ED	NA	0	195	0
TOTAL	29,000	0	48,345	0
* Anticipated Additional External Revenue Details:				
Source	Amount			
Private Donations	30,000			
Other Revenue Sources	20,000			
UBA "Business Backs the Arts"	15,000			