



**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:** April 9, 2009

**SUBJECT: Public Arts Program Plan for FY 09-10**

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**Background**

When the Urbana City Council established the Urbana Public Arts Commission in March 2008, one of the duties assigned to it was the creation of an Annual Public Arts Program Plan to be presented to the Mayor and City Council for consideration in the City budgeting process. The City's fiscal year budgeting process begins in March, with final approval by the City Council in June. The Commission has begun discussions of the program plan for the upcoming fiscal year (FY 09-10) beginning July 1, 2009 and ending June 31, 2010.

At the meeting in March, the Commission discussed the program priorities and budget for the upcoming fiscal year. The Commission stated an interest in further enhancing and strengthening the current Public Arts programs, while adding a few additional programs. Staff has prepared a draft Program Plan for FY 09-10 for review and approval of the Commission. Upon Commission approval, it will be presented to City Council in May.

**Discussion**

Per the Ordinance creating the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources and responsibilities and an implementation plan to address the goals. An initial draft of the Annual Public Arts Program Plan for FY 09-10 is attached (Exhibit A). The draft Program Plan includes the program of work and expenditures discussed during the March Commission meeting.

Staff has anticipated that the expenditures in FY 09-10 will be similar to the expenditures in FY 08-09. The estimated budget figures in the Program Plan reflect this assumption.

**Recommendation**

Staff recommends that the Commission review the attached Public Arts Program Plan for FY 09-10 draft, and be prepared to make any changes to approve the content of the Program Plan at the April Commission meeting. Staff will make any necessary additional changes to the format in preparation for the presentation to City Council in May for consideration as part of the City's FY 09-10 Budget process.

Attachments: Exhibit A: DRAFT Public Arts Program Plan for FY 09-10

## **City of Urbana Annual Public Arts Program Plan for Fiscal Year 2009-2010**

**-DRAFT-**

### **Introduction**

One of the duties assigned to the Public Arts Commission is to prepare and present an Annual Public Arts Program Plan to the Urbana City Council, Mayor and staff for consideration in the City budgeting process. Per the Ordinance establishing the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources and responsibilities and an implementation plan to address the goals.

The Public Arts Commission has made it a priority to further the success of the Public Arts Program by strengthening and enhancing programming initiated and developed in FY 08-09. Program evaluation, partnerships, and fundraising will be significant components of the Program Plan for the second full year of the established Public Arts Program. The Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships

### **Program Mission**

The Urbana Public Arts Program provides programming and services that create a city where artists thrive and are valued and where all residents engage with the arts in its many forms.

### **Goals**

The goals for the Public Arts Program are based upon goals and objectives listed in the City of Urbana 2005 Comprehensive Plan, 2002 Downtown Strategic Plan, the Ordinance Establishing the Public Arts Commission and Program, the Public Arts Program 2008 Community Input Report, Public Arts Task Force Recommendations, as well as guidance from the Public Arts Commission. Attached (Exhibit A) is a compilation of City of Urbana arts-related goals.

### **Means of Achievement**

The following program of work, partnerships, and marketing will serve as the means to achieve the Public Arts Program goals. The program elements described below have been identified based on the ability to achieve success in given time frame, the ability for the program to grow, cost and budget considerations, and the potential to leverage private dollars. Further program development will be undertaken by the Public Arts Commission Subcommittees in coordination with City Staff. The subcommittees address the following areas:

- Fundraising
- Arts Grants

- Storefront Arts Series
- Marketing and Promotions
- Corridor Beautification
- Martin Luther King Jr. Project

## **Program of Work**

### **1.) Public Arts Grants Program**

Urbana recognizes the arts as essential to the vitality of the city. It is additionally understood that funding is the greatest barrier which prevents local artists, organizations, and businesses from pursuing their goals in the arts. The Public Arts Grants Program will make funding available to artists, artist teams, organizations, businesses, and festival presenters for eligible projects to take place in Urbana that enrich the lives of Urbana residents and visitors. The first cycle of Public Arts Grants was implemented in April 2009. The second cycle of funding will begin in FY 09-10, with applications accepted in October 2009. The four grant categories offered in FY 08-09 will be evaluated and the Commission and staff will determine the need for appropriate changes. The four grant categories offered in FY 08-09 are listed below:

- **Here and Now:** 6-month grants with awards up to \$1,500 for artists residing in Urbana
- **Envision 365:** 12-month grants for larger projects with awards up to \$2,500 open to all emerging and professional artists
- **Creative Mix:** 12-month grants with awards up to \$5,000 open to groups, ensembles and organizations
- **Festivals Grant:** 12-month grant with awards up to \$10,000 open to arts-related festival presenters

Selection Process: The Commission's Arts Grants Subcommittee will create a temporary selection committee representing areas in the arts and the community to review and select applications for funding.

Timeline: In August, 2009, the Public Arts Grants Program FY 08-09 cycle will be evaluated. The guidelines and applications will be finalized and prepared for the application period in October 2009. Award announcements will be made in December 2009 or January 2010.

Estimated Expenditures in FY 09-10: \$40,000. The budget for this program combines funds allocated to Public Arts Projects in the City Public Arts Fund and the Urbana Business Association Business Backs the Arts donation of \$5,000.

Goals Addressed: To be determined

### **2.) City Building Art Exhibit Space**

The City Building Art Exhibit Space program began in June 2009 and serves as a free exhibition space for local artists to display their work. Display space is available for two-dimensional and small three-dimensional work. Large three-dimensional work will be considered in the future. The artwork will be displayed for no less than two months with display dates established in advance.

Selection Process: A Call for Art will be distributed publicly and to artists. Applications with samples of work will be used by the Public Arts Coordinator to curate the exhibits.

Work exhibiting profanity will not be displayed. City personnel reserve the right to reject any exhibition in full, or in part.

Timeline: Continued exhibitions will be displayed through the year.

Estimated Expenditures in FY 09-10: \$500

The budget for this program includes promotion materials, additional signage, and additional or replaced exhibition infrastructure.

Goals Addressed: Create more venues for artists in Urbana

### **3.) Arts at the Market**

The Arts at the Market Program will provide monthly workshops and informational opportunities free of charge and open to the public at the City of Urbana Market at the Square on Saturdays during the Market season. Creative and educational programs will be offered at the City tent between 8:00 AM and Noon during the 09-10 fiscal year on the following dates: July 11<sup>th</sup>, August 15<sup>th</sup>, September 12<sup>th</sup>, October 10<sup>th</sup>, 2009; and May 29<sup>th</sup> and June 26<sup>th</sup>, 2010.

Programming will include opportunities to explore a variety of media and themes. The program will provide opportunities for all residents to engage with the arts in its many forms. City staff will provide oversight of the events and tent. When possible, artists will be contracted to provide workshops.

Selection Process: City staff will invite artists and facilitators to provide workshops based on experiences and available services.

Timeline: The Arts programming at the Market will take place monthly during the Market season in 2009 and 2010.

Estimated Expenditures in FY 09-10: \$2,000. The FY 09-10 expenditures include the cost of programming for five arts workshops, at \$400 each.

Goals Addressed: To be determined

### **4.) Storefront Art Series and Urbana Space Program**

The Storefront Art Series would pair owners of temporarily vacant spaces with artists interested in displaying their art. The Urbana Space Program (“a launch pad for creativity”) provides a framework for owners of underutilized space to partner with individual artists and organizations seeking performance, event, and rehearsal space. Further research and development is underway by the Storefront Art Series and Space Subcommittee and City staff.

Timeline: The Commission’s Subcommittee and staff will continue to research and develop appropriate guidelines and procedures for these programs in April and May 2009. The programs should be ready to be announced in June 2009.

Estimated Expenditures in FY 08-09: \$2,000

This includes stipends to artists to cover the cost of installation.

Goals Addressed: To be determined

### **5.) Rhythm of Urbana UPTV Program**

Rhythm of Urbana is a 30-minute UPTV program that features artists and is hosted by the Urbana Public Arts Coordinator. Artists will be interviewed on their work and upcoming events and opportunities will be announced. The show will be filmed once every two

months. The program will increase awareness and education about the arts and arts activities in the community.

Timeline: Staff will begin program development discussions in August 2009. The first segment is anticipated to begin in September 2009 and continue through the fiscal year.

Estimated Expenditures in FY 09-10: No expense. In-kind support from City staff will be provided the necessary staff resources for the program.

Goals Addressed: To be determined

#### **6.) Arts Lecture Series**

The Arts Lecture Series of the Urbana Public Arts Program will provide an opportunity for artists and “non-artists” to engage in dialogue with professionals in the arts related to the cultural vibrancy of Urbana. Panel discussions will be offered to the public at the Urbana Civic Center and will address a variety of areas in the arts and the role the arts play in people’s lives. Four lectures are planned for FY 09-10. This program offers an opportunity to partner with other organizations.

Timeline: Dates for the lectures will be considered in the months of October 2009, and January, March, and June 2010.

Estimated Expenditures in FY 09-10: \$4,000. The Panel speakers will receive a stipend for their service. An additional \$2,000 donation will be sought to enable additional lectures.

Goals Addressed: To be determined

#### **7.) Downtown Newspaper Rack Project**

In 2007, the City began pursuing the integration of art in the public infrastructure through the Downtown Newspaper Rack Project. In collaboration with representatives from the Champaign County, the City distributed a Request for Proposals for the design of a newspaper rack system that addressed the infrastructure concerns of the current racks, located at Elm and Broadway, and provide an artistic design solution. The design of a resident artist was selected by a Selection Committee.

Timeline: Upon finalization of an intergovernmental agreement between the City the County, the newspaper rack is anticipated to be fabricated between May and August 2009, with installation planned for August or September 2009, in coordination with the completion of the County Clock Tower project.

Estimated Expenditure in FY 09-10: NA. Funding for the fabrication of this design was allocated in 2007-08. Exact costs will be determined upon completion of the competitive purchase process for materials and services.

Goals Addressed: Integrate art in feasible city infrastructure projects

#### **8.) Martin Luther King Jr. Project Planning Committee**

Community interest has been expressed in the creation of an arts-related project which will honor the life of Martin Luther King Jr. The Public Arts Commission has formed a Subcommittee to explore options for this project. The project is a collaboration of a number of community organizations, including the Urbana Park District and citizen groups. Private partners and community-wide involvement will be key in the implementation of such a project once it is further defined. The project is currently in the

exploratory stage, with timelines and expenditures to be determined for next fiscal year (FY 10-11).

Goals Address: To be determined

### **Partnerships**

The Public Arts Coordinator has worked closely with 40 North |88 West, Champaign County's Arts, Culture, and Entertainment Council, by serving on its Board of Directors, Programs and Services Committee, and the Boneyard Arts Festival Committees. Staff has collaborated with the development of the Krannert Center District, an arts and cultural district surrounding Krannert Center for Performing Arts, as well as the Urbana Blues Brews and BBQ festival. Staff also continues to work closely with the Urbana Business Association on arts-related activities. The Public Arts Commission will continue to expand its partnerships with organizations and businesses in the community.

### **Marketing**

In 2008 - 2009, the Public Arts Program primarily used traditional marketing tools, such as radio and print interviews, website postings, and email announcements to inform the public about the activities of the Program. In March 2009, the Urbana Public Arts Program launched a page on Facebook, a social networking tool. In FY 09-10 the Public Arts Program will actively pursue a variety of promotional outlets. The following opportunities will be evaluated and pursued as appropriate: announcements in the Americans for the Arts Public Arts Network listings, *Sculpture Magazine*, the *Public Art Review*, Illinois Arts Alliance, Illinois Arts Council, and 40 North | 88 West opportunities.

Estimated Expenditure in FY 09-10: \$1,500

The budget for promotions and marketing will be used to increase awareness and participation in the Public Arts Program opportunities.

In the development of a communications and marketing strategy, the following six key market groups will be considered:

1. Community residents
2. University students, their parents and visitors
3. Local youth, such as students from Urbana High School
4. People shopping for food and entertainment
5. Urbana residents
6. Urbana workers

### **Sources of Supplemental Revenue**

Supplemental Revenue will be sought through City grant applications and fundraising strategies developed by the Public Arts Commission Fundraising Subcommittee. Some of the entities to consider in the process include the National Endowment for the Arts, the Illinois Arts Council, Illinois Humanities Council, and the Urbana Business Association. The Urbana Business Association has dedicated a donation of \$5,000 through its Business Backs the Arts initiative.

**Schedule of Execution**

The schedule of execution for the FY 09-10 Program Plan will reflect the timelines described in each program description above.

Attachments: Exhibit A: City of Urbana Arts-Related Goals



## **Compilation of City of Urbana Arts-Related Goals**

The Public Arts Commission is charged with developing an Annual Public Arts Program Plan that identifies specific program goals for the year, means of achievement, and, among other items, an implementation plan to address the goals. In preparation for the creation of this plan, the Commission will need to identify program goals. The following includes arts-related goals and recommendations developed through prior planning processes that may assist in the creation of goals for the 2009-10 fiscal year. Excerpts describing arts-related goals from the following documents are below:

1. Ordinance Establishing the Public Arts Commission and Program
2. Public Arts Program Community Input Report
3. City of Urbana 2005 Comprehensive Plan
4. City of Urbana 2002 Downtown Strategic Plan
5. Urbana Public Arts Task Force Recommendation on Goals and Value Statements

### **1. Ordinance No. 2008-03-013, An Ordinance Establishing a Public Arts Commission and Permanent Public Arts Program**

Attached is the Ordinance Establishing a Public Arts Commission and Permanent Public Arts Program. Areas of interest related to arts-related goals include the description of the City Council 2005 Common Goals listed in the clauses and the duties of the Commission described in the ordinance.

### **2. Community Input Recommendations summary:**

Recommendations on projects to be pursued by a Public Arts Program, received through input sessions, submitted surveys, and event attendance, included the following:

- Participants at the input session for business representatives described an art in public places program and free music program most commonly.
- Arts organizations at the artist input session most commonly describe funding, grants, and promotion.
- Individual artists most commonly recommended an art in public places program and increased promotion, events, and venues.
- An interview with a performing arts group, the Champaign Black Stars, resulted in the recommendation for the development of free practice/rehearsal spaces.

The main piece of advice received from artists and arts organizations was to develop further collaborations with other local organizations.

### **3. City of Urbana 2005 Comprehensive Plan**

The following goals and objectives are included in the City of Urbana’s current Comprehensive Plan:

*Goal 13.0 Capitalize on Urbana’s unique heritage as a community with a mix of urban and small-town features.*

Objectives:

- 13.1 Promote the incorporation of public art in significant new public and private developments.
- 13.2 Promote community events and activities (such as the Market at the Square, Sweetcorn Festival, and local art festivals) that bring the community together and promote Urbana’s special character.
- 13.3 Expand the City’s creative community by promoting arts-related uses and events.
- 13.4 Promote the beautification of Urbana through both public and private developments.

*Goal 22.0 Increase the vitality of downtown Urbana as identified in the Downtown Strategic Plan and Annual Action Plan.*

Objectives:

- 22.1 Promote the creation of housing in downtown Urbana.
- 22.2 Promote the rejuvenation of Lincoln Square.
- 22.3 Continue to promote the highly successful Market at the Square.
- 22.4 Encourage public/private partnerships to foster new development in the downtown area.
- 22.5 Use tax increment financing to promote new development and redevelopment opportunities, mini-parks and plazas.
- 22.6 Continue to improve the public infrastructure of parking lots and streetscapes.
- 22.7 Pursue redevelopment of the North Broadway corridor.
- 22.8 Promote visible, outdoor activity in downtown.
- 22.9 Pursue the development of a permanent outdoor public square and performance/event space.

#### **4. City of Urbana 2002 Downtown Strategic Plan**

The following text is an excerpt from the 2002 Downtown Strategic Plan. The complete plan can be viewed from the City webpage. Goals of particular interest are described in the “Center of Urbana Initiative” below.

##### **VISION**

Figuratively the center of the community, the prior discussion of downtown Urbana shows that it is not perceived in that manner by the market or the community. Should we abandon downtown to the whims of the market? Should we consider it no more than one of many neighborhoods in the community? Should we reconsider its purpose, function and aim to make it more relevant to community image?

Members of the community have considered this question, and conclude that downtown is a unique place that serves a special role in defining the community. They hold a particular vision of downtown:

***“Downtown Urbana is the heart of our City and a regional attraction. It is a busy and exciting place serving all – the community, the University and visitors to the region. It accommodates business, housing and government. It is a regional entertainment center that offers a host of shopping, dining and entertainment venues set within intimately scaled development and quality public spaces. It is a cohesive area, and is distinguished by its unique visual character and a walkable, pedestrian friendly environment that preserves our past and accommodates our future. It is the keeping place of community heritage and home to longstanding community traditions. Downtown Urbana is the pride of our community.”***

### ***The Center of Urbana Initiative***

Downtown Urbana still retains some hold on the public mind: Figure 25, Where is the Center of Town?, shows that Main Street is still seen as the center of town by a great number of residents. As long as the downtown continues to be viewed as the locus of community events – parades, meetings, community fairs, dedications, etc. – then downtown will be viewed as the City center. This role attracts people downtown and provides a marketing opportunity. But even this opportunity can be lost or wasted if not pursued. Attention must be given to the continued location of community destinations and community events downtown. The policy must be: If there is an Urbana public facility or activity that attracts people, put it downtown. The retention of the County Courthouse downtown is an example of this policy. More is needed. A fivefold program is suggested:

#### **Encourage more Public Art Downtown**

The presence of public art helps creates a niche for downtown and can beautify the are and attract new visitors. The newly organized Champaign County Arts Council should be encouraged to promote downtown Urbana as a new opportunity to display public art. Opportunities to help achieve this goal could include:

1. Encourage more gallery uses in existing and newly developing areas of downtown
2. Promote public art in downtown open spaces
3. Public murals where appropriate
4. Develop public art themes for downtown corridor entryways

#### **Encourage and Accommodate Community Events**

The maintenance and growth of downtown events could be enhanced through aggressive outreach, management, and provision of proper space. Such actions could complement what is already underway. For example, the Urbana Business Association (UBA) in conjunction with the Park District and the city sponsors Friday Night Street Dances on Race and Elm Streets on Friday nights in the summer. However, the calendar of events is not large enough. It should be increased such that something occurs at least once a month. Consideration should also be given to encouraging greater use of Lincoln Square Mall for community events. Additional ideas could include:

1. Winter ice sculpture competition
2. Memorial Day, Fourth of July or Labor Day Parades
3. Downtown winter lighting festival
4. Community garage sale
5. Spring garden show and plant sale

### Provide Community Outdoor Space

Improving outdoor space is another important action. If downtown is the center of Urbana, places must be available to host dedicatory or community gatherings, establish settings for community monuments, and play host to group events that wish to commemorate a special occasion by having it occur in a setting with a positive community image. Currently, there are no adequate spaces for such outdoor celebratory public gatherings downtown. To this end, community squares or plazas should be established within the downtown that will help give the downtown focus as well as fulfill these purposes. These spaces need not be very large. Rather, it should create an inviting place to sit, and should be located at a busy place. It should be of a size so that it will look crowded when small events occur so that it adds to the sense of interest and excitement downtown. Perhaps one, Post Office Square, might be located in front of the Post Office and Lincoln Square, and be of a size large enough to host a small celebratory event. Figure 26, Public Gathering Space, shows how Post Office Square might look.

### Establish a Community Performance Venue

While recognizing that the University is the dominant provider of performance venues, opportunities should be found to either upgrade the Civic Center or establish space within Lincoln Square or Jumer's Hotel for a small performance venue which might accommodate local performers, children's presentations and theater, or repertory theater. This facility could be leased and managed by the City. As an

alternative, existing community performance groups might band together as an “arts association” for the purpose of leasing, refurbishing and managing the space.

## **5. City of Urbana Public Arts Task Force Recommendation**

The following text is an excerpt from the Urbana Public Arts Task Force Recommendation on the Creation of a Public Arts Program.

### **Mission**

(adopted by the Public Arts Task Force on November 6, 2007)

The Urbana Public Arts Commission is established to recognize the arts as essential to the vitality of our city. The Commission fosters a dynamic, innovative Urbana, where all residents—emerging artists, established artists, and “non-artists” alike—may engage with the arts in its many forms and where artists thrive and are valued.

### **Goals**

(adopted by the Public Arts Task Force on November 6, 2007)

1. Maintain a dedicated and broad-based revenue stream for the arts.
2. Foster a conducive environment for established and emerging artists to thrive in Urbana.
3. Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
4. Support life-long learning in the arts.
5. Promote inquiry and confluence amongst Urbana residents, bringing the arts to bear on pressing social issues.
6. Encourage relationships among artists and the public to further Urbana’s cultural development and fund their cultural contributions.
7. Integrate art into the urban environment, creating a sense of place and purpose.
  - a. Incorporate art into every feasible public works project.
  - b. Encourage art in Urbana developments.
8. Invigorate downtown - economically and culturally - through the arts.
9. Preserve and commemorate local and multicultural traditions and histories through the arts in its many forms.
10. Encourage emerging artists and art forms.

### **Value Statements**

The City of Urbana values ...

- Art that inspires, includes, meets needs, proliferates, invites, and educates.

The City of Urbana values ...

- Art as inspirational excellence, art as play, art as ecological stewardship, art as public school partnership, art as celebration of cultural diversity, art as environment of care, art as economic development, art as anti-violence strategy, art as problem solving mechanism, art as community building, art as neighborhood partnership.

The City of Urbana values ...

- Art that enables people to become members of communities, neighborhoods, citizenries, cultures - where people come away with a sense of solidarity with one another that is stronger and more vital to them than their initial sense of difference, separation, isolation.

These materials are provided as a guide for the process of establishing goals for the Public Arts Program Plan for FY 09-10.