



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: May 8, 2009

SUBJECT: Public Arts Program Plan for FY 09-10

Background

When the Urbana City Council established the Urbana Public Arts Commission in March 2008, one of the duties assigned to the Commission was the creation of an Annual Public Arts Program Plan to be presented to the Mayor and City Council each year and 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 April, the Commission reviewed a draft program plan, provided feedback, and requested that the final draft be presented to the Commission at its May meeting. Contingent upon Commission review and approval on May 12, 2009, the attached Public Arts Program Plan for FY 09-10 will then be scheduled for presentation to City Council on May 18th and 26th, 2009.

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. The final 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 and suggestions from the April 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 and approve the attached draft Public Arts Program Plan for FY 09-10 draft with any changes to be forwarded to Urbana City Council.

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 Mayor and Urbana City Council 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 the 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 following subcommittees, and the members thereof, will assist in providing research and guidance to staff as each area is further developed.

Public Arts Commission Subcommittees

- Fundraising Subcommittee
 1. Barbara Hedlund
 2. Geoff Bant
- Urbana Arts Grants Subcommittee
 1. Michele Plante
 2. Sarah Ross
- Storefront Arts Series Subcommittee
 1. Patricia Sammann
 2. Katherine Lamb
- Marketing and Promotions Subcommittee
 1. Michele Plante
 2. Barbara Hedlund
- Corridor Beautification Subcommittee
 1. Geoff Bant
- Martin Luther King Jr. Project Subcommittee
 1. Robin Hall
 2. Robert Lewis
- Arts at the Market Subcommittee
 1. Geoff Bant
- Artist Lecture Series Subcommittee
 1. Sarah Ross

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, including the Urbana Park District, the Urbana School District, and others.

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, 40 North | 88 West opportunities, and additional local print advertising.

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

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 July - 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 January or February 2010.

Estimated Expenditures in FY 09-10: \$42,336. 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:

- Promote community events and activities that bring the community together and promote Urbana's special character
- Expand the City's creative community

- Increase the vitality of downtown
- Promote visible, outdoor activity in downtown
- Encourage and Accommodate Community Events
- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Address Public Arts Program suggestions from the public including providing available funding, art in public places, and increased events

2.) Public Intersections: City Building Art Exhibit Space

The Public Intersections Exhibit 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 to establish an artist pool to be used when curating the Public Intersections 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: \$300

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

Goals Addressed:

- Expand the City's creative community
- Promote the beautification of Urbana
- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art in public places and increasing available venues

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 11th, August 15th, September 12th, October 10th, 2009; and May 29th and June 26th, 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:

- Promote community events and activities that bring the community together and promote Urbana's special character
- Promote visible, outdoor activity in downtown
- Expand the City's creative community
- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing events in the arts

4.) Storefront Art Series and Urbana Space Program

The Storefront Art Series pairs owners of temporarily vacant or underutilized 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 May and June 2009. The Storefront Art Series is expected to be launched in June or July 2009. The Urbana Space Program will continue to be researched and will be launched upon completion of the program development in the fall of 2009.

Estimated Expenditures in FY 09-10: No Expense in FY 09-10. \$2,000 was budgeted in FY 08-09, which includes \$100 stipends to artists to cover the cost of installation. This funding is anticipated to support approximately 20 installations.

Goals Addressed:

- Expand the City's creative community
- Promote the beautification of Urbana
- Preserve and commemorate local and multicultural traditions and histories

- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art venues

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 UPTV staff will provide the necessary resources for the program.

Goals Addressed:

- Expand the City’s creative community
- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Support life-long learning in the arts
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art venues and promotion

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 from external sources to enable additional lectures.

Goals Addressed:

- Expand the City’s creative community

- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Support life-long learning in the arts
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Encourage relationships among artists and the public to further Urbana's cultural development
- Address Public Arts Program suggestions from the public including increasing art venues and events

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 September 2009, in coordination with the completion of the County Clock Tower project.

Estimated Expenditure in FY 09-10: No Expense. 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 and public works projects
- Improve Streetscape
- Promote the beautification of Urbana
- Encourage more public art downtown

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:

- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity

- Provide opportunities for local and national, established and emerging artists in Champaign County
- Promote inquiry and confluence amongst Urbana residents
- Encourage relationships among artists and the public to further Urbana’s cultural development

9.) Boneyard Creek Master Plan Public Art Planning

The City recognized the potential to turn the Boneyard Creek into an amenity to the Downtown environment. The Boneyard Creek Master Plan focuses on the portion of the Boneyard Creek that runs through Downtown Urbana, specifically between Main Street and University Avenue. The Master Plan identifies the project as an opportunity to incorporate public art within the corridor. The Public Arts Commission will become familiar with the Boneyard Creek Master Plan and explore the public art possibilities.

Timeline: Research and planning are anticipated during FY 09-10 and will take place in coordination with the timeline established by the City Council.

Estimated Expenditure in FY 09-10: No Expense. Funding for future public art in the corridor will be considered at a later date.

Goals Addressed:

- Integrate art in feasible city infrastructure and public works projects
- Improve Streetscape
- Promote the beautification of Urbana
- Encourage more public art downtown
- Promote inquiry and confluence amongst Urbana residents
- Encourage relationships among artists and the public to further Urbana’s cultural development

10.) Long-term Priorities and Exploratory Research

The Public Arts Commission has identified additional programs to be researched for possible implementation in the future. The following programs will be researched and evaluated for consideration in future Public Arts Program Plans.

1. Community Arts Bank, similar to a food bank, making available art materials and musical instruments for schools and others
2. Mini Parks into Mini Arts Centers, temporary and mobile “mini arts centers” to be located on City property
3. 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
4. Youth Focus, focus area 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
5. Arts Center, focus area could include a kids arts center
6. Public Awareness of Public Art, use billboards, buses, website, and billboard art to increase public awareness of public art

Timeline: Research and planning are anticipated during FY 09-10

Estimated Expenditure in FY 09-10: No Expense. Funding for future programs will be considered at a later date

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 entities to consider in the process include the National Endowment for the Arts, the Illinois Arts Council, Illinois Humanities Council, the Urbana Business Association, and other resources. Below is a listing of supplemental revenue committed for FY 09-10.

Urbana Business Association Business Backs the Arts

The Urbana Business Association has dedicated a donation of \$5,000 through its Business Backs the Arts Initiative for FY 09-10.

Blues, Brews, and BBQ

Fluid Events, the presenters of the Blues Brews and BBQ festival, scheduled for June 28-29, 2009, in downtown Urbana, plan to incorporate an art fair into the festival this year. The presenters have offered the City the proceeds from the art fair component in exchange for assistance with the art fair registration.

T3 License Fees

Ordinance No. 2008-05-040 entitled, An Ordinance Amending Chapter 3, "Alcoholic Beverages", of the City of Urbana Code of Ordinances (Public Arts Funding from Class T3 License Fees), allows for private promoters of festivals to received a T-3 license and requires that the fee for such a license will be 5% of the gross revenue generated by the event. The ordinance also states that the fees for a T-3 license shall be paid into the Urbana Public Arts Fund. Attached (Exhibit B) is the ordinance which describes the program in detail. Revenue is anticipated from the 2009 Blues, Brews, and BBQ festival.

Urbana 175th Birthday Events

Under the leadership of Mayor Prussing and Councilperson Dennis Roberts, the Urbana 175th Birthday Celebration, in 2008-2009, included a variety of programming to recognize the unique history of Urbana. One component of this effort included the creation and sale of calendars featuring historic photographs from Urbana. The sales of these calendars were donated to the Public Arts Fund. The total funds raised amount to \$1,136.

Schedule of Execution

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

1.) Public Arts Grants Program

Timeline: In July - 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 January or February 2010.

2.) Public Intersections: City Building Art Exhibit Space

Timeline: Continued exhibitions will be displayed through the year.

3.) Arts at the Market

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

4.) Storefront Art Series and Urbana Space Program

Timeline: The Commission's Subcommittee and staff will continue to research and develop appropriate guidelines and procedures for these programs in May and June 2009. The Storefront Art Series is expected to be launched in June or July 2009. The Urbana Space Program will continue to be researched and will be launched upon completion of the program development in the fall of 2009.

5.) Rhythm of Urbana UPTV Program

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.

6.) Arts Lecture Series

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

7.) Downtown Newspaper Rack Project

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 in coordination with the completion of the County Clock Tower project.

8.) Martin Luther King Jr. Project Planning Committee

The project is currently in the exploratory stage, with timelines to be determined for next fiscal year (FY 10-11).

9.) Boneyard Creek Master Plan Public Art Planning

Timeline: Research and planning are anticipated during FY 09-10 and will take place in coordination with the timeline established by the City Council.

10.) Long-term Priorities and Exploratory Research

Timeline: Research and planning are anticipated to be on-going during FY 09-10.

Resources

Below is a list of the programs being pursued for FY 09-10 and the estimated expenditures, totaling to \$50,136.

Program	Estimated 09-10 Expenditure	Notes
Urbana Arts Grants Program	\$42,336	
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
Long-term Priorities Planning	NA	To be considered at later date
Marketing	\$1,500	
Total	\$50,136	

Responsibilities

The Urbana Public Arts Commission will meet at least quarterly, on call of the chair or any five of its members. The Commission will have the authority to select works of art, remove works of art previously displayed based on a deaccession policy, promulgate criteria for selection of works of art and artists and maintenance, and take any other action necessary to carry out its purposes for projects as described in the section on Duties described in the attached ordinance (Exhibit C), in accordance with the annual budget and subject to all ordinances of the City of Urbana.

The Community Development Services Department, in coordination with the Public Arts Commission, will administer the Public Arts Program and all Public Arts Program projects, including artwork(s) received as gifts to the City of Urbana. The Community Development Services Department will be the contracting officer for commission or purchase all works of art after consultation with the Public Arts Commission.

Attachments: Exhibit A: City of Urbana Arts-Related Goals
 Exhibit B: Ordinance relating to T3 License Fees
 Exhibit C: Ordinance Establishing the Public Arts Program and Commission