

GRANT AWARD FORM

Grant Award Form: Please complete the Project Questions below and include this page in your Final Report materials submitted to the address below.

The information provided in question #1 - 5 should be the same as the information on your Urbana Arts Grant Agreement with the City.

1. GRANTEE: Name of Applicant or Primary Contact:
Seth Fein

Address:
819 W. Vine St. Champaign, IL 61820

Project Title:
Pygmalion Music Festival 2009

2. TOTAL AMOUNT OF GRANT FUNDS AWARDED: \$3000.00

3. TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE: \$3000.00

4. GRANT PERIOD: September 1, 2009 through March 9, 2010.

5. EXPENDITURE DEADLINE: September 17, 2009.

6. DATE OF PROJECT COMPLETION: September 20, 2009.

<p>Return to:</p> <p>Anna Hochhalter City of Urbana, Public Arts Program Community Development Services 400 S. Vine Street Urbana, Illinois 61801 Email: alhochhalter@city.urbana.il.us</p>

Pygmalion Music Festival 2009

I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$3000.00 USD; that all costs claimed have been incurred for the Project in accordance with the Agreement between THE NICODEMUS AGENCY and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

Pygmalion Music Festival seeks to engage the community of Urbana-Champaign, and its surrounding area by hosting the best possible artists within budgetary constraints. Part of the organizational process is handling a fundraising campaign in order to be able to afford artists that are both affordable and popular. The goal is to be able to get those artists in front of those who wish to see them perform for a reasonable cost.

With the 3,000.00 USD that the festival was granted, we chose to book a Memphis-based artist by the name of Lucero, with a deep and rich cultural track record of performing “southern” styled rock music, and that appeals to an extremely wide variety of music enthusiasts.

As a result of this successful booking, we were able to diversify the lineup at The Canopy Club on Thursday September 17th, 2009, and offer an even broader array of artists on that particular bill. Lucero acted as the night’s headliners, and it was a very successful and well-attended performance.

The festival on the whole saw over 7,200 attendees over the course of the weekend, and Lucero’s particular show had over 750 throughout the night. Local band, Elsinore, was a performer on the night, which is always the goal of the festival: to give local artists a chance to perform alongside artists of national renown.

We greatly appreciated the opportunity to use the grant money directly towards the booking of nationally known artists. It helps to improve the quality of the festival, and we look forward to having that opportunity once again.

— Seth Fein, Festival Director

Fiscal Report:

Artist: Lucero

Fee: \$3,500.00 USD

Paid: \$3,500.00 USD

(Please see attached executed contract and receipt)







Lucero