



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

Urbana Public Arts Program Monthly Progress Report

January 7- 31, 2011

Prepared by Christina McClelland, Public Arts Coordinator and Anna Hochhalter, Community Development Associate

Introduction

The following Urbana Public Arts Program Monthly Progress Report describes activities of the Public Arts Program for the Urbana Public Arts Commission. The report includes information regarding projects which are in process, recent requests and recommendations from the public, staff activities, and upcoming events.

Update on Current Projects

- Urbana Arts Grants Program: 2009 and 2010 projects are being completed and reported. The 2011 grant cycle application materials were received on January 10, 2011. Juries are scheduled to meet on February 5 and 6. Staff will work with the UBA on the Business Backs the Arts awards and will bring the final recommendations to the Commission during the March meeting.
- City Building Exhibit Space: The current Artist of the Corridor exhibit began on November 3, featuring the work of Phil Strang. Strang's exhibit will be on display until January 31. Hua Nian is the next Artist of the Corridor. Her work will be on display from February 2 – March 31.
- *Art Now!* UPTV Arts Program: The program continues to run on UPTV each Monday from 6:30pm – 7:00pm. Commission members Sarah Ross and Pat Sammann interviewed the following artists in 2010: Chris Starkey, Roger Blakley and Cecilia Allen, Gerald Guthrie, Aaron Ammons, Amy Rueffert and Bonnie Fortune, and Kate Kuper. Videos of the interviews can be viewed on-line at: <http://www.urbanaininois.us/artnow>.
- Marketing: Staff is regularly updating the Facebook page which has 333 fans. Staff is also working with University professors Jimmy Luu and Jennifer Gunji-Ballsrud on a project in which their graphic design class will make suggestions on marketing strategies and styles for the Public Arts Program.
- FY11-12 Public Arts Program Planning: staff is preparing the planning process for the upcoming FY11-12 program plan.
- Recent Projects with Partners:
 - 40 North | 88 West Board of Directors and Committees
 - Urbana Business Association

Upcoming Events

- Public Arts Commission Meeting date: February 8, 4:30 PM.
- FY11-12 Program Plan discussion and planning will take place during the March 8, 2011 Public Arts Commission Meeting.
- Public Arts Commission will invite public input on opportunities for art in the Boneyard Creek Improvements Project in conjunction with the Boneyard Creek Improvements Project Public Meeting scheduled for March 15, 2011 from 6:00-8:00 PM at the Urbana Civic Center.



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m e m o r a n d u m

TO: Urbana Public Arts Commission

FROM: Christina McClelland, Public Arts Coordinator and Anna Hochhalter, Community Development Associate

DATE: February 2, 2011

SUBJECT: Boneyard Creek Improvements Update

Background

The City recognized the potential to turn the Boneyard Creek into an amenity to the Downtown environment and began a Boneyard Creek Improvement project and Master Plan process in 2006. 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, which can be accessed at <http://urbanaininois.us/departments/public-works/about-public-works/engineering/boneyard-creek-master-plan>, identifies the project as an opportunity to incorporate public art within the corridor.

The City is working with WENK Associates, a landscape architecture firm that created the Boneyard Creek Master Plan, to implement the improvement plans. Staff has been meeting with WENK to discuss ways that the Public Arts Commission can be involved in the process. Additionally, in May 2009, as part of the Art at the Market workshop series, artist Suzanne Berkes led a clay tile workshop on the theme of water. Over 100 tiles were created by participants in the workshop. The tiles are suitable for an outdoor public installation and should be considered as an element in the design of the Boneyard Creek public art project.

Discussion

During the November Public Arts Commission meeting, the Commission formed a Boneyard Creek subcommittee to work with staff and the consultants on how to proceed with the arts component of the project. Geoff Bant and Mary-Ann Winkelmes volunteered to serve on the subcommittee and met with staff in December. During this meeting, they created a list of areas in the arts that should be evaluated by WENK Associates. Attached (Exhibit A) is the response from Greg Dorolek, Landscape Architect with WENK Associates.

This January the subcommittee met with Gale Jamison, the Assistant City Engineer, to further discuss this process and review the 30% design drawings (Exhibit B) for the project. These design drawings will be presented by WENK Associates at a public meeting on March 15, 2011 from 6:00 PM to 8:00 PM at the Urbana Civic Center. The subcommittee recommends that the

Commission invite public input on opportunities for art in the Boneyard Creek Improvements Project in conjunction with this meeting. The Public Arts Commission may consider the public's ideas and form recommendations for integrating art into the design of the Boneyard Plan during its April 2011 meeting.

Recommendation

Staff recommends that the Commission review the attached comments from Greg Dorolek, as well as the 30% design drawings. In response to subcommittee recommendation, staff will work with the upcoming Boneyard Creek Improvements Project Public Meeting to include public input on art and present this input at the April 2011 Public Arts Commission Meeting.

Attachments:

Exhibit A: Arts Evaluation from Greg Dorolek with WENK Associates

Exhibit B: 30% Design Drawings

Tom/ All,

I can summarize this fairly easy--- Any art that gets closer to the creek elevation is at risk of being damaged due to the frequency of flooding, or poses a risk as being a floodway impediment. Unless of course the art were integrated into the "structure" of the design.

That said, there are many possibilities for integrated or stand-alone art within the Boneyard Creek project that would not require us to change the plans at this time, but should be coordinated with the design and engineering team in the next phase of work

Below are my comments related to specific types. Please let me know if this analysis is sufficient, and/or you have any questions?

Thanks

Greg

From: Carrino, Tom [<mailto:tcarrino@urbanillinois.us>]
Sent: Wednesday, December 01, 2010 3:50 PM
To: Greg Dorolek
Cc: Hochhalter, Anna; Jamison, Gale; gbant@illinois.edu; mawink@gmail.com
Subject: Boneyard Public Art

Dear Greg:

Thank you for involving the Arts Commission and for integrating art into the design of the Boneyard Plan. Please review the below list of public arts opportunities we have assembled. Using this list, please highlight what areas of the project might be conducive to public art, and highlight what design modifications might be necessary to accommodate public art. Once you have had an opportunity to conduct this analysis, we can meet to consider how opportunities for art are already integrated in your plan, and whether there might be additional opportunities for art as the plan moves toward the final stages.

These are some types of opportunities for art and artistic expression that we hope the final design will include:

-sculpture:

Areas: I think all areas could be considered. However, the closer the sculpture gets to the creek elevation, the more it is a risk of impeding flood flows.

Modifications needed: None at this point. Size of sculpture could result in plan modifications

-architecture:

Areas: Can be integrated into: rails, walls, steps, trestle bridge, underpasses (2 of them)

Modifications needed: None at this time, but would need close coordination with artist in next phase of design

-furniture (seating, tables)

Areas: The Station theater plaza is a good area for this...Much like sculpture, any furniture close to the creek elevation, would impede flood flows.

Modifications needed: None at this point.

-murals

Areas: The Race street underpass. And there will be several exposed walls that are be good for consideration

Modifications needed: None at this point.

-lighting effects

Areas: The Race street underpass and railroad underpass

Modifications needed: None at this point.

surface treatments of pavings, steps, permanent fixtures

Areas: Station Theater Plaza is a good candidate as it is the largest area of pavement. There are 2 sets of steps on each side of the new Race street bridge that would also be a good place.

Modifications needed: None at this point.

maps/signage

Areas: I think there are many areas that could be a candidate. Again the closer to the river elevation, the more risk of flood impediment

Modifications needed: None at this point.

performance art: spaces for performers and spaces for viewers/participants

Areas: This is currently worked into the latest iteration of the plan, in the section just west of Race Street

Modifications needed: None at this point.

commemorative expressions

Areas: I think there are many areas that could be a candidate. Again the closer to the river elevation, the more risk of flood impediment

Modifications needed: None at this point.

gardens / fountains (including the possibility of interactive fountains)

Areas: I think these would certainly want to be kept out of the floodway. The Station Theater Plaza is a good candidate

Modifications needed: Possible modifications depending on location

multipurpose spaces: community gathering spaces; individual or group quiet spaces (for reading/writing/thinking)

Areas: This is generally worked into areas of the plan. However, there are no large sections of “flat” space for groups due to the confinement of the site-- the Station Theater Plaza is the only exception.

Modifications needed: None at this point.

both permanent and changing/temporary art

Areas: All areas are a possibility

Modifications needed: None at this point.

Thank you for your great thoughts about the design so far, and for inviting our questions and input. We look forward to talking with you soon.

Please feel free to contact me if you have any questions.

Tom Carrino
Economic Development Manager
City of Urbana
400 South Vine Street
Urbana, IL 61801
Office: 217.384.2442
Fax: 217.384.0200
Email: tcarrino@city.urbana.il.us

Boneyard Creek Improvement Plan

SEGMENT 3

City of Urbana, Champaign County, Illinois

PROJECT NO.

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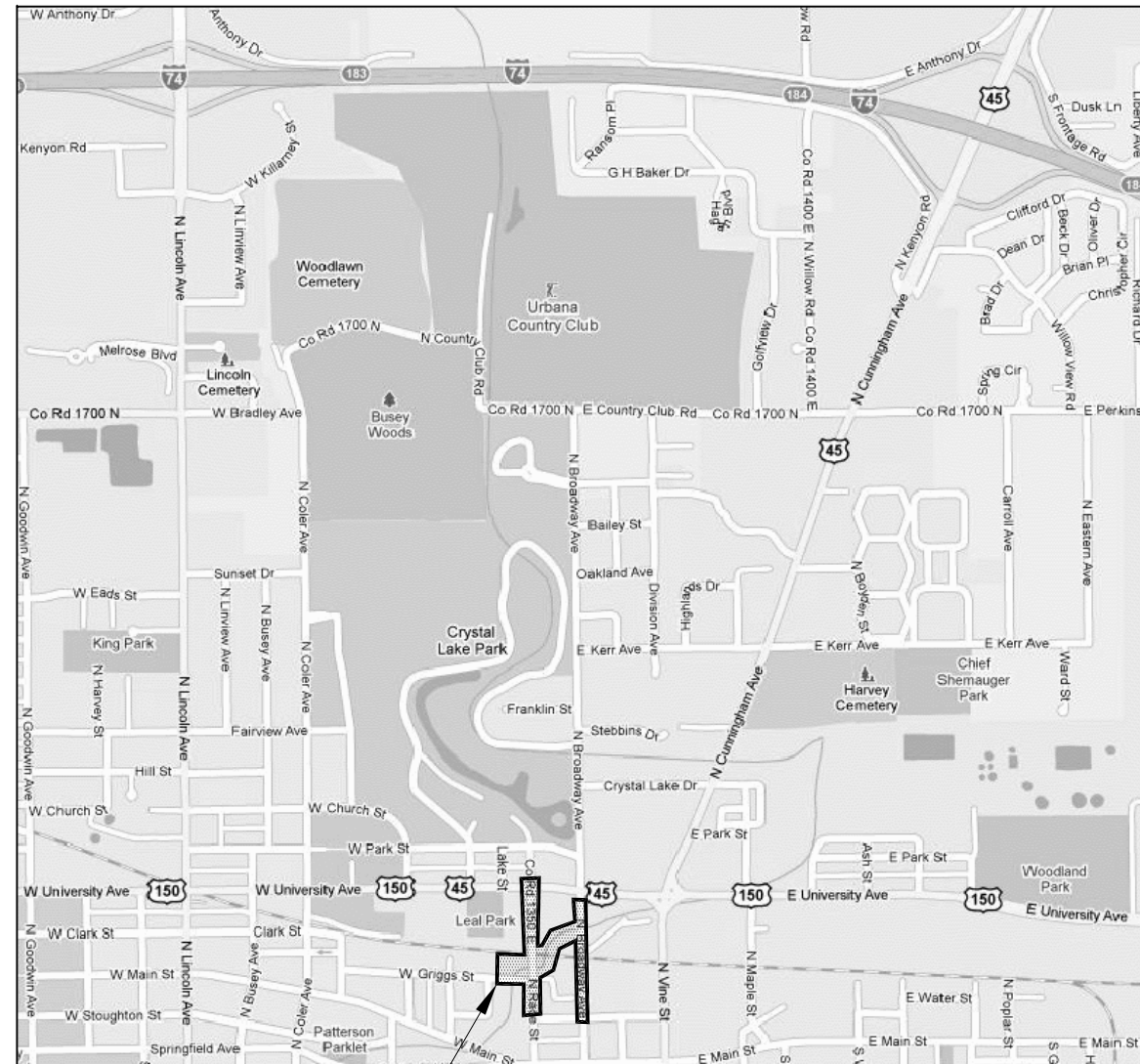
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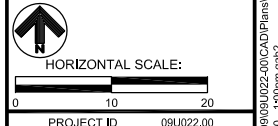
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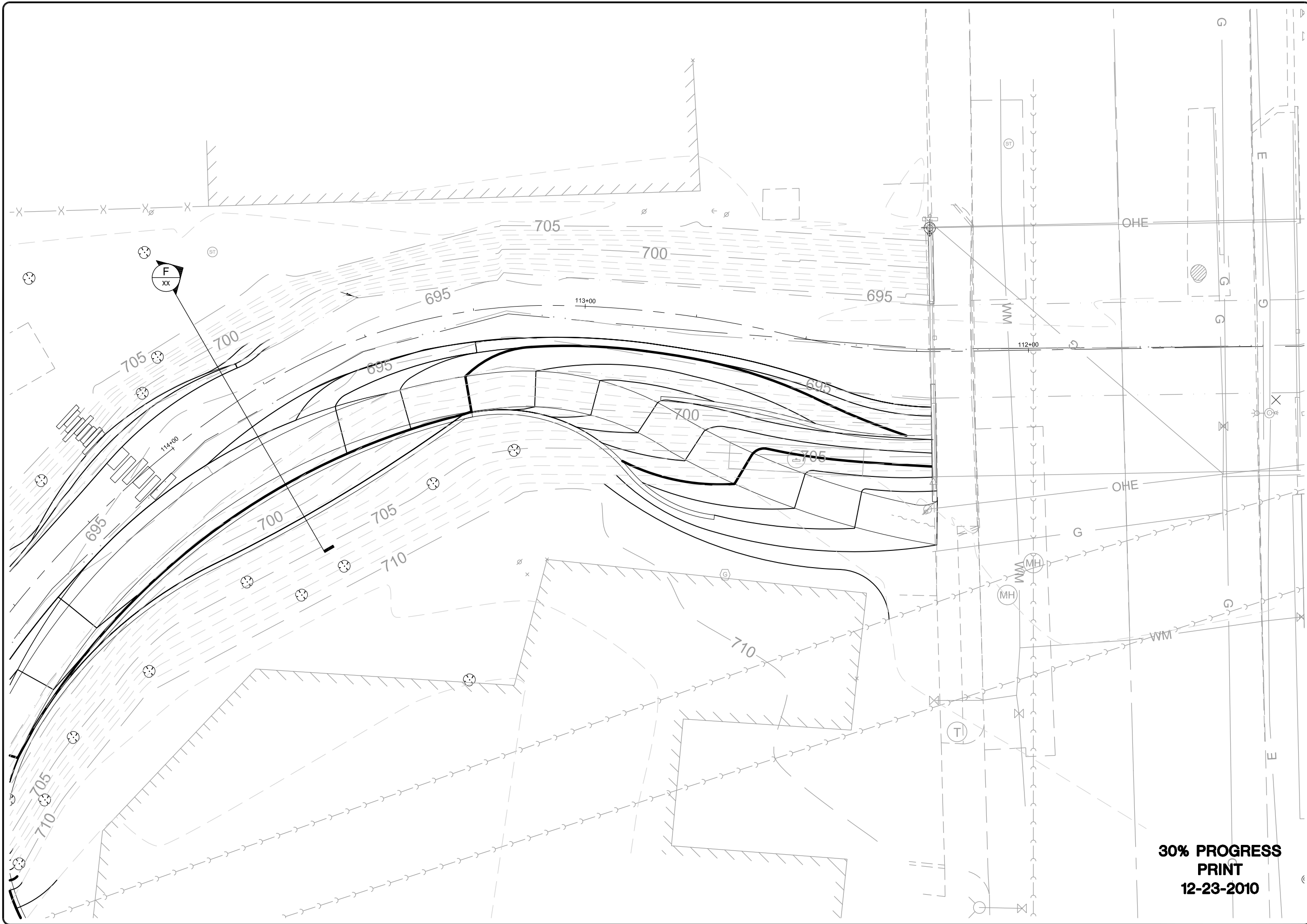
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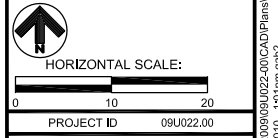
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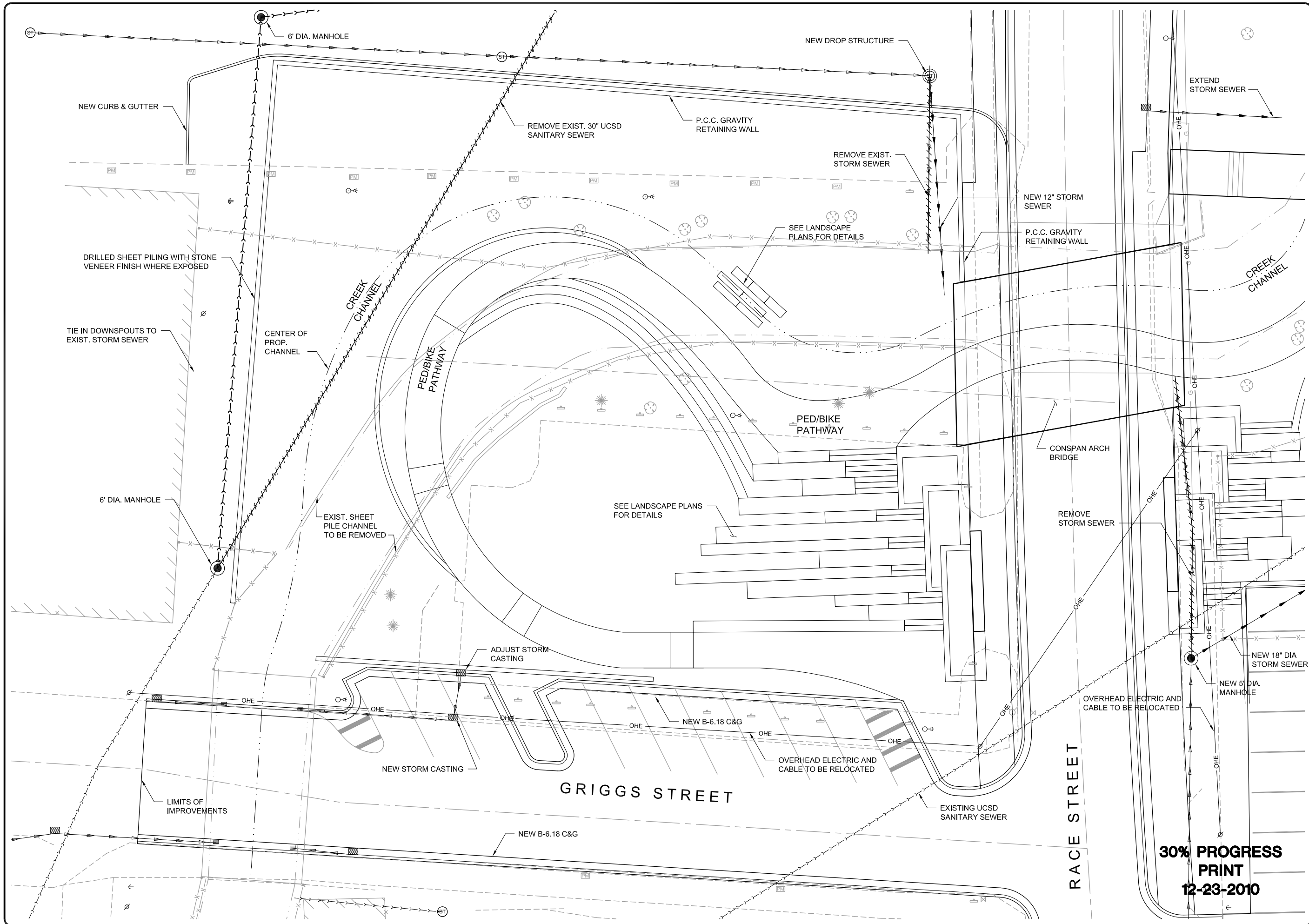
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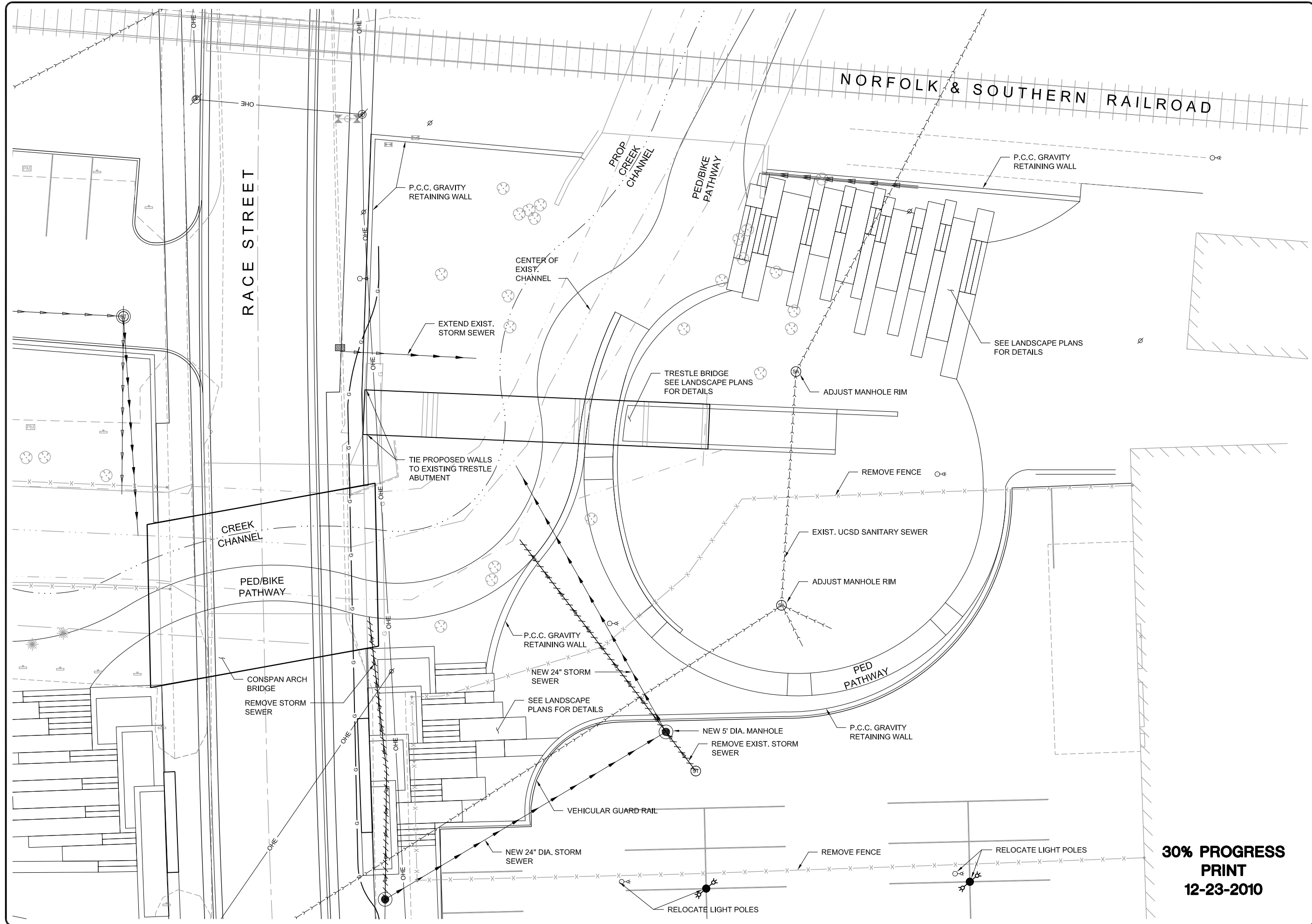
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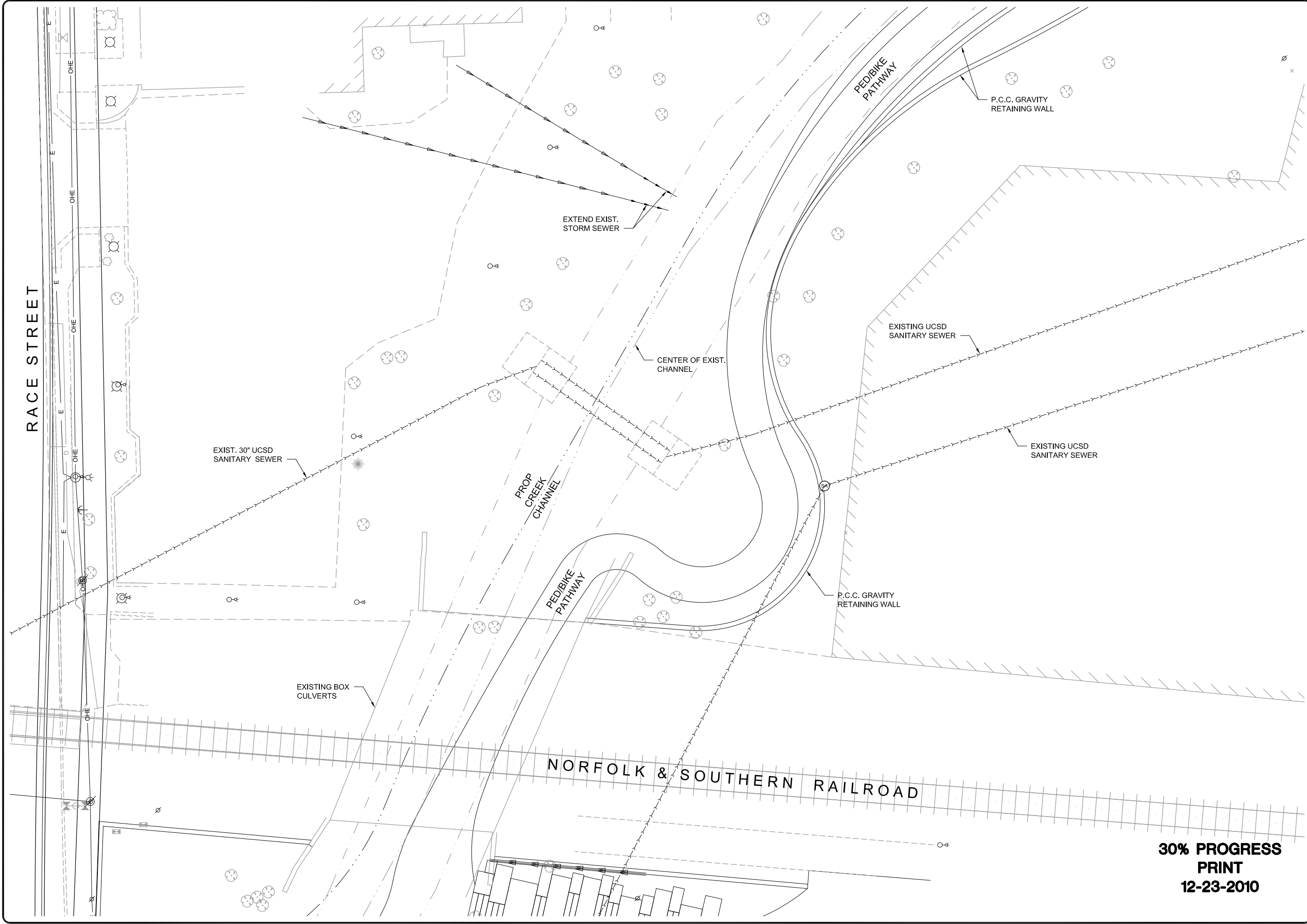
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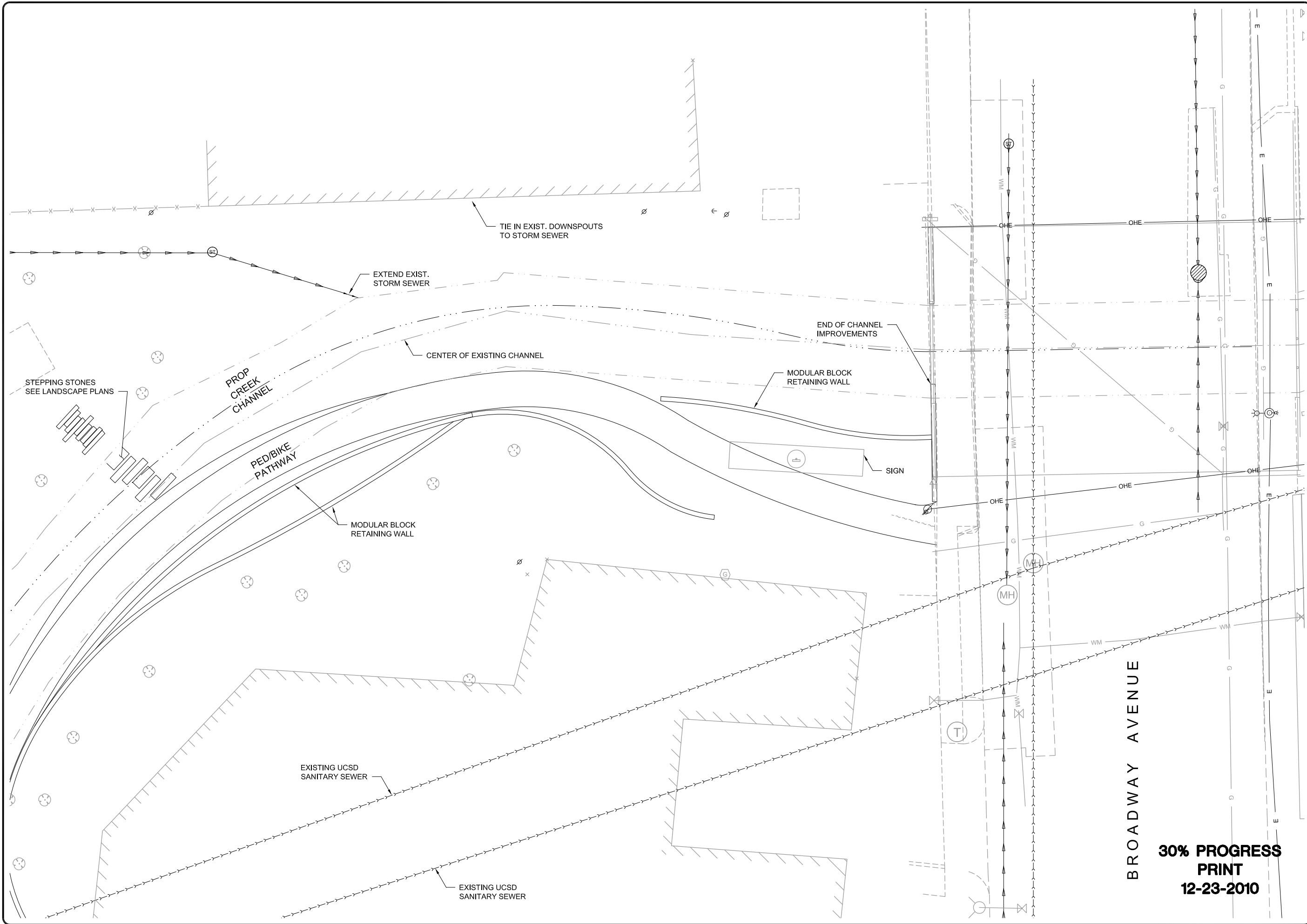
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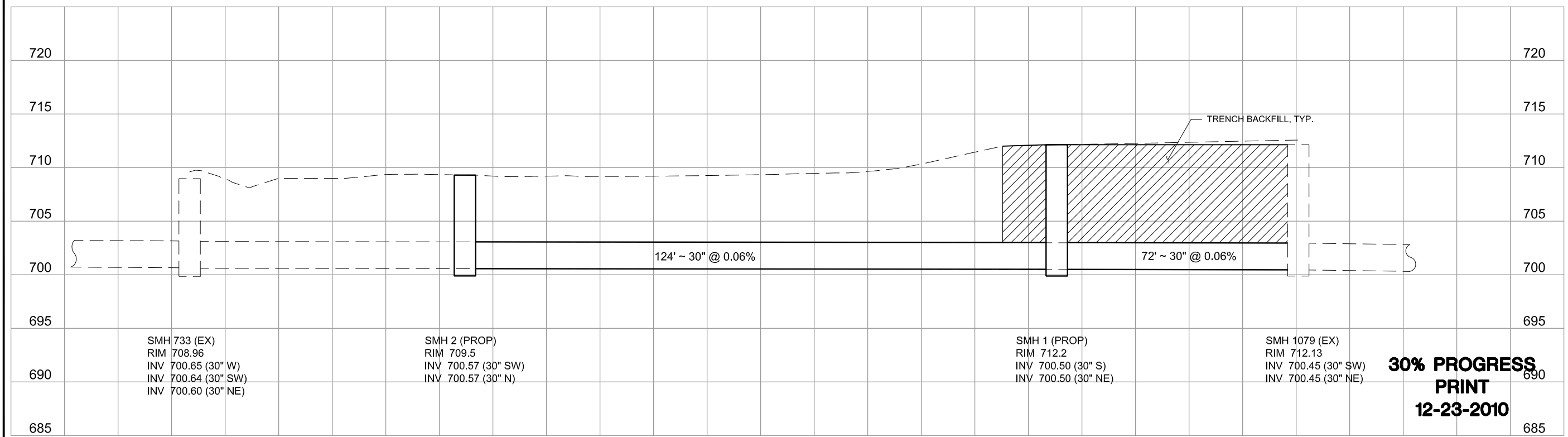
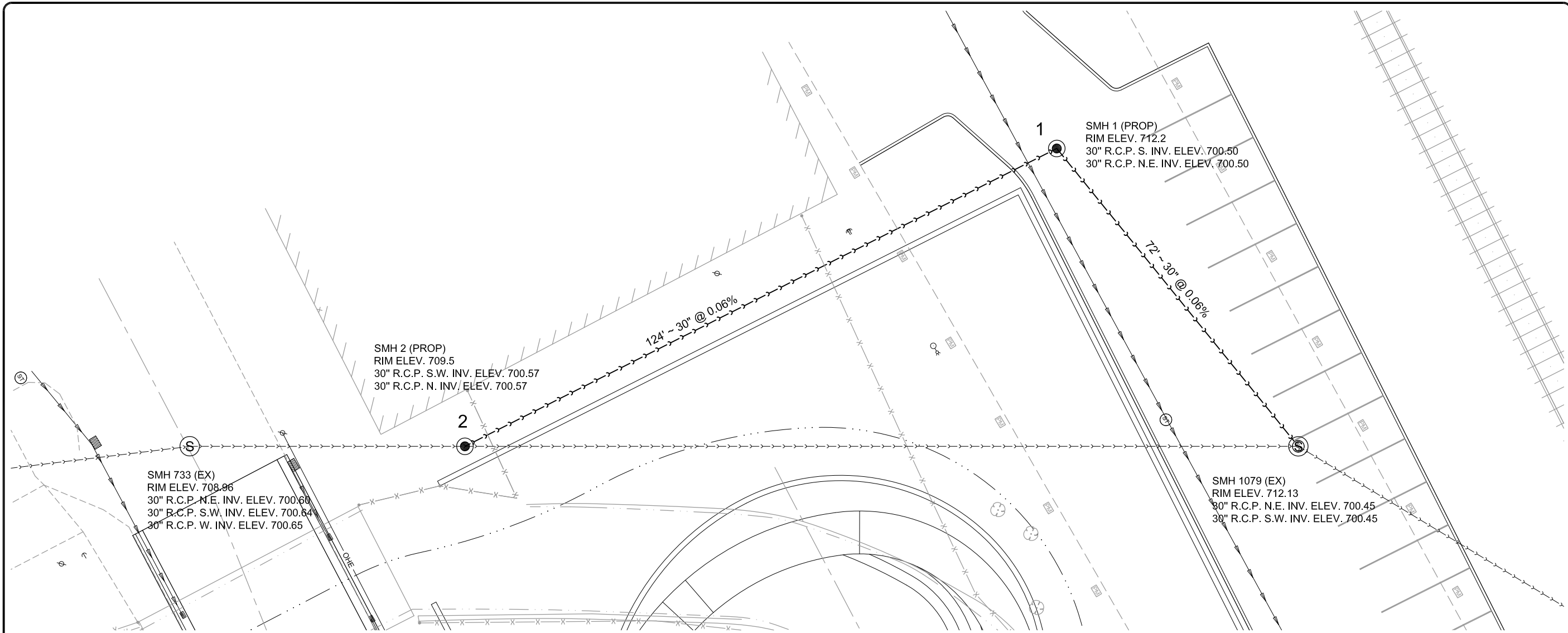
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INV 700.65 (30" W)
INV 700.64 (30" SW)
INV 700.60 (30" NE)

SMH 2 (PROP)
RIM 709.5
INV 700.57 (30" SW)
INV 700.57 (30" N)

SMH 1 (PROP)
RIM 712.2
INV 700.50 (30" S)
INV 700.50 (30" NE)

SMH 1079 (EX)
RIM 712.13
INV 700.45 (30" SW)
INV 700.45 (30" NE)

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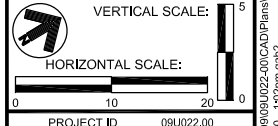
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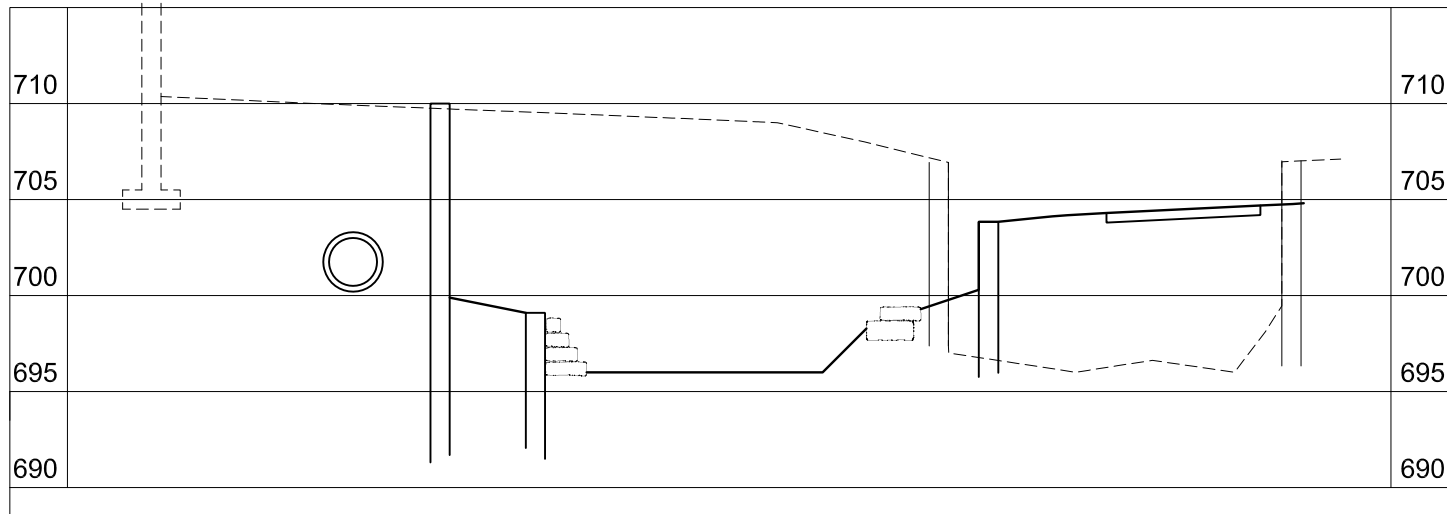
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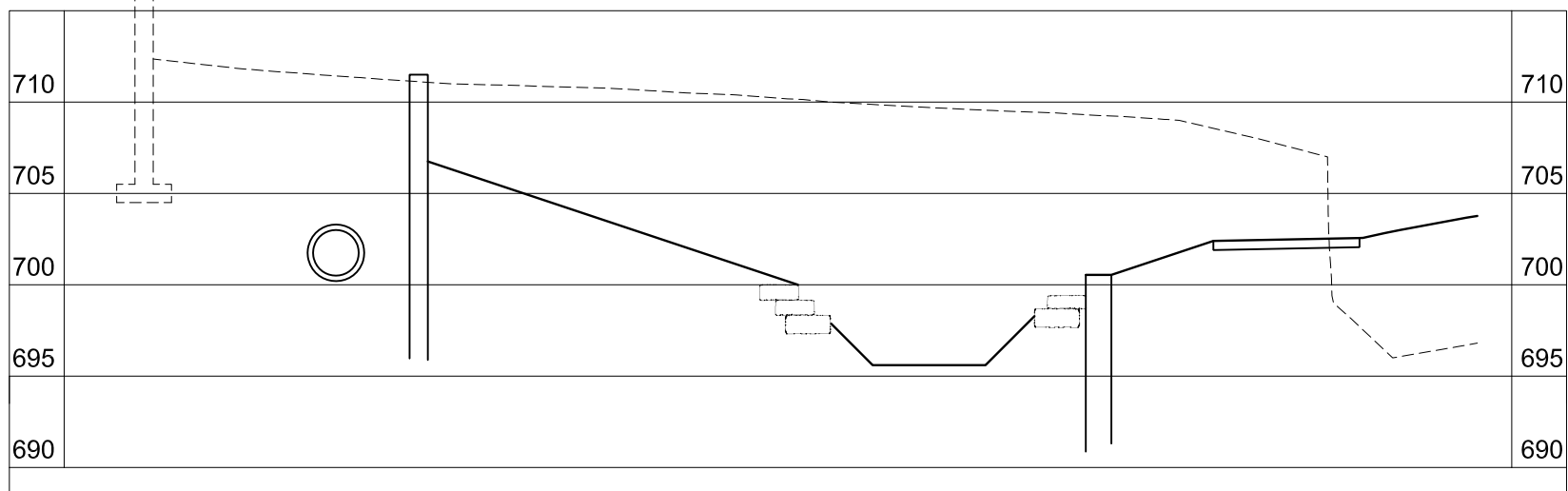
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PLAN & PROFILE**



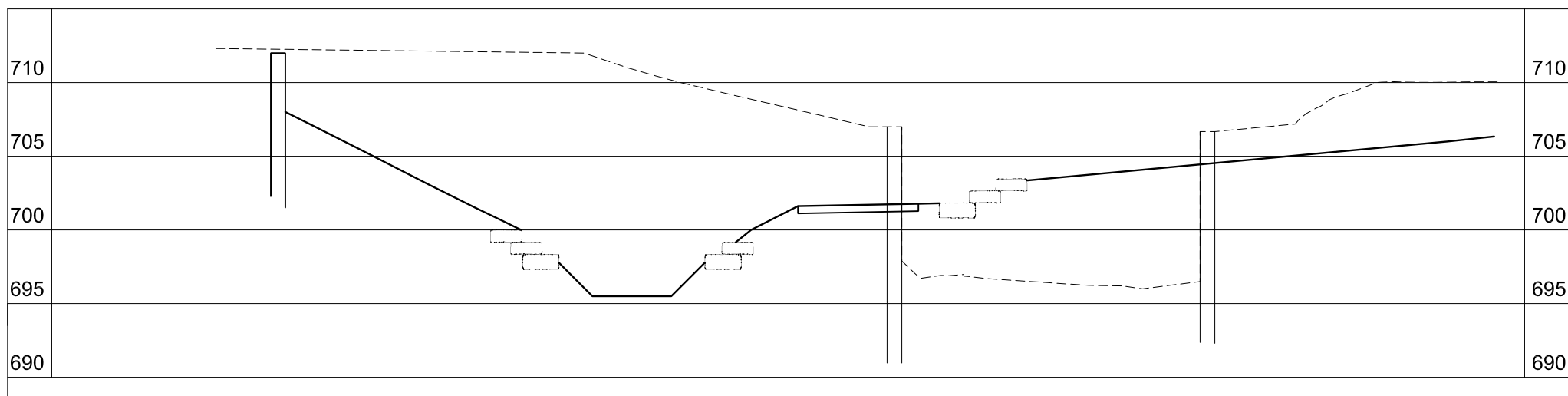
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SHEET XX OF XX



(A) SECTION A



(B) SECTION B



(C) SECTION C

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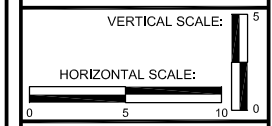
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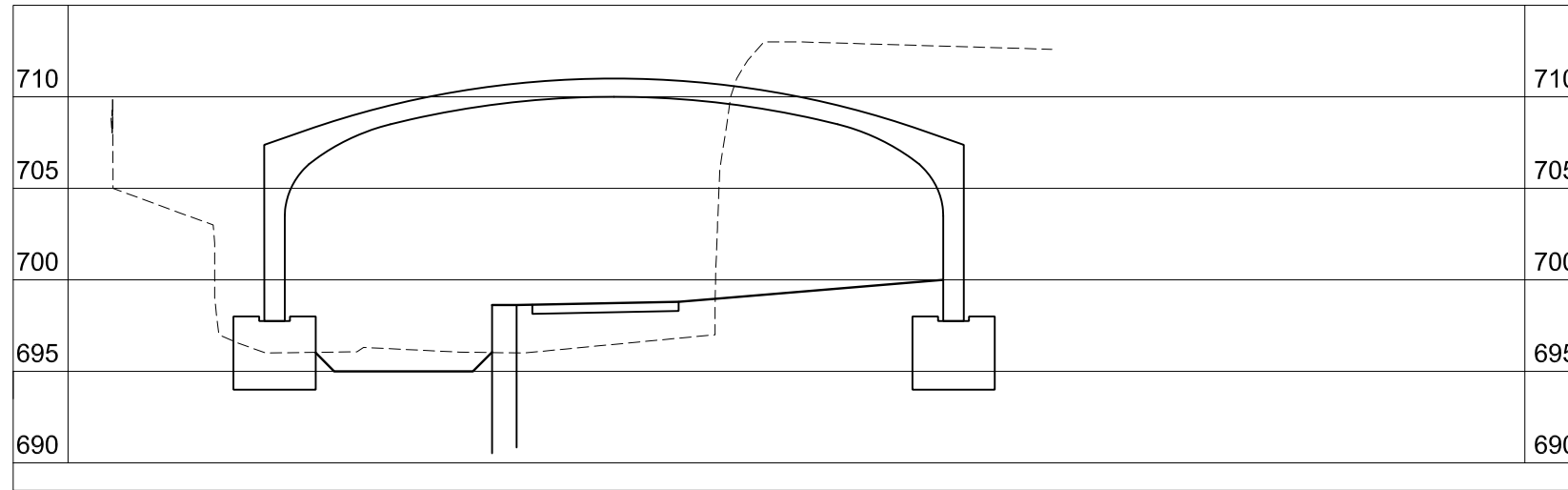
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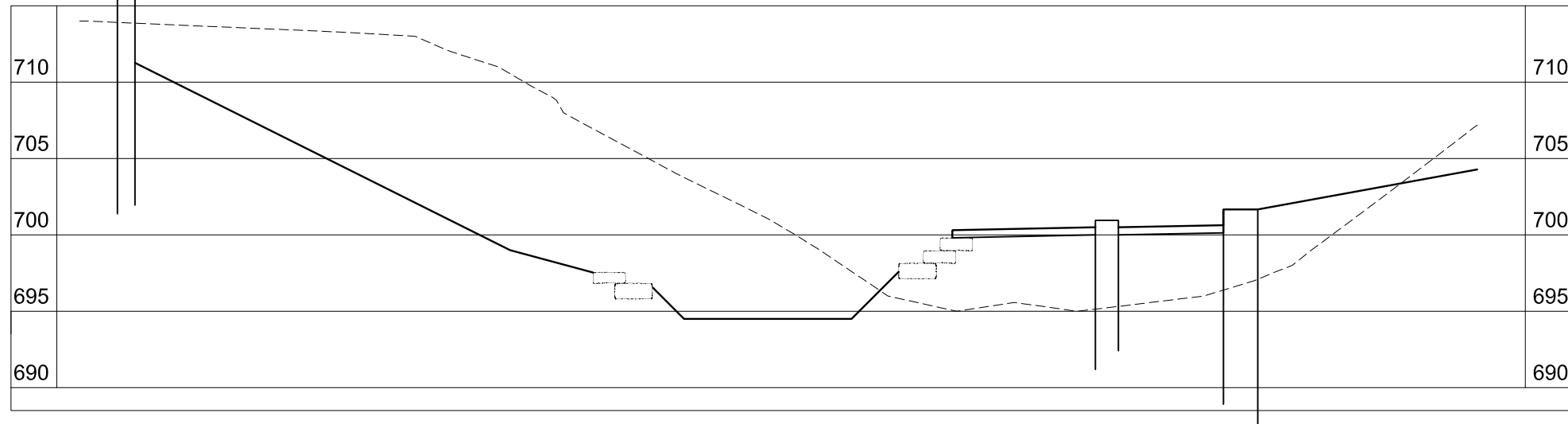
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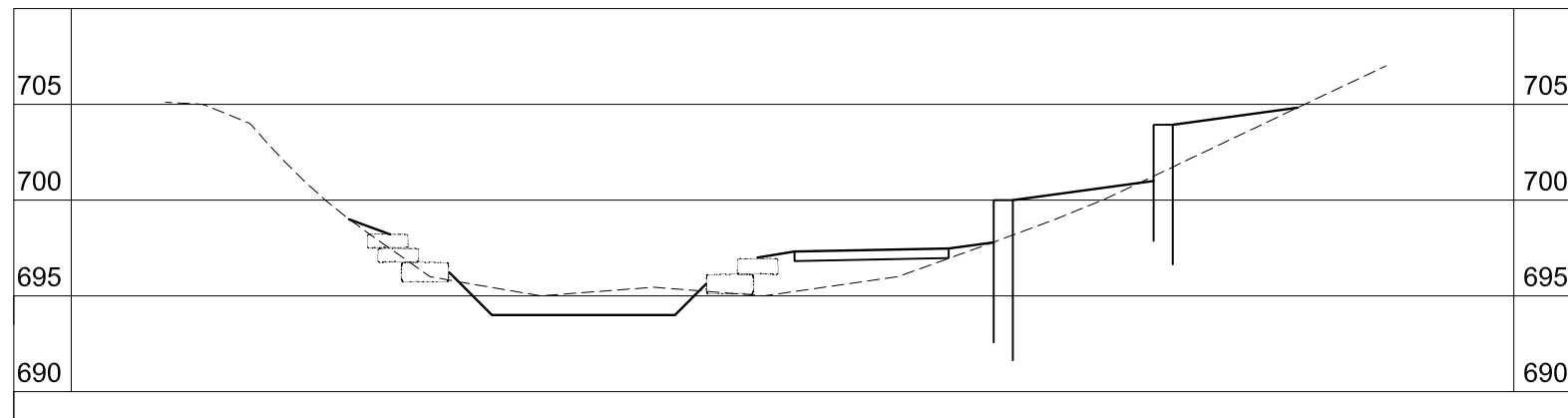
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D SECTION D



E SECTION E



F SECTION F

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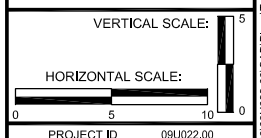
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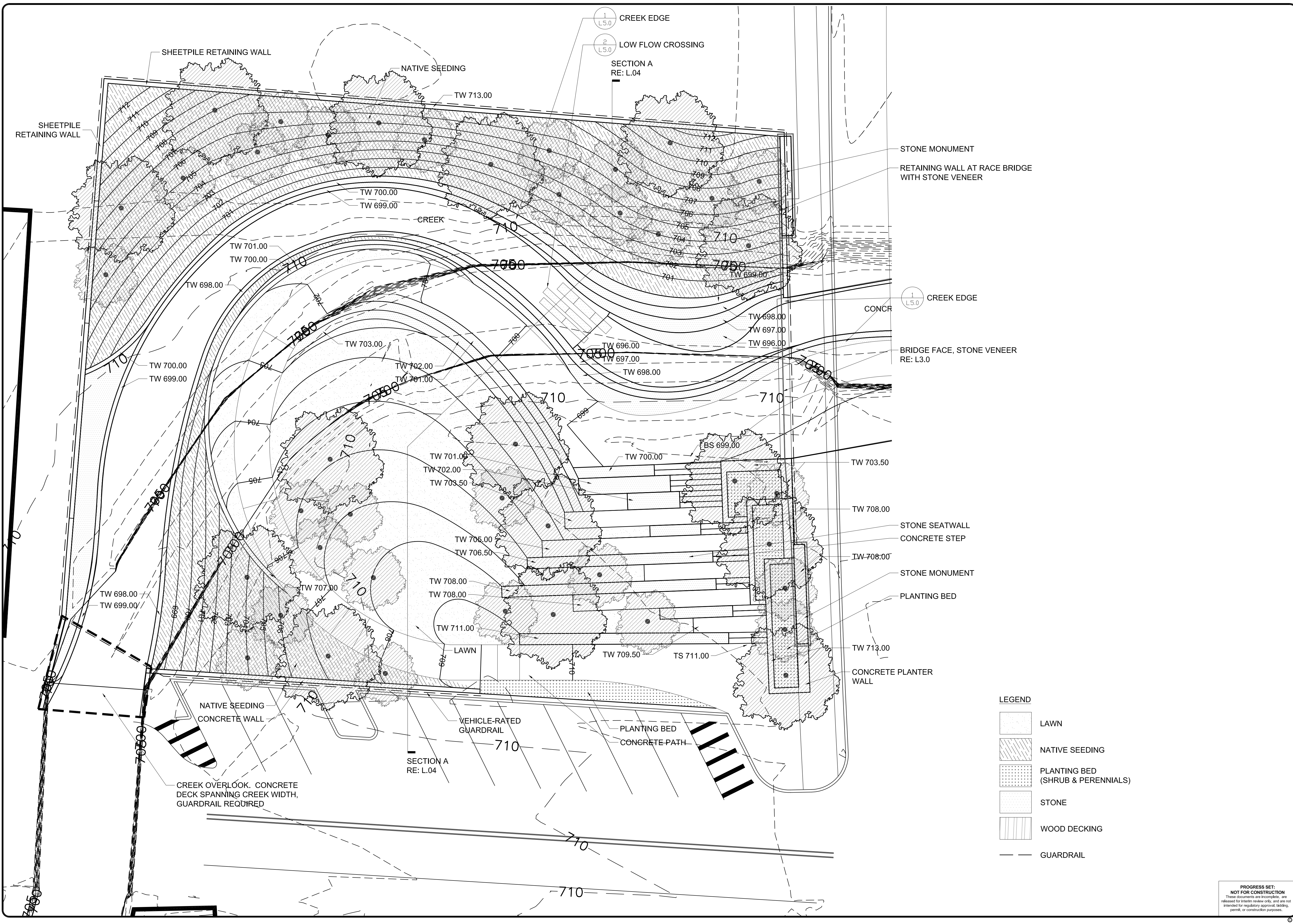
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TYPICAL SECTIONS



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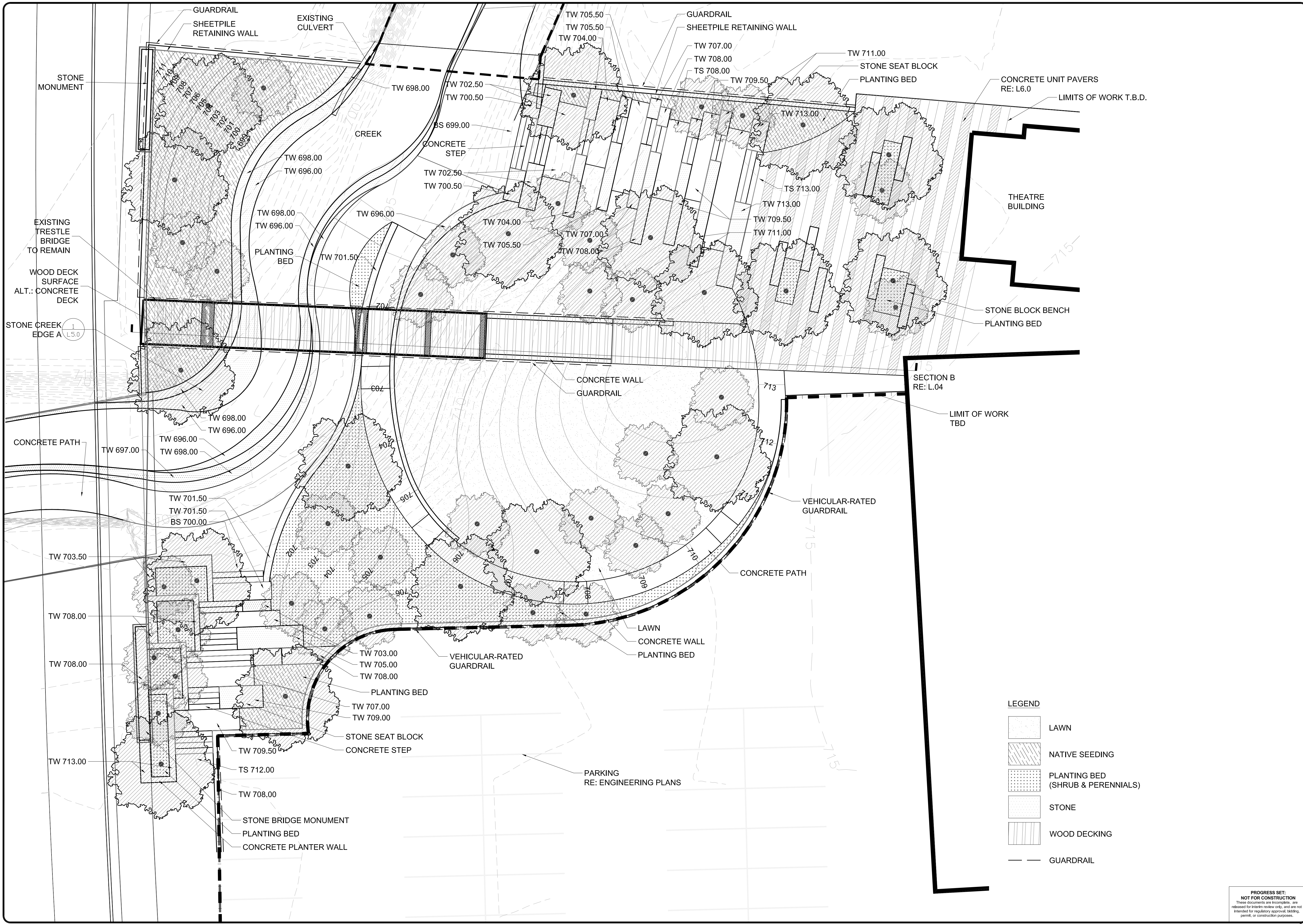
LAYOUT/MATERIAL PLAN 1

PROJECT ID: 26024

L1.0
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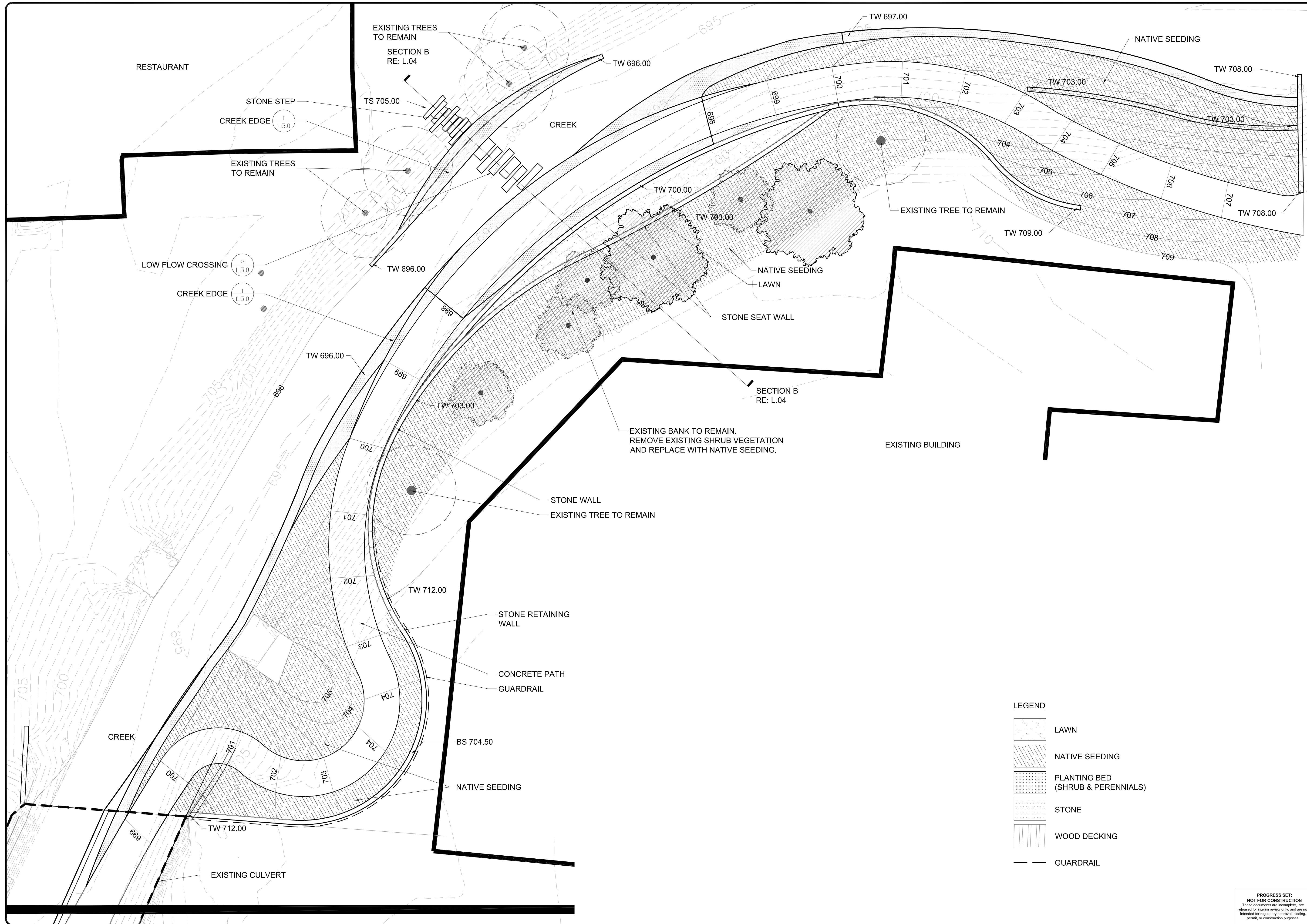
LAYOUT/MATERIAL PLAN 2

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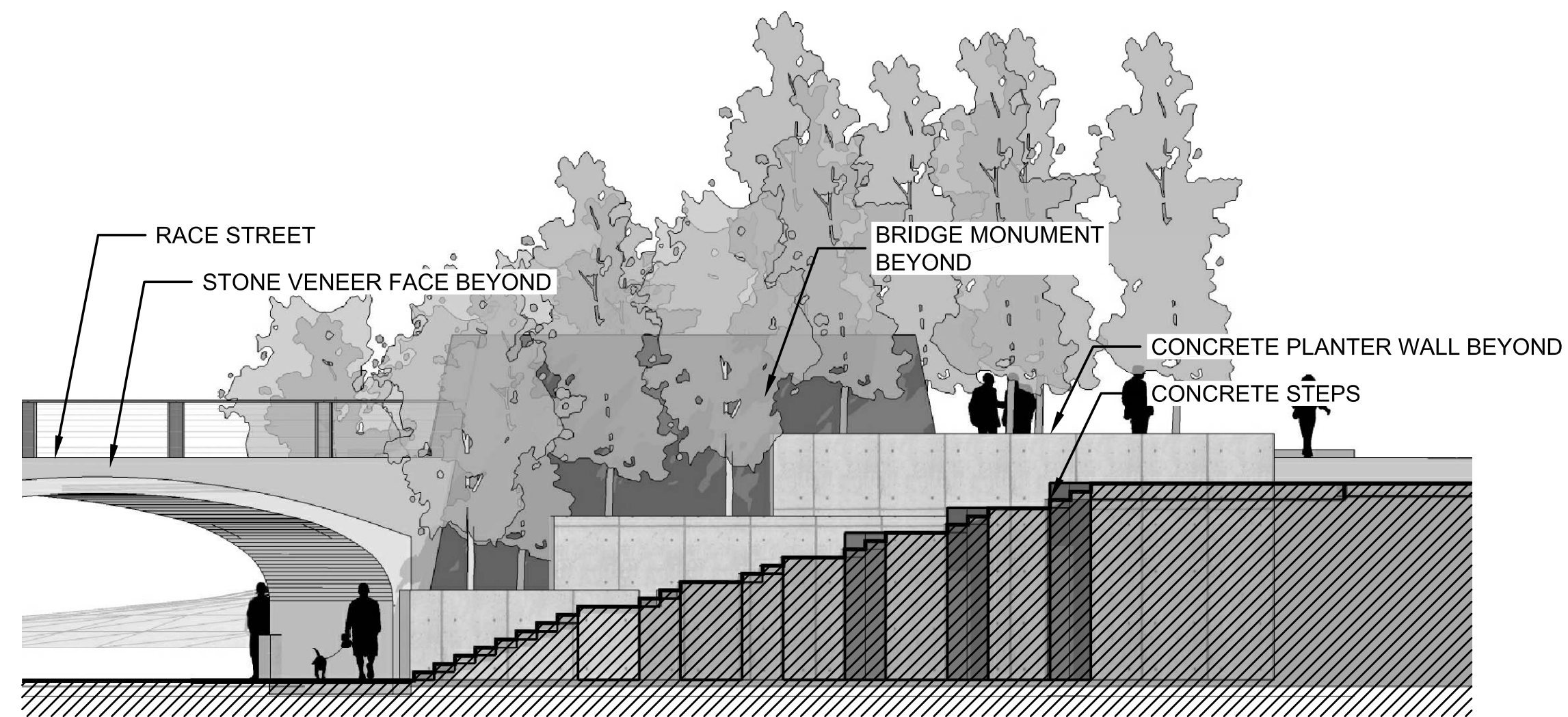
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CHECKED	GD	

LAYOUT MATERIAL PLAN 3

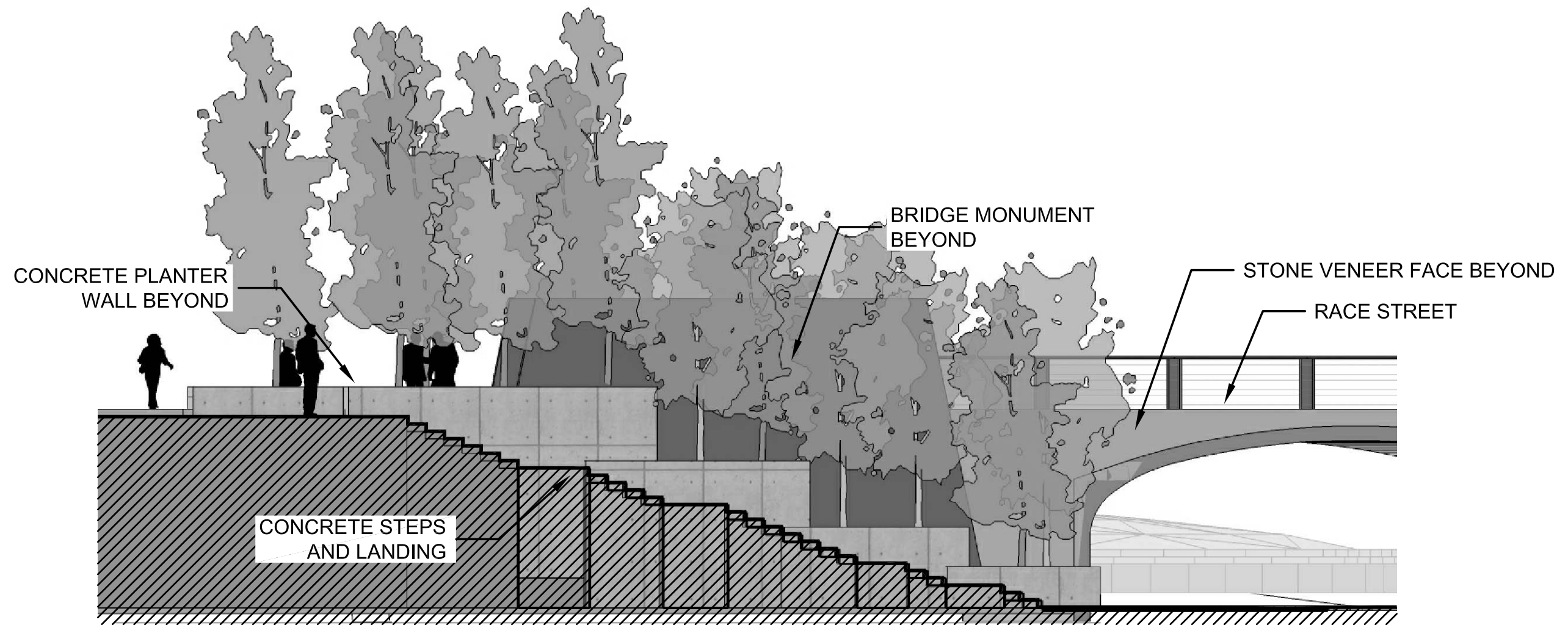
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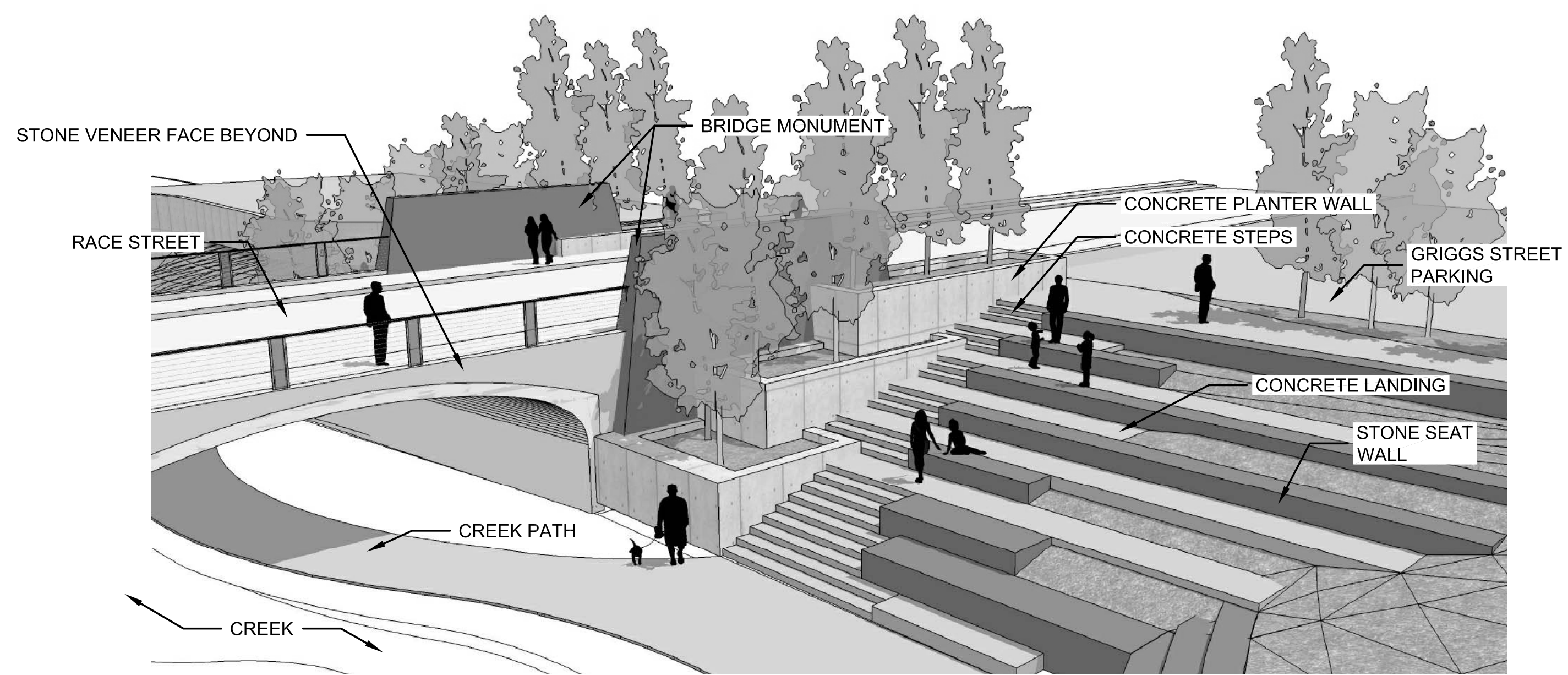
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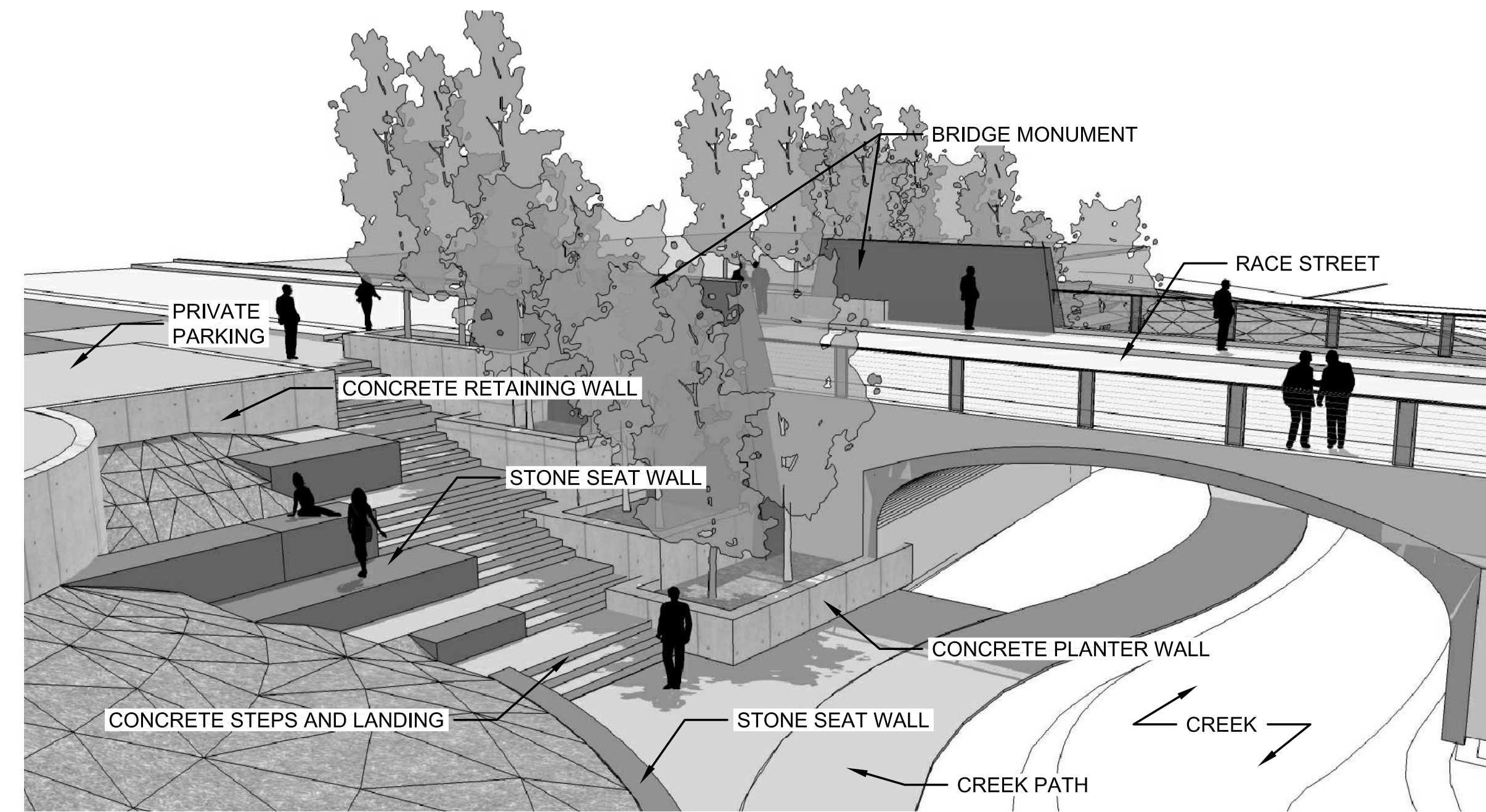
4 WEST STAIRCASE
L2.0 SECTION - LOOKING DOWNSTREAM
1/8" = 1' - 0"



3 EAST STAIRCASE
L2.0 SECTION - LOOKING UPSTREAM
1/8" = 1' - 0"



2 WEST STAIRCASE
L2.0 PERSPECTIVE - LOOKING SOUTHEAST
NTS



1 EAST STAIRCASE
L2.0 PERSPECTIVE - LOOKING SOUTHWEST
NTS

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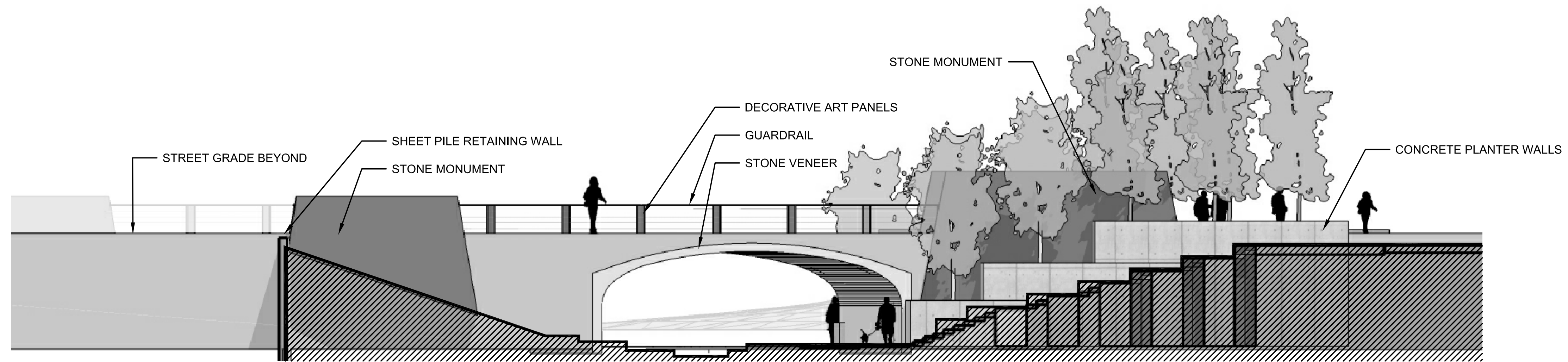
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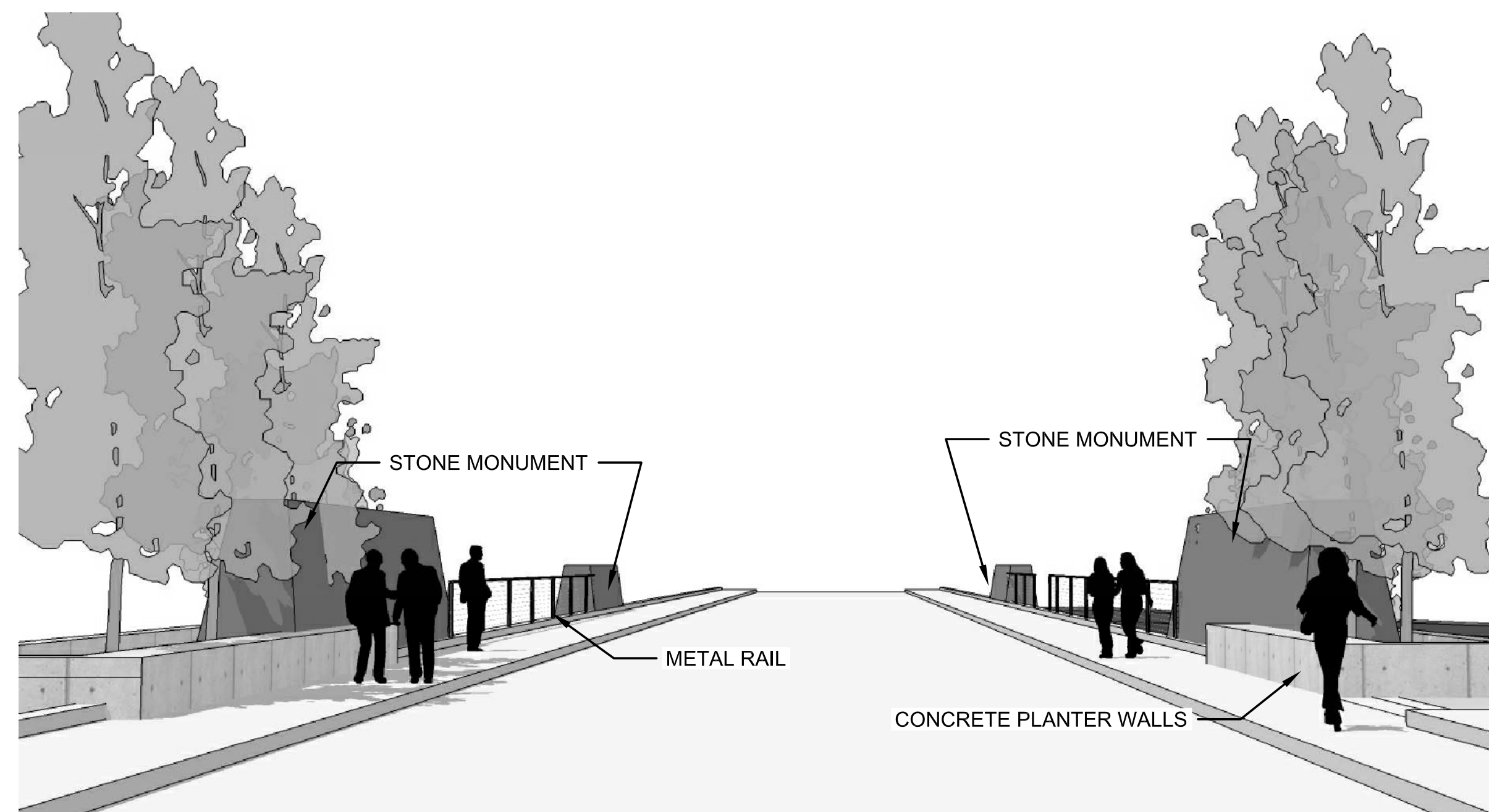
STAIR/TERRACE
CONCEPT

PROJECT ID: 26024

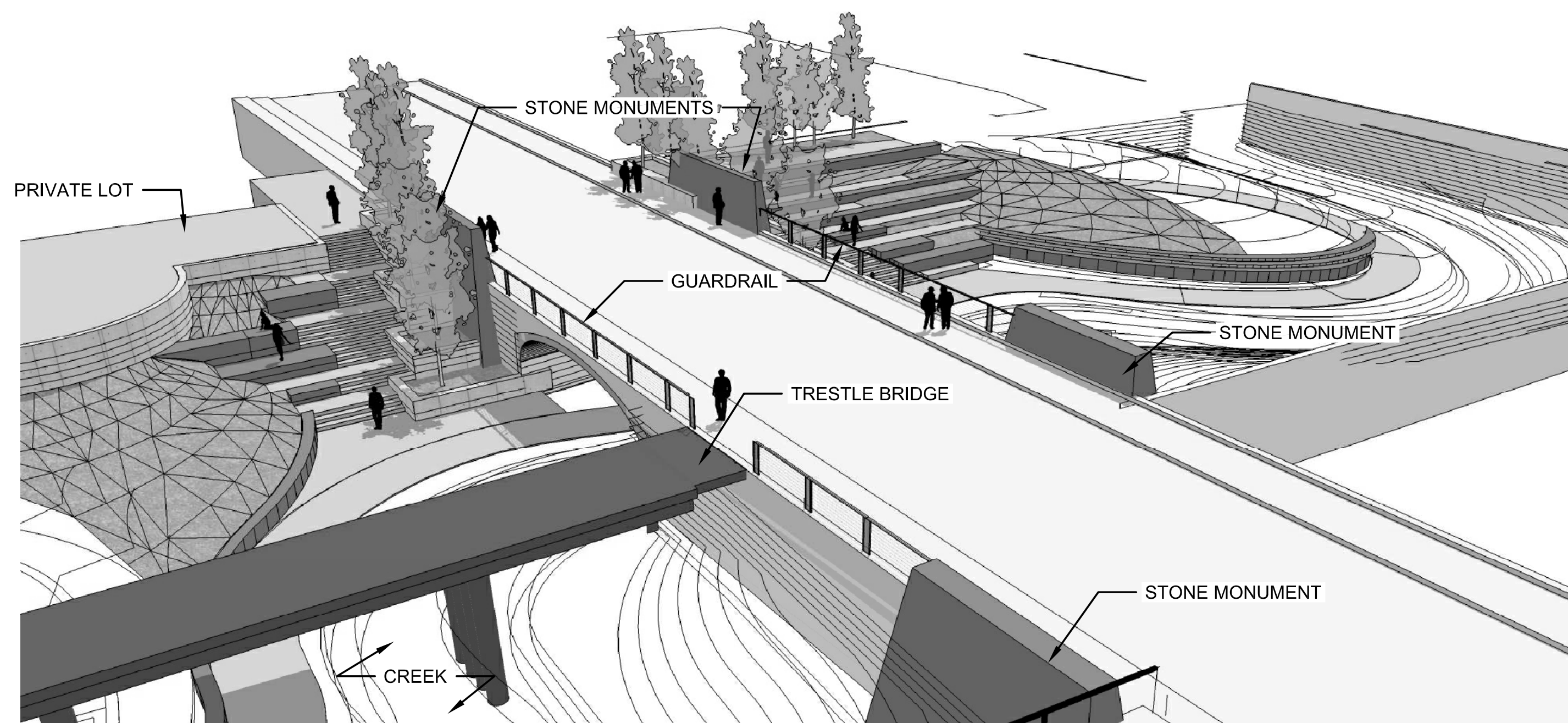
L2.0
SHEET ## OF ##



3
L3.0 **BRIDGE ELEVATION**
SECTION/ELEVATION - LOOKING DOWNSTREAM 1/8" = 1' - 0"



2
L3.0 **RACE STREET**
PERSPECTIVE - LOOKING NORTH NTS



1
L3.0 **RACE STREET BRIDGE**
PERSPECTIVE - LOOKING SOUTHWEST NTS

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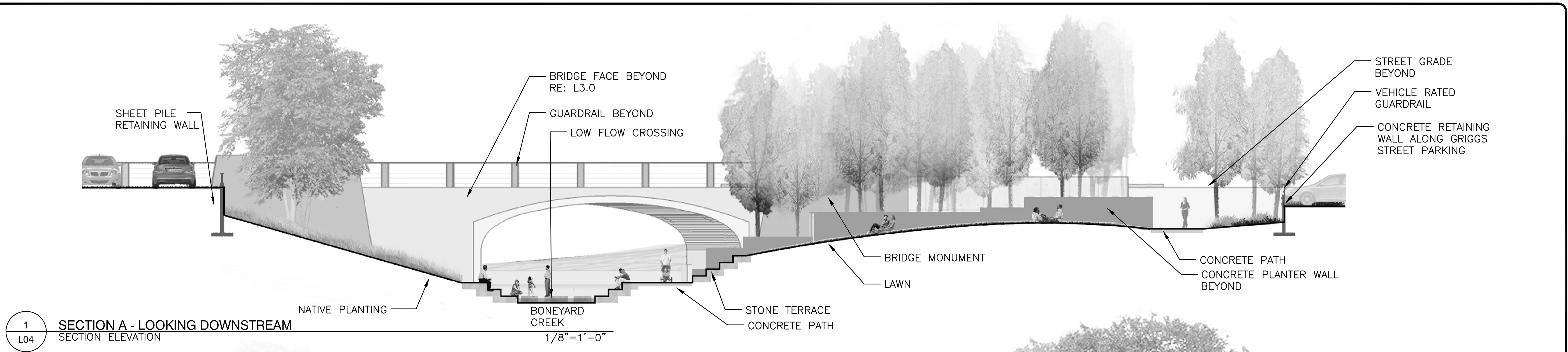
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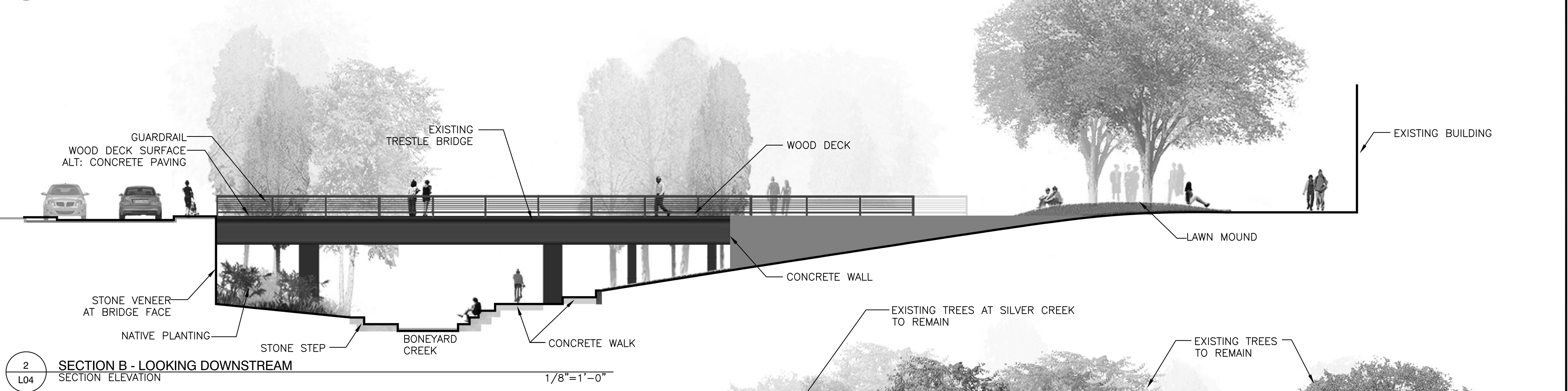
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BRIDGE CONCEPT**

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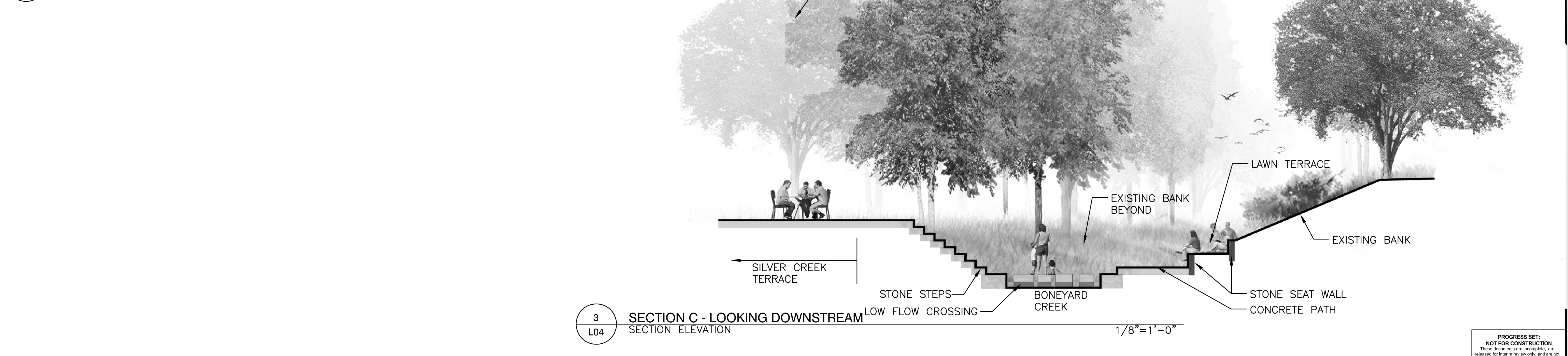
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Dec 22, 2010 - 7:03pm jimmy



1 SECTION A - LOOKING DOWNSTREAM
SECTION ELEVATION
L04



2 SECTION B - LOOKING DOWNSTREAM
SECTION ELEVATION
L04



3 SECTION C - LOOKING DOWNSTREAM
SECTION ELEVATION
L04

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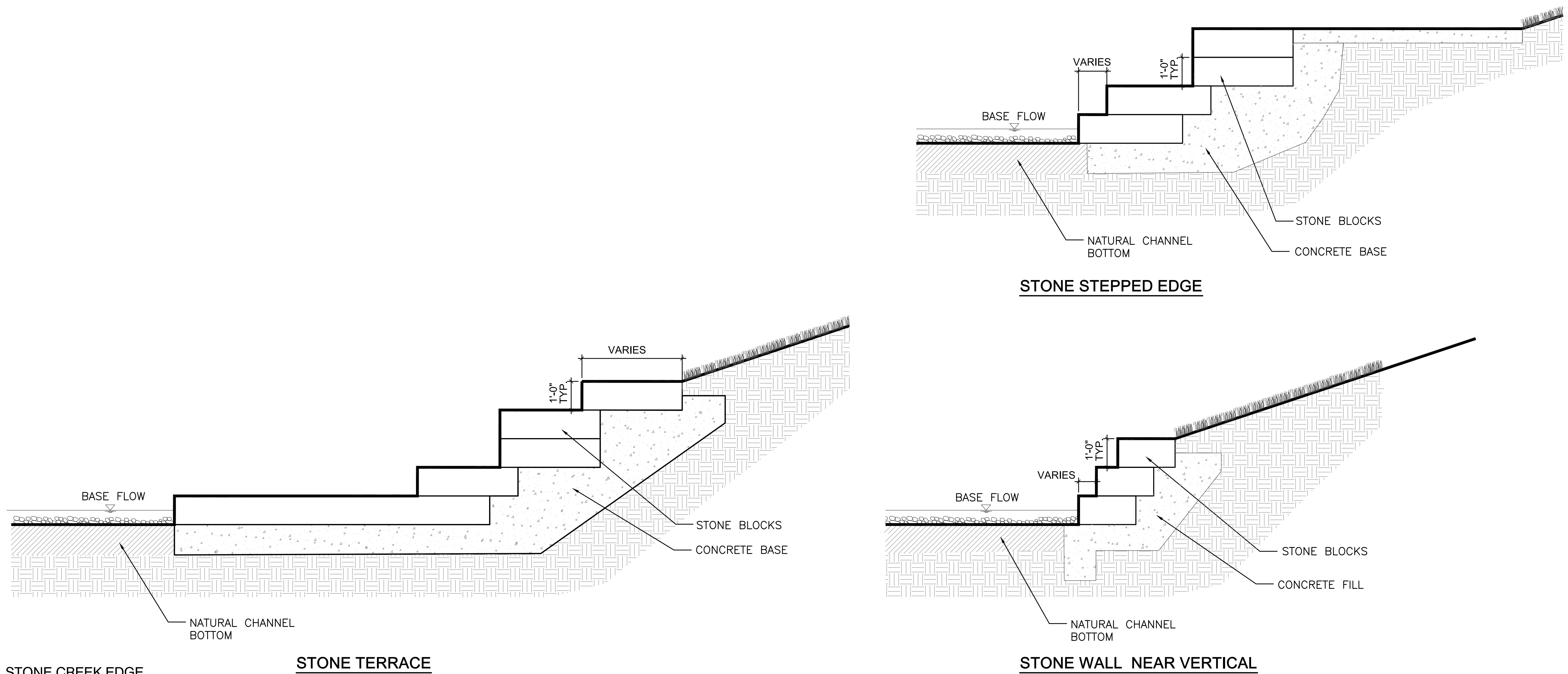
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SITE SECTIONS

VERTICAL SCALE: 1"=10'
HORIZONTAL SCALE: 1"=40'

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L 4.0



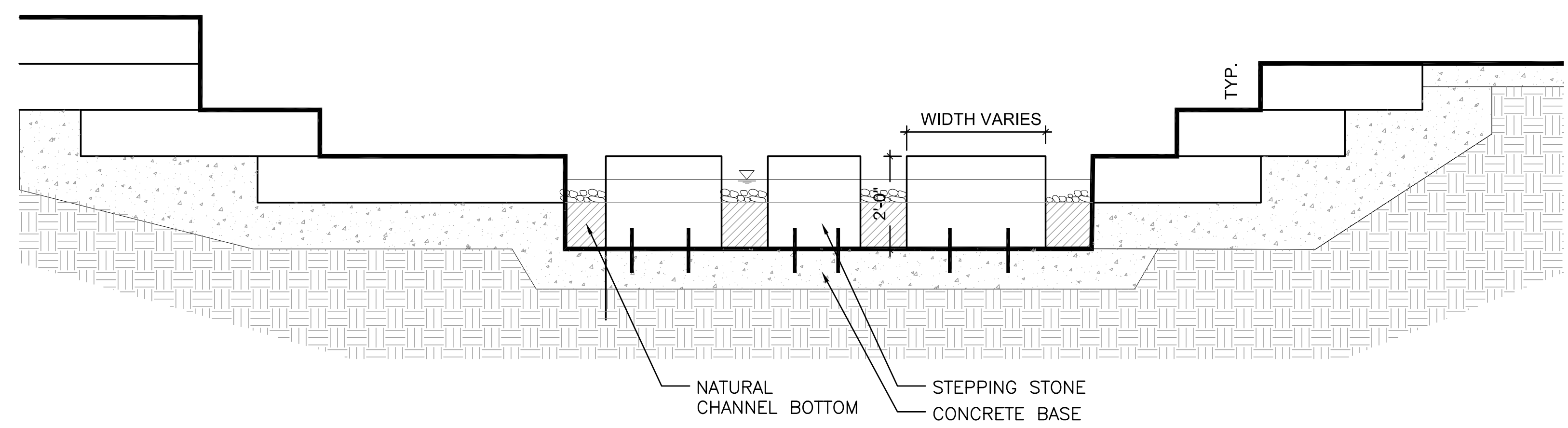
1
L05

STONE CREEK EDGE SECTION

STONE TERRACE

STONE WALL NEAR VERTICAL

1/2" = 1'-0"



2
L05

LOW FLOW STONE CROSSING SECTION

1/2" = 1'-0"

NOTE: SECTION IS SCHEMATIC ONLY. ENGINEERS CROSS SECTIONS TO BE DETERMINED.

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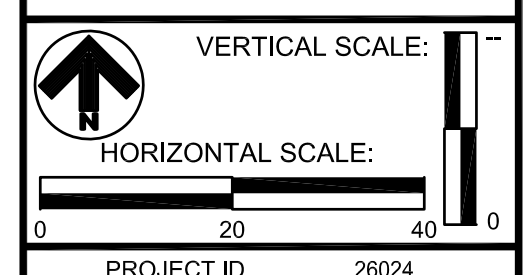
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CREEK EDGE SITE DETAILS



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STONE TERRACE

DESCRIPTION;
 AT CREEK EDGE...12" THICK, VARIED LENGTH, VARIED WIDTH
 AT STONE MONUMENT...LARGE BLOCKS, VARIED THICKNESS (APPROX. 12" TO 4' THICK)
 AT STONE BLOCK BENCH...APPROX 18" HEIGHT, VARIED LENGTH



STONE VENEER

DESCRIPTION:
 AT RACE STREET BRIDGE...VENEER, 3" THICK, VARIED LENGTH



SHEET PILE RETAINING WALL

DESCRIPTION:
 SHEETPILE RETAINING WALL AT PROPERTY EDGES INDICATED ON PLAN



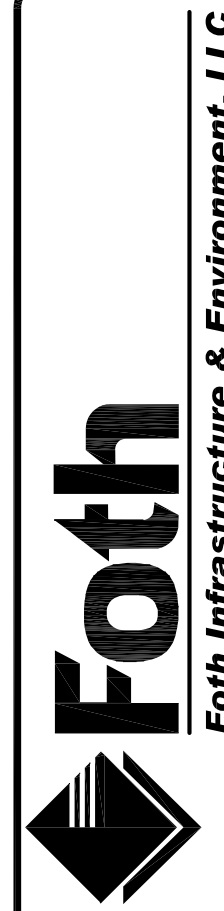
CONCRETE WALL

DESCRIPTION;
 POURED IN PLACE CONCRETE, LOCATION AS INDICATED ON PLANS



CONCRETE UNIT PAVERS

DESCRIPTION:
 AT STATION THEATER PLAZA



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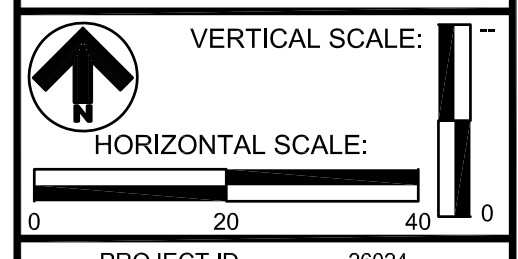
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MATERIAL IMAGES



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DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Urbana Public Arts Commission

FROM: Christina McClelland, Public Arts Coordinator and Anna Hochhalter,
Community Development Associate

DATE: February 2, 2011

SUBJECT: **Review of Public Arts Program Plans for FY10-11 and Discussion of
FY11-12 Planning**

Introduction and 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 for consideration in the annual City budgeting process. The City's fiscal year budgeting process begins in March, with final approval by the City Council in June. The Public Arts Commission will therefore present a Program Plan for FY 11-12 to the City Council in March 2011. A review of the FY 10-11 Plan, as well as an update on the implementation of these plans is discussed below and can serve as a basis for the Commission's discussion of the program plan for the upcoming fiscal year (FY 11-12) beginning July 1, 2011 and ending June 31, 2012.

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 following is an overview and update on the status of the programs described in the FY 10-11 Program Plan. An understanding of the program efforts to date will assist the Public Arts Commission in determining the upcoming focus areas for the Program in FY 11-12.

Status of Public Arts Program of Work for FY 10-11:

Staff comments for continuation in FY 11-12 appear in italics.

1.) Urbana Arts Grants Program

The 2009 and 2010 Urbana Arts Grant programs have been evaluated and revised by the Public Arts Commission Grant subcommittee and staff. As the grant year is April to March while the fiscal year occurs June to July, there have been some overlaps in grants and fiscal years. However, processing of contracts from the 2009 and 2010 grant cycles is nearing completion. The 2011 Urbana Arts Grant program, launched in November 2011, resulted in the City receiving 41 grant applications for projects in Urbana. Those grant applications are currently being reviewed. *Consider for continuation.*

2.) Art Now! UPTV Program / Arts Lecture Series

The Art Now! UPTV program is a 30-minute UPTV program that features local artists. Public Arts Commissioners Pat Sammann and Sarah Ross have interviewed artists regarding their work. New episodes air monthly and are rebroadcast each Monday evening from 6:30 pm to 7:00 pm. Episodes can also be viewed online on the City's website, at <http://www.urbanaininois.us/artnow>. *Consider for continuation.*

3.) Art at the Market: Art Workshops at Urbana's Market at the Square

The Art at the Market Program has provided monthly workshops free of charge to an average of 150 participants each session at Urbana's Market at the Square during the Market season. During the 2010 Market season, creative and educational programs were offered at the City tent between 8:00 AM and Noon on the last Saturday of the month (July 31st, August 28, September 25, and October 30). As the Market falls during two fiscal years, two more Art at the Market workshops will occur during FY 10-11, on May 28 and June 25, 2011. *Consider for continuation.*

4.) Storefront Art Series and Urbana Space Program

The Storefront Art Series pairs owners of temporarily vacant or underutilized spaces with artists interested in creating site-specific art installations. 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. While further research and development is underway by the Storefront Art Series and Space Subcommittee and City staff, a 2010 Urbana Arts Grant supported "Jungle," a visual art installation by Mia Capodilupo, at the 133 W. Main St. Storefront, owned by Dave Kraft. *Consider for continuation.*

5.) Arts in the Schools

The Commission has recognized the importance of supporting the arts in the public schools. Program areas will be researched and explored by the Commission in coordination with the Urbana School District. *Further evaluation of this project may be needed.*

6.) Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning

The Commission has recognized the importance of planning for an increase in the arts in Downtown Urbana. Additionally, the Joseph Royer Arts and Architecture District is recognized as an asset to the downtown that could be further enhanced and promoted. The Commission, staff, and Subcommittee will explore possible programming to meet these goals. *Further of evaluation of this project may be needed.*

7.) Discussion and Evaluation of Marketing and Promotions

The Commission has recognized the importance of making information about upcoming events available to the public. It is additionally recognized that the Public Arts Program as a whole would be better served by an increase in strategic marketing and promotions. Staff is working with a University of Illinois graphic design class on a promotions and marketing plan project. Students will present marketing and promotions proposals to the Commission in March. *Consider for continuation.*

8.) Additional On-going Efforts

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

- Promotion and Maintenance of the Urbana Sculpture Projects.
- Assist in the development and implementation of beautification efforts and plans for districts and corridors in Urbana Boneyard Creek Master Plan Public Art Planning: The City is working with FOTH and WENK Associates on the Boneyard Creek Master Plan. The master plan identifies the opportunity to include public art in the redesign of the creek. The Commission and staff are in the process of discussing plans for public art in the project.
- Marketing and Maintaining the Artist of the Corridor Exhibit Program—artists have continued to exhibit their work in the City Building for two-month periods.
- Exploring Options for a Dr. Martin Luther King Jr. Public Arts Project with the Urbana Park District.
- Exploring 40 North | 88 West collaborations and partnerships.
- Public Education on the Arts and Public Art.
- Research and Study of potential future projects and programs.

Sources of Supplemental Revenue

Supplemental Revenue will be sought through City grant applications and fundraising strategies developed by the Public Arts Commission Fundraising Subcommittee. The City is currently researching available fundraising strategies. 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 anticipated for FY 11-12:

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 11-12.

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 receive 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 is the ordinance which describes the program in detail.

Recommendation

Upon review of the status of the Program of Work from FY10-11, staff has compiled an initial outline, below, of projects to be considered for the FY11-12 Program Plan. Staff recommends that the Public Arts Commission review the attached Program Plan for FY 10-11 (Exhibit A) so as to be prepared to discuss recommendations for FY11-12 during the March Commission meeting.

Program of Work Outline for FY11-12:

Recommended Priority Programs:

1. Public Arts Grants Program: A program to provide grants for projects in the arts in Urbana.
2. Boneyard Creek Master Plan Public Art Planning: A project to include public art in the renovation efforts of the Boneyard Creek.
3. Storefront Arts Series and Urbana Space Program: A program to connect available storefronts and buildings with artists for temporary exhibits.
4. Art at the Market Programming: Art workshops offered once a month from May through October during the Market at the Square 2011 season.
5. Art Now! UPTV Program: An on-going television program showing interviews with local artists.
6. Artist of the Corridor: City Building Art Exhibit Space: A program to increase available visual art exhibition space in Urbana by providing display space in the City Building first floor hallway.

Potential programs to be further evaluated:

7. Arts Lecture Series: A program to provide lectures in areas of the arts that are relevant to the community.
8. Martin Luther King Jr. Project Planning Committee: A partnership with the Urbana Park District and neighborhood group to explore the potential of creating a public art project honoring the life of Dr. Martin Luther King Jr.
9. Arts in the Schools: A program to increase arts programming and opportunities in coordination with the Urbana School District.
10. Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning: A program to increase arts in Downtown Urbana, as well as enhance and promote Joseph Royer Arts and Architecture District.

Additional areas to include in the Program Plan

Supplemental Revenue Sources: One of the duties of the Commission is to identify additional sources of revenue from outside City provided funds.

Increase Program Promotion and Marketing: This is an on-going duty of the Public Arts Coordinator.

Develop Additional Partnerships: Increasing and further deepening partnerships with community organizations and stakeholders should be included in the Program Plan.

Attachments: Exhibit A: Public Arts Program Plan for FY 10-11

City of Urbana Annual Public Arts Program Plan for Fiscal Year 2010-2011

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 marketing its programming. Program evaluation, partnerships, and fundraising will be significant components of the Program Plan for the third 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, as well as guidance from the Public Arts Commission and the 2010 Urbana City Council and Mayor 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. Pat Sammann
 2. Sarah Ross
- Storefront Arts Series Subcommittee
 1. Patricia Sammann
 2. Sarah Ross
- Marketing and Promotions Subcommittee
 1. Barbara Hedlund
 2. Robin Hall
- Corridor Beautification Subcommittee (Focus Areas: Philo Road, the Boneyard Creek Master Plan, Cunningham Avenue, Lincoln Avenue and University Avenue)
 1. Geoff Bant
 2. Ilona Matkovszki
- Martin Luther King Jr. Project Subcommittee
 1. Robin Hall
 2. Robert Lewis
- Art at the Market Subcommittee
 1. Geoff Bant
- Downtown and Joseph Royer Arts and Architecture Planning
 1. Mary-Ann Winkelmes
 2. Ilona Matkovszki
- UPTV and Artist Lecture Series Subcommittee
 1. Sarah Ross
 2. Pat Sammann
- Arts in the Schools Subcommittee
 1. Cheryl Hayden

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 Business Association, Urbana Park District, and Urbana Blues Brews and BBQ festival. The Public Arts Commission will continue to expand its partnerships with organizations and businesses in the community, including the Urbana School District, University of Illinois, the Illinois Arts Alliance, and others.

Marketing

In 2009 - 2010, the Public Arts Program used traditional marketing tools, such as radio and print interviews, website postings, and list-serve email announcements hosted by 40 North | 88 West, the Urbana Business Association, and the City, to inform the local public about activities of the Program. In order to promote the programs available to artists throughout the country, such as the Urbana Arts Grant Program and the Urbana Sculpture Program, the City made use of several regional and national list-serves, including those hosted by the Americans for the Arts, the College Art Association, and the Chicago Artist Resource. Additionally, the Urbana Public Arts Program has found success using a Facebook page regularly as a free social networking and promotions tool. The direct website to the Program's Facebook page is: www.facebook.com/urbanapublicarts.

In FY 10-11 the Public Arts Program will continue to use a variety of promotional outlets. In addition to the marketing methods used in 2009-2010, the following additional opportunities will be evaluated and pursued as appropriate: The News Gazette, Smile Politely, Illini Media, Illinois Public Media, *Sculpture Magazine*, the *Public Art Review*, Illinois Arts Alliance, Illinois Arts Council, and additional local print and electronic advertising.

Estimated Expenditure in FY 10-11: \$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. Local youth
3. University students, their parents, and guests
4. New and existing businesses and patrons
5. Visitors and potential visitors

Program of Work

1.) Urbana 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 Urbana 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 the Urbana Arts Grants was implemented in April 2009. The second cycle of funding was launched in November 2009, with projects to take place between April 2010 – April 2011. The four grant categories offered in FY 08-09 were evaluated and the Commission and staff and it was determined that the categories were adequate. Additionally, there was interest in providing consistent data that would enable more accurate evaluation of the program in 2010-2011. Continued evaluation of the program will occur in FY 10-11 and the staff and Commission will

determine appropriate changes in order to further the program's success. The four grant categories offered in FY 08-09 and FY 09-10 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 two temporary selection committees representing areas in the arts and the community to review and select projects for funding. The selection committees' recommendations will then be submitted to the Urbana Business Association subcommittee and Board of Directors for approval of the Business Backs the Arts recipients. The final recommendations are approved by the Public Arts Commission.

Timeline: In July - August, 2010, the Urbana Arts Grants Program FY 09-10 cycle will be evaluated. The guidelines and applications will be finalized and prepared for the application period in October 2010. Award announcements will be made in February or March 2011.

Estimated Expenditures in FY 10-11: \$42,500. 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:

- Maintain a vibrant, innovative downtown
- Promote economic development
- Improve the quality of life in Urbana
- Promote community events and activities that bring the community together and promote Urbana's special character
- Expand the City's creative community
- 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.) Art Now! UPTV Program / Arts Lecture Series

The Art Now! UPTV program is a 30-minute UPTV program that features local artists. Artists will be interviewed on their work and upcoming events and opportunities will be announced. The show will be aired monthly and filmed in such a way that a new show is

available each month. The program will increase awareness and education about the arts and arts activities in the community. Additionally, the program will connect with an Arts Lecture Series, which will provide an opportunity for artists and “non-artists” to engage with professionals in the arts related to the cultural vibrancy of Urbana.

Timeline: The program should run continuously throughout the 2010-2011 fiscal year.

Estimated Expenditures in FY 10-11: NA. In-kind support from UPTV staff will provided the necessary resources for the program.

Goals Addressed:

- Improve the quality of life in Urbana
- 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 promotion

3.) Art at the Market: Art Workshops at Urbana’s Market at the Square

The Art at the Market Program will provide monthly workshops and informational opportunities free of charge to an average of 150 participants each session at Urbana’s Market at the Square during the Market season. Creative and educational programs will be offered at the City tent between 8:00 AM and Noon during the 2010-11 fiscal year on the last Saturday of the month (July 31st, August 28th, September 25th, October 30th, 2010; and May 28th and June 25th, 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 Art programming at the Market will take place monthly during the Market season in 2010 and 2011.

Estimated Expenditures in FY 10-11: \$2,000. The FY 10-11 expenditures include the cost of programming for five art workshops, at \$400 each.

Goals Addressed:

- Maintain a vibrant, innovative downtown
- Improve the quality of life in Urbana
- Work toward environmental sustainability

- 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 creating site-specific art installations. 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. A pilot project for the Storefront Art Series is planned to begin in May 2010, with the first exhibition to take place in July 2010. Staff is following procurement policies to secure the services of a guest curator with experience in immersive, interactive, electronic, and video installations so that the participating storefronts will come alive through the creative environment built within it.

Timeline: The Commission’s Subcommittee and staff will continue to research and develop appropriate guidelines and procedures for these programs in April and May 2010. The Urbana Space Program will continue to be researched and will be launched upon completion of the program development in the spring of 2011.

Estimated Expenditures in FY 10-11: \$3,000. Expenditures will be used to secure the services of a guest curator to select the artists participating in the program. This funding will include the costs of artist stipends, installation, and materials.

Goals Addressed:

- Maintain a vibrant, innovative downtown
- Promote economic development
- Improve the quality of life in Urbana
- Expand the City’s creative community
- Promote the reuse of vacant or underutilized buildings
- 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.) Arts in the Schools

The Commission has recognized the importance of supporting the arts in the public schools. Program areas will be researched and explored by the Commission in coordination with the Urbana School District.

Timeline: On-going throughout FY 10-11

Estimated Expenditure in FY 10-11: NA. Exploratory research will take place without expenditures.

Goals Addressed:

- Improve the quality of life in Urbana
- 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
- Expand the City’s creative community

6.) Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning

The Commission has recognized the importance of planning for an increase in the arts in Downtown Urban. Additionally, the Joseph Royer Arts and Architecture District is recognized as an asset to the downtown that could be further enhanced and promoted. The Commission, staff, and Subcommittee will explore possible programming to meet these goals.

Timeline: On-going throughout FY10-11.

Estimated Expenditure in FY 10-11: NA. Expenditures will be considered in future Fiscal Year Plans.

Goals Addressed:

- Maintain a vibrant, innovative downtown
- Develop downtown as a destination through traditional and cutting-edge technologies
- Work to attract infill development
- Promote economic development
- Improve the quality of life in Urbana
- Continue to promote public art

7.) Discussion and Evaluation of Marketing and Promotions

The Commission has recognized the importance of making information about upcoming events available to the public. It is additionally recognized that the Public Arts Program as a whole would be better served by an increase in strategic marketing and promotions. The Commission will discuss and evaluate these efforts in the 2010-2011 fiscal year.

Timeline: on-going

Estimated Expenditure in FY 10-11: NA

Goals Addressed:

- Maintain a vibrant, innovative downtown
- Promote economic development
- Improve the quality of life in Urbana
- Continue to promote public art
- Work to attract infill development
- Promote reuse of vacant or underutilized buildings

8.) Additional On-going Efforts

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

- Promotion and Maintenance of the Urbana Sculpture Projects
- Assist in the development and implementation of beautification efforts and plans for districts and corridors in Urbana
- Marketing and Maintaining the Artist of the Corridor Exhibit Program
- Exploring Options for a Dr. Martin Luther King Jr. Public Arts Project with the Urbana Park District
- Exploring 40 North | 88 West collaborations and partnerships
- Public Education on the Arts and Public Art
- Research and Study of potential future projects and programs

Timeline: on-going

Estimated Expenditure in FY 10-11: NA

Sources of Supplemental Revenue

Supplemental Revenue will be sought through City grant applications and fundraising strategies developed by the Public Arts Commission Fundraising Subcommittee. The City is currently researching available fundraising strategies. 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 anticipated for FY 10-11.

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 10-11.

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.

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.) Urbana Arts Grants Program

Timeline: In July - August, 2010, the Urbana Arts Grants Program FY 09-10 cycle will be evaluated. The guidelines and applications will be finalized and prepared for the application period in October 2010. Award announcements will be made in February or March 2010.

2.) Rhythm of Urbana UPTV / Arts Lecture Series

Timeline: The program is expected to continue through the full fiscal year.

3.) Arts at the Market

Timeline: The Arts programming at the Market will take place monthly during the Market season in 2010 and 2011.

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 April and May 2010. The Storefront Art Series is expected to be launched in July 2010. The Urbana Space Program will continue to be researched and will be launched upon completion of the program development in the spring of 2011.

5.) Arts in the Schools

Timeline: On-going in FY10-11

6.) Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning

Timeline: On-going in FY10-11

7.) Discussion and Evaluation of Marketing and Promotions

Timeline: on-going

8.) Additional On-going Efforts

Timeline: on-going

Resources

Below is a list of the programs being pursued for FY 10-11 and the estimated expenditures, totaling to \$54,000.

Program	Estimated 10-11 City Expenditure	Estimated revenue from non-City sources
Urbana Arts Grants Program	\$42,500	\$5,000
UPTV Arts Program/Lecture	NA	
Art at the Market Programming	\$2,000	
Storefront Arts Series Program	\$3,000	
Arts in the Schools	NA	
Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning	(\$3,400 enc. FY09-10)	
On-line Events Calendar	TBD	
Additional On-going Efforts	NA	
Marketing	\$1,500	
TOTAL	\$49,000	\$5,000

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: 2010 Urbana City Council and Mayor Goals
 Exhibit B: Ordinance relating to T3 License Fees
 Exhibit C: Ordinance Establishing the Public Arts Program and Commission