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

DATE: March 8, 2012

SUBJECT: **Urbana Public Arts Program Five Year Plan Draft**

Background

The Urbana Public Arts Commission has identified long-range planning activities and the creation of a five year plan as priorities to aid in establishing future fundraising goals, as well as to provide guidance for the yearly process of drafting the Annual Program Plan. During the October 11, 2011 Commission meeting, the Commission began this process by brainstorming a list of ideas and key values for the Urbana Public Arts Program. To move forward in the process, during the November 8, 2011 meeting the Commission directed each subcommittee to prioritize short, mid, and long term goals. Staff created a Long Range Planning Worksheet to aid in this process, and presented the results during the December 13, 2011 meeting. Upon reviewing these results, the Commission directed staff to produce a draft Five Year Plan. This draft and additional long range planning results were presented at the February 14, 2012 meeting. Since that meeting, the Joseph W. Royer Arts and Architecture had additional long range planning notes that they requested to be added to this draft plan.

Discussion

These notes have been added to the Five Year Plan (Exhibit A). The plan outlines the mission of the Public Arts Program, the impetus for embarking on the long-range planning process, key values and ideas, current subcommittees, a timeline of subcommittee goals, and fundraising priorities.

Recommendation

Staff recommends the Commission approve the attached Five Year Plan.

Attachments:
              Exhibit A: Five Year Plan

Urbana Public Arts Commission

Five Year Plan 2012-2017

Prepared by:
Christina McClelland
Public Arts Coordinator
March 8, 2012

Mission

The Urbana Public Arts Program and Commission were established by the Urbana City Council in April 2008 to foster a city where all residents—emerging artists, established artists, and "non-artists" alike—may engage with the arts, and where artists thrive and are valued.

Five Year Plan Background

The Urbana Public Arts Commission identified long-range planning activities and the creation of a five year plan as priorities to aid in establishing future fundraising goals, as well as to provide guidance for the yearly process of drafting the Annual Program Plan. During the October 11, 2011 Commission meeting, the Commission began this process by brainstorming a list of ideas and key values for the Urbana Public Arts Program.

Key values and Ideas

- Integrate art (all kinds, not just visual) into the city and urban environment.
- Promote lifelong participation and learning in the arts.
- Fundraising and financial support for arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Identifying, opening, and supporting more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.
- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Establish youth art program to encourage and support aspiring artists.
- Promote artistic engagement for the whole community.
- Partner with existing venues and organizations, promote arts events and activities of other venues and organizations.
- Promote the city of Urbana.
- Expand Urbana Public Arts Program's artistic footprint.

The Public Arts Commission develops programming, projects, and initiatives through smaller subcommittees of no more than two Commissioners that report back to the entire group during regular monthly meetings. To move forward in the process of creating the Five Year Plan, the Commission directed each subcommittee to prioritize short, mid, and long term goals.

Current Public Arts Commission Subcommittees

Fundraising Subcommittee
1. Patricia Sammann
2. Geoff Bant

Urbana Arts Grants Subcommittee
1. Patricia Sammann

Downtown Arts Planning Subcommittee
1. Patricia Sammann
2. Mary-Ann Winkelmes

Marketing and Promotions Subcommittee
1. Barbara Hedlund
2. Patricia Sammann

Corridor Beautification Subcommittee (Focus Areas: Philo Road, the Boneyard Creek Master Plan, Cunningham Avenue, Lincoln Avenue and University Avenue)
1. Geoff Bant
2. Mary-Ann Winkelmes

Martin Luther King Jr. Project Subcommittee
1. Robert Lewis
2. Virginia Waaler

Art at the Market Subcommittee
1. Geoff Bant

Joseph W. Royer Arts and Architecture District Subcommittee
1. Ilona Matkovszki
2. Greg Chew

UPTV *Art Now!* Subcommittee
1. Pat Sammann
2. Greg Chew

Arts in the Schools Subcommittee
1. Geoff Bant
2. Barbara Hedlund

Public Arts Commission Timeline of Subcommittee Goals

Staff created a Long Range Planning Worksheet to aid subcommittees in the process of identifying short (1-2 years), mid (3-4 years), and long term goals (5 years and beyond). After each subcommittee had met and completed the worksheet exercise, staff compiled their answers into the following timeline:

Short term goals (1-2 years):

Art Now!:
- Interview more artists outside the visual arts.

- Show art being created.
- Additional member on the subcommittee.
- Better publicize the show.

Art in the Schools:
- Consult with local high school art teachers.
- Prioritize goal of program -- is it providing funding for long term visiting artists, equipment costs, field trip costs, professional development for teachers, or serving as clearinghouse for connecting artists and schools?

Downtown Arts Planning:
- Have a permanent projection on display in DT Urbana.
- Have rotating art display in the parking garage windows--vinyl designed by schools, local artists.
- Urbana Sculpture Program--future of existing sculptures, new sculptures.
- Investigate use of space for art display --Lincoln Square, Library.

Joseph W. Royer Arts and Architecture District
- Research possibility of using existing Royer buildings as exhibition, performance, and presentation space.
- Explore possibility of County Plaza as artist studios and exhibition space.
- Ongoing promotion of Royer sites through brochures and site identification.
- We propose to create special events anchored by historic buildings, with an emphasis on Royer buildings in the Royer District. These events could include period music, "birthday parties" for buildings on significant anniversaries of their construction, tied to the installation of historical markers with the goal of at least three/year. Short-term opportunities include a reception at the Historic Lincoln Hotel, perhaps based on popular music of the times or the many luminaries who have stayed there over the years (the lot by the Post Office was used as an open air summer movie area in the earliest years of film; the Knowlton-Bennett Building in prime visibility location, and Urbana High School's Auditorium renovation as a centenary celebration. We could possibly schedule the centenary presentation on July 27th, 2012, when the class of 1982 will be holding its reunion and many theatre students will be coming back for a fundraising celebration and performance at the University Alumni Center.
- Consider finding connections with reunions in other ways, as well - the class of 1962 will be holding its 50th anniversary on August 31st at the Urbana-Central game - is there a Royer football connection?

Marketing & Promotions:
- More publicity for grants events.
- More publicity for arts classes list.
- Coordination of marketing with other subcommittees.
- Develop a yearly marketing plan for every year (distribution and updating materials).
- Increase presence on all media (radio, TV, newspaper).

Martin Luther King, Jr. Project Planning:
- Select artist to create sculpture.
- Artist works with community to develop project.
- Sculpture completed by 2013.

Urbana Arts Grants
- Increase number of grant applicants.
- Better publicize grant events.
- Expand pool of grant money to increase number of grants made.

Midterm goals (3-4 years):

Art Now!:
- Interview more artists a month.
- Better publicity.

Art in the Schools:
- Establish program.

Downtown Arts Planning:
- Video/projection event as part of Boneyard Arts Festival.
- Bring additional sculptures or other visual art to Boneyard Beautification Project.

Joseph W. Royer Arts and Architecture District
- Promote conversations, presentations, performances, and other events occurring in and around Royer architecture.
- Commemorate notable anniversaries of buildings through events, i.e. Living Newspaper performances.
- Continue to hold events every year, some fundraising toward future markers in an effort to increase the rate of their installation. The Tiernan Building will have its facade reach 100 years in 2014; the remaining walls of the Illinois Theater (Opera House) will be 105 years old in 2013, the Historic Lincoln Hotel opened 90 years ago in 2014.
- The Grandmother House is linked to a wonderful book of Fairy Tales read to Leal School Children by Adelaide Royer, and that book has a significant anniversary coming up in two years. One goal will be to look for ways to connect individual Urbana Schools to historic buildings, based on proximity or history, which could then involve musical or theatrical performances performed by local students from a particular school.

Marketing & Promotions:
- Publicity for fundraising.
- Publicity for school efforts.
- Publicity for joint efforts with other arts organizations.
- Cross-promotion of programs and partnerships—ongoing via radio, TV, print media, internet, social media.

Martin Luther King, Jr. Project Planning:
- Working with partners to promote and enhance the project, including UPD, USD116, potentially PAL for programming and education.
- Educational materials.
- Performances at the sculpture

Urbana Arts Grants:
- Institute separate grant category for schools.
- If grant money increases, provide continuing support for some festivals or projects.

Long term goals (5 yrs & beyond):

Art Now!:
- Expanded ArtNow! projects--possible ideas include DVD, Artist Home tours, calendar of local artists.
- Integrate with other subcommittees--ArtNow! shows as education for Art in the Schools.
- Fundraising.

Art in the Schools:
- Evaluate, refine, and continue program.

Downtown Arts Planning:
- Permanent visual art in downtown.
- Look for potential art venues.

Joseph W. Royer Arts and Architecture District
- Promote sense of place within Royer district through:
  - Arts venue with exhibition space.
  - Artist studios.
  - Release eBook of historic children's book written by Adelaide Royer.
- Celebrate buildings while forging links between the past and present through events unique to each building, using music and theatre (including Living Newspaper techniques) to create new memories tied to Urbana's historical places; not only buildings, but other unique sites, as well, such as the Munhall Elm Tree in Historic East Urbana which was a site for Native American councils and a speech in 1856 by Abraham Lincoln at he beginning of his comeback, reported in great detail in the Courier at the time by J.O. Cunningham.

Marketing & Promotions:
- Ongoing promotion of programs and partnerships via internet, radio, TV, print media, social media.
- Adapt as needed to upcoming projects.

Martin Luther King, Jr. Project Planning:
- Continued promotion of project and goals of Dr. King.

- Ongoing maintenance.

Urbana Arts Grants
- On-going, strong grants program.
- Continual evaluation/improvement of program.

Fundraising Priorities:

Following the creation of the Timeline of Subcommittee Goals the Fundraising subcommittee met to review this timeline and identify an initial list of fundraising areas.

Short term:
- Downtown Arts Planning
- Urbana Arts Grants
- Additional projects as needed

Midterm:
- Art in the Schools
- Downtown Arts Planning
- Urbana Arts Grants
- Additional projects as needed

Long term:
- Art in the Schools
- Downtown Arts Planning
- Urbana Arts Grants
- Additional Boneyard Creek public art projects
- Additional projects as needed