



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: Performances at the Market

Introduction and Background

The Public Arts Commission has run the Art at the Market program since late 2008. This program offers a free all ages art workshop by local artists once a month during the Market at the Square season. Six workshops are presented per season, averaging 100 participants per workshop. Since 2009, each artist leading workshops has been compensated an honorarium of \$400 for time and materials.

On February 6, 2012 the Urbana City Council approved the Public Arts Coordinator position being increased from three-quarter time to full-time as a part of additional staffing for tourism promotion tasks for the Economic Development Division of the Community Development Division. As a part of additional duties relating to marketing and cultural events promotion, increased staff involvement with arts programming was encouraged at Urbana’s Market at the Square. A portion of the additional funding necessary to increase the Public Arts Coordinator’s position to full-time comes from the annual Market budget.

Discussion

Staff has worked with the Director of the Market at the Square to brainstorm how arts programming might be increased at the Market at the Square. Currently, the Commission provides many opportunities for visual artists, including the Art at the Market, Artist of the Corridor, and Urbana Sculpture Project programs. Creating a monthly performance series at the Market at the Square would allow the Commission to increase support and create a showcase for local musicians, performers, and theater artists. For 2012, performances would be presented on Walnut Street on the same Saturday as the Art at the Market workshops (Exhibit A). Performances would be acoustic only and would last from 9:30-11:30 AM, with a 15-30 minute break. Performance groups would be compensated \$300, which is comparable to what bands are paid for the Urbana Park District’s Neighborhood Nights series.

While the Commission has had a Art at the Market subcommittee for several years, it has not met frequently and scheduling of workshops has been handled on an internal level. Rather than have

a subcommittee, staff suggests it might be more productive to solicit recommendations on artists, musicians, performers, and theater artists who might be good candidates for Art at the Market and Performance at the market from the whole Commission.

Recommendation

Because two of the performances for the 2012 Market at the Square would fall in the current fiscal year, staff recommends the Commission approve that \$600 of the \$3,500 Illinois Arts Council grant received for general operating support in FY11-12 be used for compensating performers for May and June 2012. This would leave \$2,000 in remaining grant funds, all of which must be spent by August 31, 2012.

The Market at the Square has agreed to provide half of the cost of compensating performers for FY12-13. Therefore, staff also recommends that the Commission budget \$900, half of the \$1,800 required for performances in FY12-13, during the annual planning budgeting exercise occurring at the March 13, 2012 meeting. This will provide payment for the July, August, September, and October performances at the 2012 Market at the Square and the May and June performances at the 2013 Market at the Square.

Attachments: Exhibit A: 2012 Art at the Market and Performance Schedule

2012 Art and Performance at the Market Dates

May 26, 2012 - Art at the Market - 8 am-12 pm, Performance at the Market 10-11 am

June 30, 2012 - Art at the Market - 8 am-12 pm, Performance at the Market 10-11 am

July 28, 2012 - Art at the Market - 8 am-12 pm, Performance at the Market 10-11 am

August 25, 2012 - Art at the Market - 8 am-12 pm, Performance at the Market 10-11 am

September 29, 2012 - Art at the Market - 8 am-12 pm, Performance at the Market 10-11 am

October 13, 2012 - Art at the Market - 8 am-12 pm, Performance at the Market 10-11 am