

City of Urbana, Public Arts Program
2011 Urbana Festivals Grant
May 24, 2012

40 North | 88 West Boneyard Arts Festival

Post-Project Evaluation

The Urbana Public Arts Commission grant allowed 40 North | 88 West to further its mission of cultivating creativity in Champaign County. This was evidenced through the Boneyard Arts Festival, a culminating event of the 40 North mission points - information, advocacy and collaboration. The 2011 Boneyard Arts Festival partnered artists and performers with local business for the ninth year throughout Champaign County. This countywide festival provided an arts-filled weekend for residents and visitors, gave artists an opportunity to market their work and generate income, increased foot traffic and sales in participating venues, and increased access to the local arts community.

1. Accomplishments

Marketing - The grant supported the marketing plan of the Boneyard, enhancing outreach throughout our diverse community. This free community event is an arts extravaganza available for attendance by people of all ages and backgrounds. Audiences grew substantially across the entire festival, but especially in Downtown Urbana where Shared Space: an artist co-op, experienced astounding success:

“We are beginning our 2nd year and need to get better known. Saturday of the Boneyard was our best sales day ever and more people visited us than at any other time. The mom's day weekend made the attendance incredible. Much of the business was from people who hadn't heard of us before. It was the best single advertisement we could have asked for. I expect it will lead to much more business and sales. A number of people have already come by again to take a closer look at our gallery.”

Susan Pryde

40 North is not able to do formal tracking of attendance and sales, but the post event survey suggests that artists sold more work this year than in the past and there was a substantial increase in foot traffic. By doing more youth programming and targeting families and kids in marketing efforts, family attendance has grown. The Urbana district, in particular, has become the hub for family arts activity.

Street Performances - The funding supported performances on the street, giving the festival a stronger presence and more festive atmosphere. With unique performances like Randy the Yodelin' & Trip Ropin' Cowboy, the Bow-Dacious String Band in a bank parking lot, and a variety of performance art, a diversity of activity was available for mass consumption.

2. Impact

The grant allowed 40 North to continue its primary goals of strengthening the arts community and promoting the arts locally and beyond Champaign County. The grant deeply impacted the quality, diversity and quantity of street performances. Because of UPAC funding, there was a broad spectrum of arts on the streets demonstrating the breadth and depth of the local arts community. Grant funds opened up an opportunity to reach a more diverse audience through an expanded marketing campaign, specifically young audiences.

3. The Numbers | Part One

With limited staff at 40 North, the Boneyard would not come to fruition without the help of several volunteers. The Boneyard Core Committee met beginning in November of 2010. Each Core Committee member acted as chair of a district committee (Campus, Champaign, Urbana, Out & About). During the planning stages, the committees met once a month and once the event was a few months out the meetings were more frequent. The Public Image Committee assisted with branding and all marketing deliverables for the event. The total number of hours spent by staff and volunteers in all aspects of event would be over 800 hours.

4. The Numbers | Part Two

Visual, literary and performing arts were featured in over 110 different locations across the county; 32 of those locations were just in Downtown Urbana. Over 500 artists participated in the event. Public participation increased from years past with an estimate of 10,000 participants.

5. Collaborating Partners

Collaborating partners are the backbone of this event. Thirty-five collaborators – including sponsors, in-kind contributors, and community partners - were involved in the success of the festival. Working with the Urbana Business Association on the BoneyardConnect, an artist/venue social, has been a huge success and the perfect way to kick-off festival registration. In addition, collaborating with Krannert Center for the Performing Arts to program the outdoor performances throughout the weekend has profoundly enriched the festival on many levels. Each of these community partners helps us to extend our reach each year and further engagement of this event. Urbana Park District continues to play a critical role in leading the Urbana committee, organizing businesses and assisting artists. Considering the small 40 North staff, the festival simply would not be possible without the help of these partners and a robust volunteer structure. In addition to collaborating partners, a well-organized pool of volunteers is at the heart of this event. Over 100 volunteers worked together in true community fashion to create a weekend rich in artistic experience.

ADAMS



APRIL 7-10

40 North | 88 West

BONEYARD
ARTS FESTIVAL



40NORTH.ORG

The News-Gazette

krannert center
FOR THE PERFORMING ARTS AT ILLINOIS

Family Portrait by Sophie McMahan/sea-faring.org

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Final Report
compostQ (Erik Lund)
Urbana Arts Grant for 2011-2012

"I hereby certify that I am authorized to approve this Report, which serves as a Request for Reimbursement, that I have reviewed the attached invoices in the amount of \$3000.00; that all costs claimed have been incurred for the Project in accordance with the Agreement between **compostQ ensemble (Erik Lund)** and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted."

1. The grant funds were used, as proposed, for the compostQ ensemble to give concert presentations at:
 - Leal Elementary School, 12/5/2011 (2 concerts)
 - Yankee Ridge Elementary School, 12/5/2011 (2 concerts)
 - Urbana Free Library, 2/5/2012
 - Urbana-Champaign Independent Media Center, 3/11/2012
 - Urbana High School, 3/12/2012 (2 presentations)

2. The grant funds had a substantial and important impact on compostQ's ability to address both young and adult audiences. We took a decidedly different approach to our concerts at the elementary schools, which were inclusive of demonstration, question/answer, and student participation. At Urbana High School we focused primarily on student involvement. We presented more straight-forward performances for primarily adult audiences at the Urbana Free Library, and the Independent Media Center.

3. The number of participants for each event:
 - Leal Elementary School, 12/5/2011: 2 concerts, 5 musicians and 3 dancers for each concert, c. 75 kids and 10 teachers at each concert
 - Yankee Ridge Elementary School, 12/5/2011: 2 concerts, 5 musicians and 3 dancers for each concert, c. 75 kids and 10 teachers at each concert
 - Urbana Free Library, 2/5/2012: 5 musicians and 2 dancers, audience of c.100
 - Urbana-Champaign Independent Media Center, 3/11/2012: 5 musicians and 2 dancers, collaborating with the OddMusic group (4 musicians), audience of c.35
 - Urbana High School, 3/12/2012: 2 presentations, 5 musicians and 2 dancers, c.30 students for each presentation

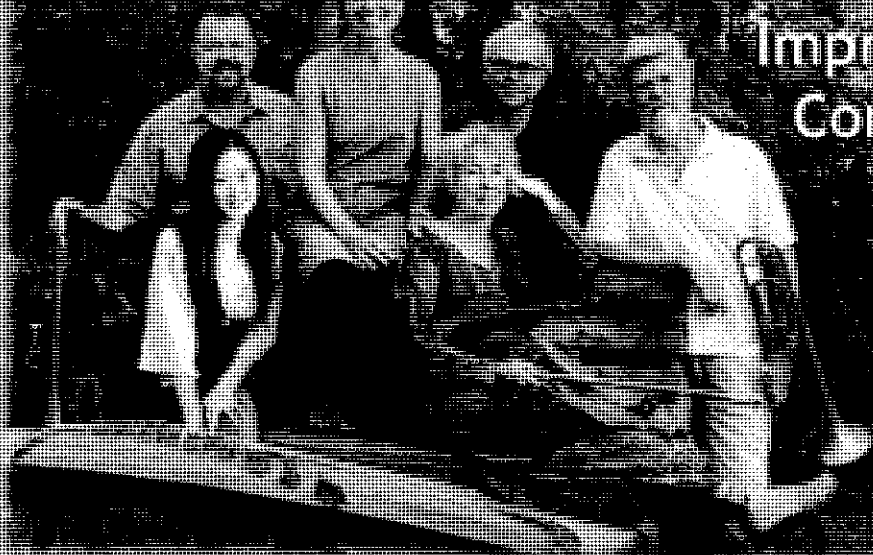
4. Our collaborations with our venue partners were uniformly positive, and I know that there will be subsequent collaboration in every case.
 - Leal Elementary School, 12/5/2011: coordinated the event with principle Marybeth Norris. Involved the kids in our presentation through questions/answers, and having them guide some of what we did improvisationally.
 - Yankee Ridge Elementary School, 12/5/2011: coordinated the event with principle Spendcer Landsman. Involved the kids in our presentation through questions/answers, and having them guide some of what we did improvisationally.
 - Urbana Free Library, 2/5/2012: coordinated with library staff Carol Inskip.
 - Urbana-Champaign Independent Media Center, 3/11/2012: coordinated with IMC staff Alex Cline.
 - Urbana High School, 3/12/2012: coordinated event with music faculty Tamara Gingold. Involved students in hand-on demonstrations and in-class performances.

5. Additional comments: compostQ is most grateful for the Urbana Arts Grant Award, and we feel that the project was an overwhelming success. We plan to remain active in the Urbana community and continue the work that you have so graciously supported.

PROJECT DOCUMENTATION

- 5 digital photos from performances at Urbana Free Library and the IndependentMedia Center
- 2 event announcements for performances at Urbana Free Library and the Independent Media Center

Compost Q



Improvisation
Composition
Dance

Sunday, February 5

2:00 - 2:45 p.m.

Levin Auditorium • Ground Floor

Join us for a unique performance by Compost Q—a seasoned, multi-disciplinary collective specializing in improvisation, composition, and dance. They describe their creative process as “a rich, organic, dark, loamy and finished collaboration.”

Performers: Dorothy Martirano (violin), Yu-Chen Wang (gu zhen/Chinese zither), Chris Reyman (accordion), Erik Lund (trombone), Armand Beaudoin (bass), Kirstie Simson (dance), and Tamin Totzke (dance).

This event is made possible by an Urbana Arts Grant



The Urbana Free Library

Adult Services • 330 Main Street • Urbana, Illinois 61801 • 317.527.8435 • lib.urbanaui.edu

composto

live oddmusic

Kirsten Robinson • Jamin Cook • Joseph Williams • Justin Williams • Chris Eymann •
Arianna Baudin • Erik Lund • Jacob Johnson • Andrew Heathcote • Austin McCarroll

Join us as we explore music, dance, sound, motion, improvisation, invented instruments, and the joy of collaboration.

In concert together:

Sunday, March 11 2pm free

Independent Media Center

202 S. Broadway, Urbana, IL

This program is made possible through a grant from the Urbana Arts Grants Program.

Post-Project Evaluation: CU Folk and Roots Festival 2011

Accomplishments: In less than three years, the CU Folk and Roots festival has made a tremendous impact in the community and the cultural atmosphere of Central Illinois. Folk artists and musicians now make Champaign-Urbana a stop on their Midwestern tours and other local presenting organizations have been strengthened or have begun to also present folk acts and artists as the market for folk is increasingly recognized and developed. In addition, many local folk artists and organizations have used the festival for a “jump-start” to their projects. For example, 2011 festival workshops offered opportunities for local harmonica players Dave Witzany and Doug Schroer to gain the momentum and interest to start a weekly harmonica group at a local music school. The 2011 festival saw the birth of the CU Singer-songwriter collective when festival organizers invited a group of singer-songwriters to put together a showcase. This group now hosts a weekly concert series and continues to meet on a monthly basis. The festival and our year-round concert series provides opportunities for local artists to share the stage with regional and national acts, often providing critical exposure to enhance or jump-start their careers. For example, in 2011 festival bookers discovered a young fiddler, Kate Fritz, in the community, and booked her for the festival and subsequently an opening slot for the internationally-recognized Canadian fiddler April Verch. Kate is now playing regular gigs around the community and has generated much press coverage and buzz.

The festival included over 54 performances, 18 workshops and 21 hands-on activities (jams, dances, singalongs, family events, etc.) involving over 100 performers and 120 volunteers in over 15 venues including various downtown businesses, The Urbana Free Library, Community Center for the Arts, The Independent Media Center and Krannert Center for the Performing Arts.

Grant funds were used primarily to compensate local artists for their involvement in the festival. As per our mission statement, a large percentage of festival performers are from the CU community.

Impact of grant funds: As evidenced by the attached CDP funders report, over 75% of our revenue comes from contributed sources. With a total budget of \$28,000, the Urbana Public Arts grant comprised over 10 percent of our funding. This funding is critical to our organization and to our mission of providing quality arts programming to our community.

Number of participants: An estimated (venue tally sheets) 2,000 people participated in the 2011 CU Folk and Roots festivals, including 250 children.

Collaboration: CU Folk and Roots Festival counts on a collaboration network of community folk/arts organizations. Community organizations helped plan, book, promote and fund some of the events and performances at the festival. Others gave valuable advice, venue space and promotional help. From its onset, the festival has followed a model of collaboration and cooperation, looking to other organizations for financial sponsorship, booking help, volunteers, co-promotion projects and more.

Participating organizations in 2011 included the **Urbana Country Dancers** (helped plan, book and fund the contra dance), **Prairie Crossroads Blues Society** (helped plan, book and fund blues events/performances), **Krannert Center for the Performing Arts** (helped plan, book and fund Krannert Uncorked Kick-off event), **CU Storytelling Guild** (helped plan, book and staff storytelling), **Illini Folk Dance Society/Central Illinois English Country Dancers** (helped plan, book and staff the folk dance try-its), **Community Center for the Arts** (provided venue space, sponsorship), **the CU Swing Society at U of I** (helped plan, book swing workshop), **CU Singer-Songwriter Collective** (helped plan and book their workshop), and many more...

This cooperative relationship with the community is the essence of the CU Folk and Roots festival organization. Without the financial and volunteer support collaboration brings to the festival, there would not be enough resources to implement such a large community-wide project. In turn, the festival gives back to the community by enhancing the cultural climate of Central Illinois, thus strengthening all organizations involved.

Folk Roots Festival OFFICIAL SCHEDULE

Thursday Evening Schedule

KRANNERT CENTER FOR THE PERFORMING ARTS-LOBBY

5:00-7:00pm **P** Festival Kick-off Party! Dennis Stroughmatt et L'Esprit Creole **FREE**

Friday Evening Schedule

HEARTLAND GALLERY

Generously supported by Heartland Galleries

5:00-6:00pm **W** Pennywhistle Workshop w/Dean Karres

6:00-7:00pm **P** Lee Murdock

INDEPENDENT MEDIA CENTER

Generously supported by Busey Bank, Dixon Graphics, and the City of Urbana

5:30-6:30pm **P** Vintage Wildflowers

6:30-7:00pm **P** Morris Dancers

7:00-8:15pm **P** Liz Carroll w/Cormac McCarthy

8:45-10:15pm **P** Square dance w/Kickapoo Sorghum Squeezers and T-Claw

10:30pm-midnight **P** Red Tail Ring

IRON POST

Generously supported by Illinois Public Media and Common Ground

5:15-6:15pm **H** Beatles/Simon & Garfunkel Singalong with Matt Croisant **FREE**

6:30-7:30pm **P** Prairie Dogs

7:30-8:00pm **P** Kate Fritz

8:00-9:15pm **H** Irish Session

9:30-10:45pm **P** Liz Carroll w/Cormac McCarthy

11:00-midnight **P** Northern Magnolia

Midnight-1:00am **P** Evil Tents

IRON POST PATIO

8:00-9:00pm **H** Campfire Sing-along "Sea Shanties and More" with Lee Murdock **FREE**

BUVONS (AT CORKSCREW WINE EMPORIUM)

Generously supported by Corkscrew Wine Emporium

5:00-7:00pm **P** Matt and Tom Turino

88 BROADWAY

Generously supported by JRE Creative and Techline

7:00-8:00pm **H** Tango Lessons with Joe Grohens

8:00-9:30pm **P** Tangotta

9:45-11:15pm **P** Bleu Django

11:30-1:00am **P** Kilborn Alley

ROSE BOWL

Generously supported by WWHP/The Pawn Shop

9:00-10:00pm **P** High Cross Road Band

10:15-11:15pm **P** The PBS Band

11:45pm-1:00am **P** Backsliders

Saturday Morning & Afternoon Schedule

All Saturday Morning and Afternoon Activities are **FREE**

88 BROADWAY

Generously supported by JRE Creative and Techline

10:00-10:30am **P** Thumbs Up Puppets with Miriam Larson

10:45-11:15am **P** Tim Stephens (family performer)

11:20-11:40am **P** John Cheeseman (songs for kids)

11:45-noon **P** Ben Rosenfield, storytelling miniset

noon-1:00pm **P** Deep Fried Pickle Project (family band)

1:00-3:00pm **P** Community stage (open stage) hosted by Paul Kotheimer

3:00-3:50pm **W** Swing Dance Workshop

4:00-5:30pm **P** Pokey Lafarge and the South City Three

ALSO AT 88 BROADWAY: TRY-IT TENT

11:00am-4:00pm **H** Free mini-lessons on a variety of instruments

10:00am-? **H** Open Jamming

3:30pm **H** Musical Mayhem Parade (gather at 3:30, parade begins at 3:50)

INDEPENDENT MEDIA CENTER, MAIN ROOM

Generously supported by Busey Bank and the City of Urbana

10:00am-noon **H** Shape Note Singing

Noon-1:00pm **P** Orpheus Mandolin Orchestra

1:00-2:00pm **P/H** CU Accordion Club with Chris Reyman

2:00-4:00pm **H** Folk Dance Try-it Sessions (Yiddish, polka, English country, folk)

4:00-5:00pm **H** Amasong Community Sing

INDEPENDENT MEDIA CENTER, SUNROOM

10:30am-noon **H** Textile Art

Noon-2:00pm **H** Folk Art for All Ages

2:45-3:40pm **H** Make a Doodlebass/Canjo with Deep Fried Pickle Project

COMMUNITY CENTER FOR THE ARTS

(MULTIPLE UPSTAIRS ROOMS, INDEPENDENT MEDIA CENTER)

11:00am-noon **W** Basics of Clawhammer Banjo with Christine Breen

1:30-2:30pm **W** How to Play the Saw and other Jugband Instruments with Deep Fried Pickle Project

1:00-2:00pm **W** Irish Fiddle with Ben Smith

2:00-3:00pm **W** Ukulele for All Ages with Matt Croisant

2:00-3:00pm **W** How to Steal a Song with the Viper

3:00-4:00pm **W** Bottleneck Guitar with Reverend Robert

3:00-4:00pm **W** Illinois Old-Time tunes with Tom B, Lyle K., Laura S, and Ed H.

4:00-5:00pm **W** Mandolin Workshop with Ashley Lewis

Folks loved it - Some calling latest Folk & Roots Fest the best one yet

News-Gazette, The (Champaign-Urbana, IL)-November 13, 2011
Author/Byline: MELISSA MERLIPage: G-1

Christine Breen, one of the organizers of the Champaign-Urbana Folk & Roots Festival, went to bed early last Sunday morning with a smile on her face and woke up with the "same silly smile," she says.

As did many others who organized and/or participated in the third annual festival that ended early last Sunday in downtown Urbana.

Many folks said it was the best one yet. Attendance was up a bit. Unlike the first two festivals, both of which took place in late September, all of the events were indoors, in Urbana's fine venues, within a block or two of each other.

It made for easy access to all of the many festival performances and participatory activities. I didn't take in all the acts, but most of what I saw I liked a great deal:

Pokey LaFarge and the South City Three, a tight foursome from St. Louis that plays early American jazz, string ragtime, country blues and Western swing as well as originals by the prolific LaFarge.

Spin magazine named this band the best discovery at the 2010 Newport Folk Festival, and Mojo magazine put the band's 2010 "Riverboat" album on its year-end top 10 list. The band's popular in Europe as well; it's played in 12 countries so far, with four overseas tours this year alone.

Blind Boy Paxton, a 22-year-old phenom on piano, guitar, banjo and fiddle who grew up in south central Los Angeles loving old-time music and learning it by listening to records ? he said. He now lives in Queens in New York and is an orthodox Jew, which many festival-goers found interesting. (He didn't officially perform after sundown on the Friday (sabbath) of the festival but did jam that evening, I was told.)

After his gig on Saturday at The Iron Post, Paxton told a guitarist friend and me that he had just discovered by email that he, among other musicians, appears in the new PBS documentary "Give Me the Banjo," which aired Nov. 4, the Friday night of the Folks & Roots Festival. The real deal, Paxton also plays mandolin.

Bleu Django, a quartet from Indiana that specializes in arranging and performing the pre-World War II music of Gypsy guitarist Django Reinhardt and Parisian violinist Stephane Grappelli. Fiddler Carolyn Dutton, who apparently leads the band, was a professional violinist (not classical) in New York City for 30 years and after retiring built a home in Nashville, Ind.

Bleu Django will perform at a Beaujolais wine release party from 6 to 9 p.m. (EST) Thursday at the Chatterbox Jazz Club on Massachusetts Avenue in Indianapolis. I'm thinking of going.

Liz Carroll, an outstanding Irish-music fiddler based in Chicago ? festival organizer Tom Turino called her a jewel of Illinois. She was accompanied by pianist Cormac McCarthy, who hails from County Cork in Ireland and is studying jazz piano in the Windy City.

But there's more

I also enjoyed the Orpheus Mandolin Orchestra, a 12-piece ensemble from Bloomington that formed in 2003. The group, which played last Saturday afternoon to a small audience at the Independent Media Center, was less polished than the headline acts but put forth a quaint, lovely sound that harks back to the early 20th century, when many cities had mandolin orchestras.

I heard that same day at the IMC a shape-note singing group that meets at McKinley on the UI campus

and the local Accordion Club led by Chris Reyman.

While listening to the mandolin and accordion ensembles, I participated in a festival folk-art workshop at the IMC. In it I decorated a small Day of the Dead sugar skull.

Workshop leader Lori Caterini had used molds to make lots of sugar skulls, leaving them white for workshop participants to decorate with "royal" icing, which acts as both decoration and glue for attaching sparklies and beads. Fun!

My only complaint about the festival is that there were too many concerts and workshops! You felt as if you were missing something, or as one friend said, overstimulated.

I missed but heard good things about the Vintage Wildflowers, a female trio from out of town that performs a blend of Celtic harp, Irish flute, fiddle and vocals, and Red Tail Ring, a fiddle and guitar duo from Michigan who recently spent 10 days in Denmark performing and teaching as part of a cultural exchange sponsored by the U.S. Embassy.

Folks also liked blues guitarist/singer Donna Herula from Chicago. And the local Hot Iron String Band, made up of four dexterous young bluegrass musicians, was quite impressive.

Brenda Koenig, who's on the festival booking committee, said organizers had only \$15,000 to spend on the acts. Considering the talent at the festival, they spent wisely.

Most of the committee members are musicians; they scout folk festivals for acts on their way up, or under-recognized talent.

"In the folk world there are many unrecognized talents," Koenig told me. "Because it's folk music a lot of people choose not to go down the commercial path. It's more personal for them ? it's what they choose to do with their time."

She said if a musician or act has an agent, the committee tends to stay away.

"It's a mixed bag with agents," Koenig said. "The booking committee actually talks with the artists, one-on-one, face-to-face. Contact with the artists is more meaningful to show us how they fit, as opposed to the spin that comes from agents."

Pokey LaFarge and the South City Three is represented by agents, one of whom is in Belgium. I'm glad the festival booking committee didn't stay away from them.

So is LaFarge. He enjoyed performing and being at the festival.

"I think they have a good thing going. They should definitely keep it up," he said in a telephone interview after the event. "They brought an interesting selection of artists. Blind Boy Paxton is a good buddy of mine and it was a real treat when he came on stage and played with us."

Like Paxton, LaFarge prefers old-time music and is reviving it ? as he told St. Louis Magazine in revolt against all the crummy media-controlled music put out today.

"Old-time American music is so simple but so beautiful. Let's keep it alive," he told a capacity crowd earlier this year at The Gramophone in St. Louis, according to St. Louis magazine writer Daniel Durchholz.

Most of the instruments LaFarge plays are pre-1930s; a couple of his guitars date back to the '50s, though. He also wears an impressive pompadour and vintage clothes but said it's an exaggeration that he doesn't own anything made after the '30s.

I was surprised to learn that the 28-year-old musician grew up not too far from here, in Bloomington ?

when younger, he made frequent forays to C-U, St. Louis and Chicago to hear live music. He said he "barely" graduated from University High School in Normal because he didn't want to go to college.

"I knew what I wanted to do when I was 15 ? music and traveling," he said.

He's visited all 48 lower states. He and his band have performed in 40 or so ? and counting, I presume.

Though the musicianship in his band is excellent, LaFarge said he doesn't read music and does everything by ear ? he writes all of the songs himself. Like LaFarge, upright bass player Joey Glynn and harmonica and washboard player and snare-drummer Ryan Koenig don't read music and didn't go to college. South City Three guitarist Adam Hoskins, though, has a degree in jazz studies from Webster University in St. Louis.

LaFarge said most people who come out to hear him and the South City Three (they all live in south St. Louis) are older and remember the folk revival of the '60s.

"The younger kids are getting into it slowly but surely," he added of early American music, which is popular overseas, especially in France and Germany, LaFarge said.

"How can you not like American music?" he asked rhetorically. "It's the best music created. The whole world's got their voice in it; certainly Europeans have their voice in it. People in Ireland love to hear that old-time American music because Irish music influenced people in Appalachia."

News-Gazette staff writer Melissa Merli can be reached at 351-5367 or mmerli@news-gazette.com. Her blog, Art and About, is at www.news-gazette.com/blogs/art-and-about.

Almost TOO MANY concerts, workshops
Melissa Merli looks back fondly at the latest Champaign-Urbana Folk & Roots Festival. G-1. Paul Nordmann Pokey LaFarge and the South City Three, from left, Ryan Koenig, Joey Glynn, Pokey LaFarge and Adam Hoskins. Darrell Hoemann/The News-Gazette
Contra dancers hit the floor at 88 Broadway in Urbana with music by The Mean Lids as part of the Nov. 5 performances at the Champaign-Urbana Folk & Roots Festival. Melissa Merli/The News-Gazette
The sugar skull that Melissa Merli decorated during a folk-art workshop during the third annual Champaign-Urbana Folk & Roots Festival last weekend in Urbana.
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URBANA WINKS
Urbana Public Arts
Fay/Glassman weekend intensive

Final Report

1. We were able to hold an intensive weekend long experimental theatre laboratory for adults that culminated in a public performance in downtown Urbana. Funds were used to rent space and pay artist fees. In-kind contributions and matching funds included significant space donation, materials, set and props, video documentation, administrative services and final reception goodies.

2. While I wish I could say that this grant had impact on our artistic or organizational development I can't do that. We received one fifth of the funding requested for the original project. This was a significantly differently project given the funding restrictions. While we enjoyed the actual intensive immensely -- working with participants, gearing up for the public performance and talking with audience members after the performance during the following reception -- the project itself felt more like a contribution to Urbana rather than contributing to our development. Which is also fine but I feel, speaking as an artist that this needs to be noted.

3. Participation

Registration:

24 adults registered for the weekend intensive

Workshop Session Participants:

Fri Evening 6- 10:00 PM -- 17 participants

Plus Jeff and Lisa

Sat Afternoon 1-4:00 PM - 16 participants

Plus Jeff and Lisa

Sat Evening 6- 10:00 PM -- 17 participants

Plus Jeff and Lisa

Sun Afternoon 1-4:00 PM -- 15 participants

Plus Jeff and Lisa

Sun Evening 6- 10:00 PM -- 15 participants

Plus Jeff and Lisa

Attendance at final performance:

35 (plus) Audience (in addition to participants)

Age Breakdown Roughly of Participants:

20's -- 7

30's -- 3

40's -- 3 plus Lisa

50's -- 2

60's -- 2 plus Jeff

Unsure how many participated in letting folks know about the event via social media

4. While we attempted to partner with local business to donate space this proved too difficult at least given the lead-time and limited leveraging funding. In the long run we worked closely with the IMC and the School for Designing a Society who made the space issues work for the project. Our thanks to them.

Promotion of the event was done solely through electronic media. We initially sent this out using our own mailing list. This then was sent and added to several list-serves. Additionally, there were Facebook event pages made about both the workshop and the performance for us. It was a nice experiment in the use of social media. Given the numbers we had with such short notice it seems to have worked. Perhaps this is the new pace of things given the medium. Because folks needed to register prior to the event, it allowed us to track the reach of participants during the "recruiting" process.

5. The workshop was received extremely well by participants. We had a lovely range of ages of about which I feel really good. Likewise we had a range of backgrounds-- Including a Dean and Professor Emeritus, people who work with theatre professionally, young folks exploring the medium, university students and artists engaged in other media. It was delightful on that account and an in-depth discussion about the ranges found in the workshop would be nice to have with Urbana Public Arts folks some time.

Likewise the audience was extremely engaged. In keeping with the spirit of the intensive we introduced the performance by giving a brief description of the weekend and thereby framed the performance for the audience. The performance, created over the course of the weekend, was a tight, clean, 40 minutes of highly experimental work that seemed to tickle folks tremendously. We followed the performance with a reception so that the audience could interact with the performer/participants as well as talk with us. It was a wonderfully charged event. Several audience members asked us when we hold another intensive because they wanted to participate. Participants who attended the workshop asked if might consider continuing in some more formal way. I think that there can be no higher compliment or more telling outside insight into the value of the over-all event than these two comments.

Subject: Fwd: URBANA WINKS: AN INTENSIVE EXPERIMENTAL THEATRE LAB
Date: Monday, April 16, 2012 3:58:48 PM Central Daylight Time
From: Jeff Glassman
To: Lisa Fay

----- Forwarded message -----

From: Damani, Tanvi <tdamani2@illinois.edu>
Date: Mon, Apr 16, 2012 at 11:16 AM
Subject: URBANA WINKS: AN INTENSIVE EXPERIMENTAL THEATRE LAB
To: Jeff Glassman <jeffglassman0@gmail.com>

Hi Jeff,

I'd like to register for this. Do we have to pick a day, or is it a 3-day thing?

Thanks,

Tanvi Damani, E.I.T.
Construction Management, Graduate Student
Civil Engineering, BSc.
Resident Advisor, Oglesby Hall (FAR)
University of Illinois at Urbana-Champaign
tdamani2@illinois.edu

On Mon, Apr 16, 2012 at 11:10 AM, Jeff Glassman <jeffglassman0@gmail.com> wrote:



coming soon
sooner than you think
(register now, its free)

LISA FAY AND JEFF GLASSMAN

will be
presenting

URBANA WINKS: AN INTENSIVE EXPERIMENTAL THEATRE LAB

For one weekend only

FRIDAY, MAY 4TH, 6-10:00 PM

SATURDAY, MAY 5TH 1-4:00 AND 6-10:00 PM

SUNDAY, MAY 6TH 1-4:00 AND 6-10:00 PM

(Community showing at 8:00 pm Sunday)

The intensive is designed to engage
a diverse array of inquisitive community participants
in the experience of an intensive
Experimental Theatre Laboratory,
that moves through
the process of originating and
producing experimental theatre work.

Open to adults

of

all levels of experience,

the intensive will culminate

in a

low-key community showing.

Folks with backgrounds in

all disciplines

are

welcome

and

encouraged

to take the workshop.

The workshop is

able to be offered for

FREE

HOWEVER we do need you to register as space is limited.

To register please email

to register please email

jeffglassman0@gmail.com

(that's a zero)

The workshop will be held in downtown Urbana.

The final location is still to be determined.

Registrants will be notified.

The workshop is made possible

with generous funding and

Paid for by the

City of Urbana

Arts Grant

About Lisa Fay and Jeff Glassman Duo

We are an originating, movement-based theatre duo, working together since 1991, who apply complex, composed structures to ordinary human behavior. The performed results, ranging from humorous and disarming to mesmerizing and disorienting, arise as metaphors for social processes. In the words of others:

"Lisa Fay and Jeff Glassman have the consummate professionalism of a longstanding comic team... their real intent is to go to the center of human movement, habit and meaning..."

Chicago Theatre Blog, Paige Listerud, Chicago, 2011

"I think that Lisa Fay and Jeff Glassman belong in some kind of genius category. ...surreal vaudeville...One is reminded of silent film comedians and European circus clowns, who hone their material to its essence."

New Orleans Times-Picayune, David Cuthbert, 2008

"...severe movements unexplored in dance or theater improvisation... hilarious but intellectually challenging, simple in execution yet extremely difficult to execute."

Lincoln Star Journal, John Cutler, 1997

"Dazzling sophistication ...I've seen a lot of theater fail to reach this virtuoso level of characterization."

Village Voice, Kyle Gann, New York 1995

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PROJECT NARRATIVE

In a series of street interviews, I asked members of the community, and visitors to Urbana, to complete the phrase ‘IN URBANA, I ...’ by writing a sentence on a whiteboard. I asked the participant to hold the whiteboard in front of them, while I took a photo of them with their phrase. I also set up a Facebook page and a Gmail address for the project, both to publicise the project and to solicit more photos and phrases. When I collected more than one hundred photos, I printed the photos onto plexiglass panels fitted into a specially-constructed display case. This unique lightbox/luminary was then displayed in the Urbana Free Library. In addition, all of the photos and the texts of the participants’ phrases were printed in an accordion-fold artist’s book, and in a commercially-printed hardback book, to be donated to the Urbana Free Library and the Urbana Public Arts Program.

The grant funds were used to purchase materials to conduct the street interviews; materials to make the photographic transfers and printed books; postcards for publicity; and the lead artist’s fee. This project would not have been possible without the Envision 365 grant, which enabled me to fulfil my desire to make art outside the studio and in direct contact with the public.

I believe that this project addressed and fulfilled the aims of the Urbana Public Arts Program, and the Envision 365 grant, in the following ways:

- Direct interaction with the public, by encouraging people to participate immediately and directly on the streets of Urbana;
- Reflected the diversity of the community: the people who agreed to complete the phrase and pose for a photo were people of all ages and many ethnicities. Some people wrote a phrase in their native language, such as Arabic, Urdu, and Russian.
- Preserves the traditions and history of the town: the phrases that people wrote ranged from the very simple to the poetic; they painted a picture, in a series of verbal and photographic snapshots, of how warmly people feel about Urbana, at this moment in its history;
- Demonstrated a high degree of co-operation between myself as the lead artist, and the organizations that responded to my requests to meet the public on their premises—specifically, Market at the Square, Common Ground Food Co-op, Shared Space Artist’s Co-op, and above all the Urbana Free Library.

Read Across America 2012



Brian "Fox" Ellis



Alice McGinty

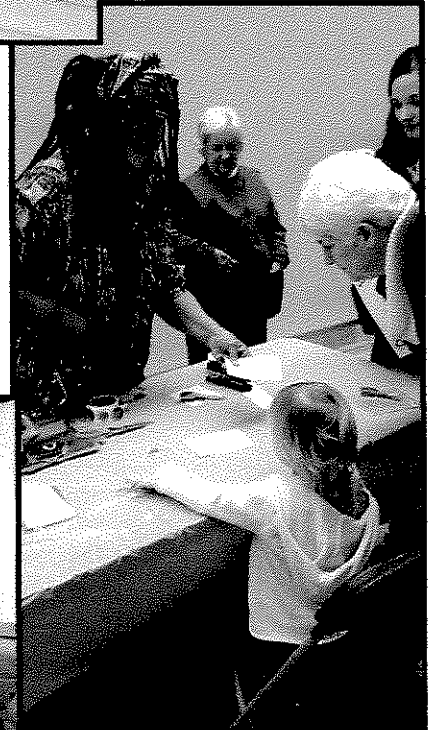


Dawn Blackman



Dan Keding

Patricia Hruby Powell



Accomplishments and How Grant Funds Were Utilized

This year's 12th annual Read Across America Community Celebration was held on March 3rd at Lincoln Square. It included five professional storytellers who entertained the families on the Main Stage due to the funding that was received from the Urbana Arts Grant. Four of the storytellers were from the Champaign-Urbana area, including two who are residents of Urbana. Each storyteller interacted with the children all day as well as performed on the Main Stage. The children were able to listen to stories in a small group and to examine the storytellers' books. Brian "Fox" Ellis, the main storyteller, came from Peoria and performed twice on the Main Stage and spent all morning interacting with the families. The grant funds also enabled us to pay for the rental fees from Lincoln Square, including set up of the Main Stage and the microphone rental. Approximately twenty-five bookbags were purchased with the remaining funds. Each child who attended the event was given a free bookbag as well as a free book.

The Impact that the Grant Funds Had on the Event

Previously, we have had "celebrity readers" who have enthusiastically read books to the children on the Main Stage. But due to the grant, the storytellers provided a more professional and educational experience for the families who attended this year. One storyteller brought a gerbil and incorporated it into her stories, and another storyteller played the banjo for the children. Another storyteller provided hands-on literacy related activities for the children. Each of these storytellers provided enrichment to the children and engaged them in entertaining and educational experiences.

Number of Participants and Participating Collaborators

There were at least 3,000 attendees at the event. There were 1000 children who received free bookbags, and these children brought parents, grandparents and friends to the event. In addition, over thirty schools and community agencies were represented at the event. Each provided a hands-on literacy related activity at booths which were located down all halls of Lincoln Square. There were seven local Rotaries whose members read to children from rocking chairs throughout the mall. These rockers were donated by Bud Leister, a local Urbana businessman. In addition, there were five additional readers on the Main Stage, including Representative Naomi Jakobsson. Twenty-two additional storytellers volunteered their time to read to children in ten additional languages. Twenty-five community leaders served as Celebrity Greeters and explained activities to the families as they arrived at Lincoln Square. These celebrities included Mayor Prussing, Mayor Gerard, Superintendent Preston Williams, Chief Connolly, principals, librarians, school board members and city council representatives. There were also over a hundred volunteers from the community. Volunteers were representatives of University of Illinois students, Parkland College students, Altrusa International of C-U, Jr. League, and Kohl's Department Store.

Experience with Working with Collaborating Partners

All collaborating partners were supportive and enthusiastically cooperative. This truly is a community-wide celebration, and each agency, school and business contributed greatly to make this year's celebration a success.

Additional Comments

This year's event was very successful and some felt it was the best yet! Parents who completed the surveys conveyed that it was well run and lots of fun. Many indicated that they are looking forward to coming back next year!