



## 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:** February 6, 2013

**SUBJECT:** “Keep It or Change It” Public Arts Program Fundraising

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### **Background**

In the ordinance establishing the Urbana Public Arts Commission, one of the duties assigned to the Commission is “to research and seek additional funding including donations, grants and other support to further expand public arts programs” (Exhibit A.) During the past few years the Commission Fundraising subcommittee has worked with the City legal division to determine appropriate procedures regarding fundraising activities that are allowable for Commission members, City Council members, and City staff.

In 2010, the Urbana Public Arts Program launched the Urbana Sculpture project with the installation of four sculptures on temporary, two-year lease. When the leases for these sculptures ended in 2012, two were renewed, two were removed, and three additional sculptures were installed. The Public Arts Commission partnered with the Public Art League on the selection and installation of the three additional sculptures, two of which reflect a tree theme in honor of Urbana’s designation as a Tree City U.S.A.

### **Discussion**

With the success of the Urbana Sculpture Program, the Fundraising subcommittee is interested in launching fundraising efforts with a campaign to raise money to renew or purchase the five sculptures that are currently on display through temporary lease. These sculptures are:

- *Fanfare*, by Shawn Morin, located in the Iron Post Courtyard on Elm Street and Race Street.
- *Bench 9*, by Barry Hehemann, located near the Urbana Free Library on Green Street
- *Splintering Continuity*, by Beth Nybeck, located on Colorado Avenue and Philo Road in front on CVS, leased through partnership with the Public Art League
- *Fortitude IV*, by Mark Krucke, located in front of Crane Alley on Main Street, leased through partnership with the Public Art League

- *The Wind in the Trees*, by Catherin Hoskinson, located in front of Cinema Gallery on Main Street, leased through partnership with the Public Art League

The program, titled Keep It or Change It (Exhibit B), would allow citizens to donate money toward the lease renewal and/or purchase price of these sculptures. Donations would also be accepted to fund the leasing of new or additional sculptures. Through the use of an online system, donors could donate any amount toward any of these sculptures, as well as be able to track the progress of the money raised. Through this “crowd-sourcing” approach, similar to popular websites such as Kickstarter ([www.kickstarter.com](http://www.kickstarter.com)), money would be raised and the public would be allowed to participate in determining which pieces remain on display.

Below are the prices of the sculptures:

Title	Lease Price	Total Price
Bench 9	\$2,000	\$15,000
Fanfare	\$2,000	\$15,000
Fortitude IV	\$2,000	\$12,500
The Wind in the Trees	\$2,000	\$15,000
Splintering Continuity	\$2,000	\$11,250

Shawn Morin, whose piece *Fanfare* is on display in the Iron Post Courtyard, contacted staff about a “lease to own” type arrangement with the City, where the \$2,000 cost for a two-year lease would count toward the total purchase price of the sculpture. Additionally, the Public Art League has language about this same type of arrangement in their contract with artists, which includes the current leases for *Splintering Continuity*, *Fortitude IV*, and *The Wind in the Trees*. Staff also contacted Barry Hehemann, who created *Bench 9*, to see if he would be amenable to a similar arrangement in a future lease and received a positive response. This would mean each of original prices listed above are \$2,000 less.

The Fundraising committee has recommended launching Keep It or Change It in April 2013 with the campaign lasting through December 2013. As the current sculpture leases expire during the summer of 2014, this would give ample time to solicit new pieces if needed. The program will be publicized through a variety of channels, including the Urbana Public Arts Program e-mail newsletter, Facebook, Twitter, a direct mail to residents, print advertisements, online advertisements, and possible MTD bus advertisements. Additionally, small stakes with promotional messages and a QR code leading to the donation website will be placed near the sculptures themselves. A press conference will be held to launch the program with a press release distributed to local media. As the five year anniversary of the Public Arts Commission and Program is April 21, 2013, this may also be used to promote and market Keep It or Change It.

Payments for Keep It or Change It will be accepted online through a system staff has researched and tested called Wufoo.com. For \$259.00 for a year of service, Wufoo.com allows setup of a

customized page for donors to donate any amount of money toward the existing five sculptures or new sculptures using a credit card, Paypal account, or check. The \$259 service fee for Wufoo.com can be provided by the grant from the Illinois Arts Council for \$3,250 in general operating support that City of Urbana Public Arts Program received that must be spent by August 31, 2013. Exhibit C shows an example of one such page created by staff through a free trial of Wufoo.com. The paid service will allow for photos of each sculpture, further customization of the page, and the ability to accept payments. Donors will have to check a box agreeing that if the sculptures they donate to do not receive enough funding for a lease renewal or purchase, their donated funds will go toward general support of the Urbana Public Arts Program. Through the Wufoo.com service, money raised for each sculpture will be recorded in real time, allowing donors to keep track of the fundraising process. City staff has already worked with the City Finance Department to set up the necessary Paypal account to accept donations to the Public Art fund online. Additionally, mailed checks will also be accepted as a method of payment. All donations to the City of Urbana Public Arts Fund, an account established by Ordinance 2008-03-013 on April 21, 2008, are tax-deductible.

To encourage donations, the Fundraising subcommittee recommends a matching grant effort from the Commission. In FY12-13, \$5,000 was budgeted to the Downtown Arts subcommittee for a project to project video art on buildings in downtown Urbana. Unfortunately, extensive research revealed this type of project was not feasible without a significant increase in funds. Instead, the Fundraising subcommittee, with the support of the Downtown Arts subcommittee, recommends these funds be used as a match, i.e. if donors raise \$1000 toward a sculpture the Commission would contribute \$1000 until the funds are exhausted. The matching opportunity would only be available for a limited time to increase excitement for the program.

Finally, City legal staff has emphasized the importance of appropriate behavior from Public Arts Commission members related to fundraising. Commissioners are welcome to promote programs like Keep It or Change It through their own personal relationships, communications, and social media accounts. However, no Commissioner should solicit donations forcibly or with individuals or organizations with pending city business that might be misconstrued as a bribe. Any City Council member or elected official serving on the Public Arts Commission should avoid soliciting funds for any Commission fundraising program from individual donors or the public at large. City staff should also refrain from any direct solicitation, but may administer fundraising efforts. Thus, any direct mailing campaign with a written letter asking for donations would come from the Public Arts Commission Chair rather than City staff.

## **Recommendation**

Staff recommends the Public Arts Commission approves the launch of the Keep It or Change It fundraising campaign, use of the \$5,000 originally budgeted to the Downtown Arts subcommittee as matching funds, and \$259 from the FY13 Illinois Arts Council Grant for the Wufoo.com service.

Attachments:

Exhibit A: Ordinance 2008-03-013

Exhibit B: Keep It or Change It Draft Concept

Exhibit C: Wufoo.com Draft Donation Page



**Bench 9**  
Barry Hehemann  
\$15,000



**Fanfare**  
Shawn Morin  
\$10,500



**Fortitude IV**  
Mark Krucke  
\$12,500



**Splintering Continuity**  
Beth Nybeck  
\$11,250



**The Wind in the Trees**  
Catherin Hoskinson  
\$15,000



**A New Sculpture!**

*Did you know all of these sculptures are on two year leases to be displayed in Urbana?*

Can't imagine life without your favorite sculpture? Donate now to **Keep It!** and help renew the lease on your favorite sculpture. Or, with enough donations, the City of Urbana Public Arts Program can purchase the piece to make it a permanent part of the collection!

Can't wait for new sculptures? Donate now to **Change It!** Your donations will be used to lease new sculptures throughout Urbana.

***Keep It or Change It!*** Support public art and the City of Urbana Public Arts Program.

**Keep It** *or*  
**Change It!**





## Keep It or Change It

Fanfare

\$  .   
Dollars Cents

Total \$0.00

Bench 9

\$  .   
Dollars Cents

The Wind in the Trees

\$  .   
Dollars Cents

Fortitude IV

\$  .   
Dollars Cents

Splintering Continuity

\$  .   
Dollars Cents

Donate towards a new sculpture

\$  .   
Dollars Cents

I understand that in the event a sculpture I donated to does not receive enough donations to fund purchase or lease renewal, my donation will be used for general support of the Urbana Public Arts Program \*

I Agree

Pay By \*

Credit Card

Check

Email \*

[Report Abuse](#)



 Export Data

## Keep it or Change it!

<b>Fanfare</b> <b>\$2.10</b> Raised
<b>Fortitude IV</b> <b>\$10.00</b> Raised

<b>Bench 9</b> <b>\$31.00</b> Raised
<b>Splintering Continuity</b> <b>\$0.00</b> raised

<b>The Wind in the Trees</b> <b>\$0.00</b> Raised
<b>New Sculpture</b> <b>\$0.00</b> raised

**Keep  
it  
or  
Change it!**  
Feb  
7, 2013

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