



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Urbana Public Arts Commission

**FROM:** Lisa Hatchadoorian, Public Arts Coordinator

**DATE:** March 6, 2014

**SUBJECT: Public Arts Program Planning for FY14-15**

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**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 14-15 (beginning July 1, 2014 and ending June 30, 2015) to the City Council in April or May 2014. In February-March 2014, the subcommittees of the Public Arts Commission have met and will meet to review projects of FY13-14, compare accomplishments to goals set in the Five Year Plan, and plan for FY14-15.

**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 Commission will discuss budgeting during the April meeting to allocate estimated expenditures for the FY14-15 Program Plan. Page 14 of the FY13-14 Program Plan (Exhibit A) provides a reminder of how funds were allocated for FY13-14.

The following list outlines the proposed Program of Work for the FY14-15 Program Plan and provides brief information on projects both in progress now and upcoming for the next fiscal year in these areas. Potential expenditures are listed as a starting place for the Commission’s budgeting conversation during the March meeting. These expenditure numbers come from continuing conversations with the Commission’s subcommittees (Exhibit B) in February and March 2014. Exhibit C provides these numbers as a chart.

## **Proposed Program of Work Outline for FY14-15**

1. Urbana Arts Grants Program 2014 Cycle: A program to provide grants for projects in the arts in Urbana. An expenditure of \$47,500 in funding is recommended for FY14-15, which would be the same as was provided for the program in FY13-14.
2. Boneyard Creek Public Art: A project to include public art in the beautification efforts for the Boneyard Creek. Funding for this project comes from outside the Public Arts Fund. The project should be completed in the Summer of 2014. The Downtown Arts subcommittee has talked about reallocating some funds from the Urbana Sculpture Project to the Boneyard for temporary workshops, art installations and/or musical events to celebrate the dedication of the sculpture.
3. Murals on Glass: A project bringing positive attention to Downtown Urbana and creating opportunities for local artists by featuring art by Champaign County artists. FY 12-13 was the first year of this project and featured murals on the north east and south towers of the downtown parking deck, as well as the windows of the Urbana Business Association, for a period of one year. This project was continued in FY 13-14 featuring two year installations at the parking deck, Urbana Business Association offices, and the Urbana Civic Center. Because this project is now on a two year cycle, it is recommended that no funding be allocated in FY 14-15, but the project is expected to be funded in 15-16.
4. Urbana Sculpture Project: A project to increase the presence of public art on public property in Urbana through temporary lease and purchase of sculpture. In FY12-13 the Commission renewed the leases of two sculptures located in downtown Urbana and removed the two sculptures located on Philo Road when their leases expired. Partnering with the Public Art League of Champaign-Urbana, the Commission also installed two new tree-themed sculptures and one new sculpture on Philo Road on two-year temporary leases. These five sculptures are leased through FY13-14. The Downtown Arts subcommittee is exploring options to reduce funding for the Urbana Sculpture project in favor of Boneyard Creek related projects.
5. Fundraising: On February 12, 2013 Public Arts Commission approved a fundraising initiative called Keep It or Change It that would allow citizens to donate money toward the lease renewal and/or purchase price of the temporary sculptures on display sculptures. City legal staff are reviewing the viability of the program. No additional expenditures suggested for FY14-15.

Staff has sat in on a meeting with the Community Foundation of Eastern Illinois and this does present a solution to fundraising. If a fund was created through the

Community Foundation, then fundraising monies could feasibly be held there for projects.

6. Arts Programming at Urbana's Market at the Square: Art workshops and performances are going to be offered once a month from May through September during the Market at the Square 2014 season. Artist and performers to be compensated at the same rate of \$400. Total suggested expenditure for FY14-15 is \$3,000.
  - i. Five art workshops, with honorariums of \$400 for each artist or arts groups conducting them, are recommended. Total suggested expenditure: \$2,000.
  - ii. Additionally, five performances would be presented and performers would be compensated \$400 per performance. The total cost for the Market season would be \$2,000, which would be split between the Public Arts Fund and the Market at the Square budget. Total suggested expenditure: \$1,000.
7. Joseph Royer Arts and Architecture District Planning: An effort to recognize this district as an asset for further enhancement and promotion. In FY12-13 two Royer plaques, for Urbana High School and the Urbana Landmark Hotel, were fabricated and the Urbana High School plaque was installed and dedicated. Dedication and installation of the Urbana Landmark Hotel plaque is scheduled during the 2014 Boneyard Arts Festival, April 12. No FY14-15 expenditure is suggested.
8. Art in the Schools: A program to support the arts in Urbana public schools. In FY13-14, staff and the Commission subcommittee approved the use of \$3,000 budgeted for this program in FY11-12 that remained unspent to support arts educational programming in King School related to the King Park Public Art Project. A performance was held on Friday, January 24 at 1:30 pm.
9. Artist of the Corridor: A program providing exhibition space for Urbana artists in the City Building lobby. No costs are associated with continuing this program, so no expenditure is suggested for FY14-15.
10. Art Now! UPTV Program: A television program produced by Urbana Public Television and the Public Arts Commission, featuring interviews with local artists. No costs are associated with continuing this program, so no expenditure is suggested for FY14-15.
11. Dr. Martin Luther King, Jr. Park Public Art Project: A public art project in King Park honoring the life and legacy of Dr. Martin Luther King, Jr. No additional FY14-15 expenditure suggested. This project is complete and will be dedicated on April 19, 2014.

12. Marketing: Marketing efforts related to ongoing promotion of the Urbana Public Arts Program, including production of printed promotional materials, event costs, and advertising via print, radio, and online sources. Staff has worked with the City of Urbana Marketing Coordinator, Urbana's Market at the Square, and the Urbana Business association to share costs related to marketing the program in online, print, and radio ads. This has allowed for a significantly increased presence in advertising for the program, with ads appearing in such publications as the Buzz, The News-Gazette E3 section, and various campus guides. To continue these efforts to increase awareness of the Urbana Public Arts Program, staff suggests an expenditure of \$2,500 for FY14-15.
  
13. Intern: Paid Summer and Spring Public Arts Intern positions, both at 10 hours a week, allow for additional support for the many initiatives of the Urbana Public Arts Program, especially during particularly busy times. Program components requiring significant research, such as the online application system for the 2013 Urbana Arts Grants cycle and the Keep It or Change It Fundraising initiative, have greatly benefited by the additional capacity provided by this temporary position. The internship also provides the intern with education and experience in the field of arts administration. For FY 14-15, staff suggests an expenditure of \$1,800 per intern (\$12.00 per hour for 10 hours a week for 15 weeks), for a total of \$3,600, the same as was provided in FY13-14.

## **Recommendation**

Staff recommends that the Commission review the information above and be prepared to engage in a discussion of FY14-15 programs and budgeting during the April meeting. Following this discussion, staff will prepare a draft Public Arts Program Plan for FY14-15 for Commission review and approval at the April 8, 2014 meeting. Exhibit C is the approved budget for FY 13-14. Following planning meetings with all subcommittees, staff will present a draft of the FY 14-15 budget at the next Public Art Commission meeting on April 8, 2014

Attachments:      Exhibit A: FY13-14 Program Plan  
                         Exhibit B: Updated Public Arts Commission Subcommittees  
                         Exhibit C: Suggested FY13-14 Expenditures

# **City of Urbana Annual Public Arts Program Plan for Fiscal Year 2013-2014**

## **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, a means of achievement, proposed expenditures, sources of supplemental revenue, a 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 through launching its first fundraising effort. Other significant components of the Program Plan for the sixth full year of the Public Arts Program include the 2014 Urbana Arts Grant cycle, the second iteration of Murals on Glass, monthly art workshops and performances at Urbana's Market at the Square, the completion of the construction phase of the Boneyard Creek Beautification Project including public art, and the completion of the King Park Public Art Project. As always, 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 art in its many forms.

## **Goals**

The goals for the Public Arts Program are based upon goals and objectives listed in the Ordinance Establishing the Public Arts Commission and Program, the Public Arts Program 2008 Community Input Report, the Public Arts Commission's 2012-2017 Five Year Plan, and the 2012 Urbana City Council and Mayor Goals.

## **Means of Achievement**

The following program of work, as well as 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 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. Patricia Sammann
  2. Mary-Ann Winkelmes
- Urbana Arts Grants Subcommittee
  1. Pat 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. Mary-Ann Winkelmes
- Martin Luther King Jr. Project Subcommittee
  1. John Morrison
  2. Virginia Waaler
- Joseph Royer Arts and Architecture Planning Subcommittee
  1. Ilona Matkovszki
  2. Gregory Chew
- UPTV *ArtNow!* Subcommittee
  1. Pat Sammann
  2. Gregory Chew
- Arts in the Schools Subcommittee
  1. Barbara Hedlund
  2. Gregory Chew

### **Partnerships**

In FY12-13, the Urbana Public Arts Program partnered with a variety of local organizations to promote arts in the area, including 40 North | 88 West: The Champaign County Arts Council, the Urbana Park District, the University of Illinois College of Fine and Applied Arts, Parkland College, the Urbana Free Library, the Champaign County Economic Development Corporation, the C-U MTD, the Public Art League of Champaign-Urbana, Arts Alliance Illinois, the Illinois Arts Council, Urbana School District #116, and the Champaign-Urbana Schools Foundation. The Public Arts Commission will continue to work with these groups in FY13-14, as well as to expand its partnerships with organizations and businesses in the community.

### **Marketing**

In FY12-13, the Public Arts Program has utilized distributing marketing materials, advertising in print and online publications, social media, and the City website to promote its programs and initiatives. These include frequent press releases to the media, sending an e-mail newsletter twice a month, feature stories on the City website, online ads on SmilePolitely.com and Chambanamoms.com, and maintaining a Facebook page and Twitter account. The program currently has 518 e-mail subscribers (an increase of 73

subscribers since FY11-12), 588 Facebook fans (increase of 157 fans), and 594 Twitter followers (an increase of 349 followers.)

For specialized projects, such as calls for artists, announcements have been publicized via regional and national listservs and listed on websites such as the Chicago Artist Resource. Various projects have been promoted and featured in local media during this fiscal year, with articles appearing in SmilePolitely and the News-Gazette. Print materials, including the Urbana Public Arts Program postcard, brochure, a seasonal guide to area arts classes, and an informational piece about Murals on Glass, have been distributed in FY12-13.

Staff has worked with the City of Urbana Marketing Coordinator, Urbana's Market at the Square, and the Urbana Business association to share costs related to marketing the program in online, print, and radio ads. This has allowed for a significantly increased presence in advertising for the program, with ads appearing in such publications as the Buzz, The News-Gazette E3 section, and various campus guides.

**Estimated Expenditure in FY 13-14: \$2,500.** The budget for marketing will be used for ongoing promotion of the Urbana Public Arts Program, including production of printed promotional materials, event costs, and advertising via print, radio, and online sources.

#### **Fundraising**

During their February 12, 2013 meeting, the Public Arts Commission approved a fundraising initiative called "Keep It or Change It" that allows citizens to donate money toward the lease renewal and/or purchase price of the temporary sculptures on display through the Urbana Sculpture Project. People can also donate toward new sculptures or general support of the Urbana Public Arts Program. "Keep It or Change It" will launch in April 2013 and run through part of FY13-14, ending in December 2013.

**Estimated Expenditure in FY 13-14: \$5,000.** During their February 12, 2013 meeting, the Public Arts Commission re-allocated \$5,000 to fundraising efforts from funds originally budgeted in FY12-13 for an initiative to project video art on downtown buildings. These funds will be used for promotion of "Keep It or Change It" and matching grants.

#### **Public Arts Interns**

Paid Summer and Spring Public Arts Intern positions, both at 10 hours a week, allow for additional support for the many initiatives of the Urbana Public Arts Program, especially during particularly busy times. Program components requiring significant research, such as the online application system for the 2013 Urbana Arts Grants cycle and the Keep It or Change It Fundraising initiative, have greatly benefited by the additional capacity provided by this temporary position. The internship also provides the intern with education and experience in the field of arts administration.

**Estimated Expenditure in FY 13-14: \$3,600.** The budget will compensate two interns at \$1,800 per intern (\$12.00 per hour for 10 hours a week for 15 weeks), for a total of \$3,600.

## Program of Work

- 1. Urbana Arts Grants Program:** Urbana recognizes the arts as essential to the vitality of the city. Funding is often the greatest barrier which prevents local artists, organizations, and businesses from pursuing their goals in the arts. In response, the Urbana Arts Grants Program makes 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. In FY 12-13, a new online application system was used for the first time, resulting in a smoother application process for applicants and City staff. Fifty-seven grant applications were received, with 23 projects selected for funding. In FY13-14, the Commission subcommittee and staff will evaluate the success of the fifth cycle of the program, reviewing responses to a survey distributed to 2013 applicants. This will aid in determining appropriate changes to further the program's success in FY13-14. Priorities for the fifth cycle of the Urbana Arts Grants program continuing further improving the online application system and continuing to partner with area arts organizations to offer grants workshops to make the application process more accessible.

The four grant categories to be offered in FY 13-14 are:

- **Here and Now:** 12-month grants with awards up to \$2,500 for artists residing in Urbana.
- **Envision 365:** 12-month grants 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 Board of Directors for approval of the Business Backs the Arts recipients. The final recommendations are approved by the Public Arts Commission.

Timeline: In June - July 2013, the 2013 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2014 cycle. Applications will be released in October 2013 and due in January 2014. Award announcements will be made in March 2014.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Expand the City's creative community.



- Increase the vitality of downtown.
- 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.

**Estimated Expenditures in FY 13-14: \$47,500.** 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.

2. **Boneyard Creek Public Art:** The Boneyard Beautification Project will create a pedestrian-friendly urban park in the downtown section of the Boneyard Creek and was identified as an opportunity for public art. Seattle artist Jack Mackie was selected by the Public Arts Commission using a Request for Qualifications process in FY11-12. In FY12-13, ground was broken on the project and Jack Mackie has worked with City staff, O’Neill Brothers, Foth Engineers, and Wenk Landscape Architects as the construction phase has progressed. This phase will continue in FY13-14, with scheduled project completion in June 2014.

**Timeline:** On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY13-14, with scheduled completion in June of 2014.

**Goals Addressed:**

- Promote the beautification of Urbana.
- 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.
- 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.

**Estimated Expenditures in FY 13-14: N.A.** The \$78,000 budget for this project, \$46,000 from the City and \$32,000 from the CCDC, comes from outside the Public Arts Fund.

- 3. Murals on Glass:** A project to bring positive attention to Downtown Urbana and create opportunities for local artists by featuring art by Champaign County artists on the north east and south towers of the downtown parking deck and the windows of the Urbana Business Association for a period of one year. In FY12-13 this initiative was presented for the first time and was well received by the public. The project has been popular enough that other community groups have expressed interest in implementing their own versions of “Murals on Glass.” In FY13-14, as in the previous year, a Request for Proposals process will be used to identify work by local artists for Murals on Glass. The Murals will go up in August 2013 and remain on display for one year.

Selection Process: The Commission’s Downtown Arts Planning subcommittee will create selection panels of community members and city staff to review submissions for Murals on Glass. The final recommendations are approved by the Public Arts Commission.

Timeline: The 2013-2014 Murals on Glass images will be solicited in May and June of 2013, with selection in July and installation in August of 2013. They will remain on display until the installation of the 2014-2015 Murals.

Goals Addressed:

- 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.
- Promote the beautification of 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
- Address Public Arts Program suggestions from the public including increasing art venues.

**Estimated Expenditures in FY 13-14: \$5,000.** An expenditure of \$5,000 is budgeted for the FY13-14 iteration of cycle of Murals on Glass, the same as was provided for the program in FY12-13.

- 4. Urbana Sculpture Project:** A project to increase the presence of public art on public property in Urbana through temporary lease and purchase of sculpture. In FY12-13 the Commission renewed the leases of *Bench 9* by Barry Hehemann and *Fanfare* by Shawn Morin, both located in downtown Urbana. The two sculptures located on Philo Road were removed when their leases expired. Partnering with the Public Art League of Champaign-Urbana (PAL), the Commission also installed two new tree-themed sculptures in downtown to celebrate Urbana as a Tree City U.S.A., *Fortitude IV* by Mark Krucke and *The Wind in the Trees* by Catherin Hoskinson. *Splintering*

*Continuity* by Beth Nybeck, another new sculpture, was installed on Philo Road in partnership with PAL. All of these new sculptures are on two-year temporary leases. In late FY13-14, based on the success of the “Keep It or Change It” fundraising initiative and the budget for FY14-15, staff and the subcommittee will propose renewal, removal, or purchase of currently displayed sculptures, as well as start to arrange display of new sculptures on temporary lease for the next fiscal year.

Timeline: Sculptures currently on display are on temporary lease through FY13-14.

Goals Addressed:

- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Promote the beautification of 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
- Address Public Arts Program suggestions from the public including increasing art venues.

**Estimated Expenditures in FY 13-14: N.A.** These five sculptures are leased through FY13-14. No FY13-14 expenditure is necessary.

- 5. Art and Performance at the Market:** The Public Arts Commission supports free arts programming at Urbana’s Market at the Square during the market season, including monthly Art at the Market workshops and Performances at the Market of music, theatre, and dance. During FY13-14, Art at the Market workshops will be offered from 8:00 AM to 12:00 PM and Performance at the Market will take place from 9:30 AM to 11:30 AM on the following dates: July 20, August 17, and September 28, 2013; and TBD dates in May and June, 2014. Programming creates opportunities for residents to explore a variety of art media and experience a wide range of musical styles and performance forms. City staff will provide oversight of the events. Artists, arts groups, and performers will be contracted to provide workshops and performances.

Selection Process: City staff will invite artists and facilitators to provide workshops based on experiences and available services.

Timeline: Arts programming at the Market will take place in May, June, July, August, and September during the 2013 Market season (within FY12-13 and FY13-14), with one art workshop and one performance per month.

Goals Addressed:

- 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.

**Estimated Expenditures in FY 13-14: \$3,000.** Total suggested expenditure for FY13-14 is \$3,000, with five art workshops and five music performances. Each artist or performer will be compensated with an honorarium of \$400. Urbana’s Market at the Square will split the cost of honorariums for performers with the Urbana Public Arts Program.

- 6. Joseph Royer Arts and Architecture District Planning:** An effort to recognize this district as an asset for further enhancement and promotion. In FY12-13 two Royer plaques, for Urbana High School and the Urbana Landmark Hotel, were fabricated and the Urbana High School plaque was installed and dedicated. Dedication and installation of the Urbana Landmark Hotel plaque is being scheduled in coordination with the Mayor’s office. The subcommittee has generated many additional ideas for special displays, performance events, and plaques celebrating important dates for existing Royer buildings.

Timeline: On-going research and development will occur throughout FY13-14.

Goals Addressed:

- 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.

**Estimated Expenditures in FY 13-14: \$0.** A portion of the Urbana High School plaque and all of the Urbana Landmark Hotel plaque were funded by line items outside the Public Arts Fund in coordination with the Mayor's Office. No additional public art fund expenditures are planned, and future events and plaques will use non-Public Art Fund funding sources.

7. **Art in the Schools:** A program to support the arts in Urbana public schools. In FY12-13, staff and the Commission subcommittee planned to use the \$3,000 budgeted for this program in FY11-12 that remained unspent to support arts educational programming in King School related to the King Park Public Art Project. However, with the issues related to the artist working on the King Park Public Art Project, the subcommittee was unable to develop this project with King School. The subcommittee is currently in the process of working with Urbana School District 116, King School, and the new artist to develop arts programming related to Martin Luther King Jr.

**Timeline:** The program will be launched with the installation of the King Park sculpture midway through FY13-14, with programming taking place throughout the rest of the fiscal year.

**Goals Addressed:**

- 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 community events and activities that bring the community together and promote Urbana's special character.
- Expand the City's creative community.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana's cultural development.

**Estimated Expenditure in FY 13-14: \$3,000.** The \$3,000 budgeted for this program will carry over to FY13-14 with no additional expenditures.

8. **Artist of the Corridor:** A program providing exhibition space for Urbana artists in the City Building lobby. The Artist of the Corridor program began in spring of 2010 and allows Urbana artists to exhibit their visual artwork free of charge in the lobby of the City Building at 400 S. Vine Street for three months. Four exhibitions by Urbana artists will have been presented in FY12-13. Four exhibitions will be presented in FY13-14.

**Timeline:** The program will run continuously throughout FY13-14, with quarterly three month exhibitions.

**Goals Addressed:**

- Expand the City's creative community.

- Create a program that represents our community in all its diversity.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- 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.

**Estimated Expenditures in FY 13-14: N.A.** No costs are associated with continuing this program, so no expenditure is suggested for FY13-14.

9. ***Art Now! UPTV Program:*** The *Art Now!* UPTV program began in July 2010 and is a 30-minute UPTV program in which Public Arts Commissioners interview local artists about their work. A new episode is available each month, airing weekly on UPTV Channel 6. All episodes are also available online. *Art Now!* increases awareness and education about the arts and arts activities in the community.

Timeline: The program will run continuously throughout FY13-14, with a new or re-broadcast episode every month.

Goals Addressed:

- 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.

**Estimated Expenditures in FY 13-14: N.A.** In-kind support from UPTV staff will provided the necessary resources for the program.

**10. King Park Public Art Project:** A public art project in King Park in Urbana honoring the life and legacy of Dr. Martin Luther King, Jr. through commissioning an artist to create a unique sculpture, interactive artwork, or art installation. The completed artwork will help promote the park as an amenity for the local neighborhood and school, as well as provide an attraction for residents of Urbana and Champaign County. In FY12-13 the Public Arts Commission identified an artist and began the design development process in collaboration with the local neighborhood and Urbana Park District. Unfortunately, the artist chose to withdraw from the project after the Public Arts Commission rejected the initial concept he developed. To proceed, the selection committee recommended Illinois artist Preston Jackson, who was a finalist for the original selection process. The Public Arts Commission approved Preston Jackson for the project and has negotiated an agreement so that the project may be completed by December 31, 2013.

Timeline: Preston Jackson, the selected artist, will work on the project throughout the first half of FY13-14, meeting the project completion deadline of December 31, 2013.

Goals Addressed:

- Promote the beautification of Urbana.
- 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.
- Support life-long learning in the arts.
- 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.

Estimated Expenditures in FY 13-14: N.A. The budget of \$75,000 for this project comes from TIF 3 and is separate from the Public Arts Fund.

## **Sources of Supplemental Revenue**

Supplemental Revenue will be sought through applications for grants and the launch of “Keep It or Change It,” a new fundraising program developed by the Public Arts Commission Fundraising Subcommittee to raise funds for the purchase of sculptures on temporary lease. Beginning during the end of FY12-13, “Keep It or Change It” will run through December 2013. Additionally, an Illinois Arts Council grant of \$3,250 for Public Art Program operating support was received in FY 12-13 to be spent by August 31, 2013 during FY 13-14. Staff will continue to pursue additional grant opportunities from organizations such as the National Endowment for the Arts, ArtPlace, the Illinois Arts Council, Illinois Humanities Council, and others. Below is a listing of supplemental revenue anticipated for FY 13-14.

### Urbana Business Association Business Backs the Arts

The Urbana Business Association has dedicated a donation of \$5,000 to the Public Arts Fund through its Business Backs the Arts Initiative for FY 13-14.

### 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 (Exhibit B) is the ordinance which describes the program in detail. Estimated T3 License Fee revenue for FY13-14 is \$4,000.

## **Schedule of Execution**

The schedule of execution for the FY 13-14 Program Plan will reflect the timelines described in each program description above.

### **1. Urbana Arts Grants Program**

Timeline: In June - July 2013, the 2013 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2014 cycle. Applications will be released in October 2013 and due in January 2014. Award announcements will be made in March 2014.

### **2. Boneyard Creek Public Art**

Timeline: On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY13-14, with scheduled completion in June of 2014.

### **3. Murals on Glass**

Timeline: The 2013-2014 Murals on Glass images will be solicited in May and June of 2013, with selection in July and installation in August of 2013. They will remain on display until the installation of the 2014-2015 Murals.

### **4. Urbana Sculpture Project**

Timeline: Sculptures currently on display are on temporary lease through FY13-14.

### **5. Art and Performance at the Market**

Timeline: Arts programming at the Market will take place in May, June, July, August, and September during the 2013 Market season (within FY12-13 and FY13-14), with one art workshop and one performance per month.

### **6. Joseph Royer Arts and Architecture District Planning**

Timeline: On-going research and development will occur throughout FY13-14.



**7. Art in the Schools**

Timeline: The program will be launched with the installation of the King Park sculpture midway through FY13-14, with programming taking place throughout the rest of the fiscal year.

**8. Artist of the Corridor**

Timeline: The program will run continuously throughout FY13-14, with quarterly three month exhibitions.

**9. Art Now! UPTV Program**

Timeline: The program will run continuously throughout FY13-14, with a new or re-broadcast episode every month.

**10. King Park Public Art Project**

Timeline: Preston Jackson, the selected artist, will work on the project throughout the first half of FY13-14, meeting the project completion deadline of December 31, 2013.

**Resources**

Sources of revenue for the Public Arts Fund in FY13-14 are \$44,000 from City TIF districts, \$4,000 in anticipated T3 license fees, and a \$5,000 donation from the Urbana Business Association for the Business Backs the Arts category of Urbana Arts Grants. This revenue totals to **\$53,000**.

<b>Revenue Source</b>	<b>FY 13-14</b>
City TIF Districts	\$44,000
T3 Licenses	\$4,000
Urbana Business Association Donation for Urbana Arts Grants Program	\$5,000
<b>TOTAL REVENUE</b>	<b>\$53,000</b>

In addition, **\$16,600** in encumbered funds from previous fiscal years remains for Urbana Public Arts Program projects in FY13-14. These include \$3,000 in Art in the Schools funds from FY11-12, \$5,000 for Fundraising matching funds and marketing support from FY12-13, \$3,000 from the \$3,250 Illinois Arts Grant received for FY12-13 general operating support that must be spent by August 31, 2013, and \$5,600 remaining following re-imbursement of 2012 Urbana Arts Grants project funds.

<b>Encumbered Funds from Previous Fiscal Years</b>	<b>FY 12-13 Encumbered Funds</b>	<b>FY 11-12 Encumbered Funds</b>
Fundraising Marketing & Matching Funds	\$5,000	
Illinois Arts Council Grant	\$3,000	
Urbana Arts Grants Unspent Funds	\$5,600	
Art in the Schools Project Funds		\$3,000
<b>Total Encumbered Funds Per Fiscal Year</b>	<b>\$13,600</b>	<b>\$3,000</b>
<b>TOTAL AVAILABLE ENCUMBERED FUNDS</b>		<b>\$16,600</b>

Urbana Public Arts program expenditures for FY13-14 include \$47,500 for Urbana Arts Grants, \$5,000 for Murals on Glass, \$5,000 for Fundraising efforts, \$3,000 for Art & Performance at the Market, \$3,000 for Art in the Schools, \$2,500 for Marketing expenses, and \$3,600 for a summer and spring intern.

<b>FY13-14 Programs</b>	<b>Expenditures for FY13-14</b>
Urbana Arts Grants Program	\$47,500
Boneyard Creek Public Art	N.A.
Murals on Glass	\$5,000
Fundraising	\$5,000
Urbana Sculpture Project	N.A.
Art & Performance at the Market	\$3,000
Joseph Royer Arts and Architecture District Planning	\$0
Art in the Schools	\$3,000
Artist of the Corridor	N.A.
Art Now! UPTV Program	N.A.
King Park Public Art Project	N.A.
Marketing	\$2,500
Interns	\$3,600
<b>TOTAL</b>	<b>\$69,600</b>

## **Responsibilities**

The Urbana Public Arts Commission has regularly monthly scheduled meetings. The Commission has the authority to select works of art, remove works of art previously displayed based on a de-accession policy, set criteria for selection of works of art, artists, and maintenance; and take any other action necessary to carry out its purposes for projects as described in the section on Duties 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, administers 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 is the contracting officer for commission or purchase all works of art after consultation with the Public Arts Commission. The Mayor and City Council approve the Annual Public Arts Program Plan for the Public Arts Commission. The Mayor appoints Public Art Commissioners, who are approved by City Council.

Attachments: Exhibit A: 2012 Urbana City Council and Mayor Goals  
Exhibit B: Ordinance relating to T3 License Fees  
Exhibit C: Ordinance Establishing the Public Arts Program and Commission

## Public Arts Commission Subcommittees

- Fundraising Subcommittee
  1. Patricia Sammann
- Urbana Arts Grants Subcommittee
  1. Pat Sammann
  2. Kevin Hamilton
- Downtown Arts Planning Subcommittee
  1. Patricia Sammann
  2. Robin Douglas
- 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)
- 
- Martin Luther King Jr. Project Subcommittee
  1. John Morrison
  2. Virginia Waaler
- Joseph Royer Arts and Architecture Planning Subcommittee
  1. Ilona Matkovszki
  2. Gregory Chew
- UPTV *ArtNow!* Subcommittee
  1. Pat Sammann
  2. Gregory Chew
- Arts in the Schools Subcommittee
  1. Barbara Hedlund
  2. Gregory Chew

**FY13-14 Expenditures**

Below is a chart of the programs for FY 13-14 by the Urbana Public Arts Commission. Including carryover funds and an expected donation of \$5,000 from the UBA for Business Backs the Arts, the Commission had a total of **\$81,173** in funds for FY13-14.

<b>Program</b>	<b>Expenditures for FY13-14</b>
1. Urbana Arts Grants Program	\$47,500 (includes \$5,000 UBA donation)
2. Boneyard Creek Public Art	NA
3. Murals on Glass	\$5,000
4. Urbana Sculpture Program	NA
5. Fundraising	\$5,000 (ENC from FY12-13)
6. Arts Programming at Urbana’s Market at the Square	\$3,000
7. Joseph Royer Arts and Architecture District Planning	\$0
8. Art in the Schools	\$3,000 (ENC from FY11-12)
9. Artist of the Corridor	\$0
10. Art Now! UPTV Program	\$0
11. Dr. Martin Luther King, Jr. Park Public Art Project	NA
12. Marketing	\$2,500
13. Interns	\$3,600
14. Administrative/Special Projects	\$
<b>TOTAL</b>	<b>\$69,600</b>