



**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:** April 4, 2014  
**SUBJECT:** **Public Arts Program Plan and Budget FY14-15**

---

**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 May 2014. In February-March 2014, the subcommittees of the Public Arts Commission met and reviewed projects of FY13-14 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 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.

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

1. Urbana Arts Grants Program 2015 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 and Activities: A project to include public art in the beautification efforts for the Boneyard Creek. There are two public art

components related to the Boneyard project. The first component was to incorporate public art as part of the construction of the project. Funding for this component comes from outside the Public Arts Fund and should be completed in the late Summer of 2014. The Downtown Arts subcommittee is planning for the second component of public art related to the project, which may include temporary workshops, art installations, a possible mural and/or musical events to celebrate the dedication of the sculpture in 2014. \$4,100 in funding from the Public Arts Fund is recommended for this purpose.

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 renew/or lease five new sculptures through 2016. \$10,000 in funding is recommended to replace or renew these five sculptures for FY 14-15.
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. Community Development staff are reviewing options for other fundraising avenues, such as foundations, non-profits and crowdsourcing platforms. No additional expenditures suggested for FY14-15.
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 for the arts. 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. In 2014, dedication and installation of the Urbana Landmark Hotel and Samuel T. Busey Memorial Library/Urbana Free Library plaques are scheduled during the 2014 Boneyard Arts Festival on April 12, 2014. Further marketing and cross-promotion has been suggested for the Royer district and any arts activities within Royer buildings. No FY14-15 Public Arts Fund expenditure is suggested as funding for Royer efforts has been identified elsewhere in the City budget.
- 8. Art in the Schools: A program to support the arts in Urbana public schools. In FY13-14, the Public Arts Commission approved the use of \$3,000 budgeted for 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. \$3,000 is suggested for FY 14-15 in order to create further programming.
- 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 at 4:00pm.
- 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 \$3,900 for FY14-15, an increase of \$1,400 from FY13-14.

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 2014 Urbana Arts Grants cycle, 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 vote on the suggested FY14-15 programs and budgeting during the April 8, 2014 meeting. Following this discussion, staff will prepare the Public Arts Program Plan for FY14-15 for City Council to review at a meeting in May 2014. Exhibit A is the Suggested Program Plan and budget for FY 14-15, as well as the budget for FY 13-14, for purposes of comparison.

Attachments: Exhibit A: FY14-15 Suggested Program Plan and Budget

# **City of Urbana Annual Public Arts Program Plan for Fiscal Year 2014-2015**

## **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.

Significant components of the Program Plan for the seventh full year of the Public Arts Program include the 2015 Urbana Arts Grant cycle, the second iteration of the Urbana Sculpture Program, 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 art events, 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- FY 14-15

- 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)
    1. Pending
  - Martin Luther King Jr. Project Subcommittee (after April 2014, committee is finished)
    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 FY13-14, 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 FY14-15, as well as to expand its partnerships with organizations and businesses in the community.

### **Marketing**

In FY13-14, the Public Arts Program has utilized distribution of 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 549 e-mail subscribers (an increase of 30 subscribers since FY12-13), 700 Facebook fans (increase of 118 fans), and 993 Twitter followers (an increase of 425 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 and the Public Arts Network. 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, and a seasonal guide to area arts classes have been distributed in FY13-14.

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. In addition, staff has partnered with City of Urbana Marketing Coordinator to produce and share new advertising at the Art Theater Co-op for 6 months. In FY14-15, Staff will continue to work in partnership with these entities to allow for an expanded marketing presence for the Urbana Public Arts Program. The goal will be to raise public awareness of the program overall, as well as to market specific special events and programs such as Urbana Arts Grants and the resulting programs, Urbana sculpture, Art and Performance at the Market, and the Boneyard Project.

**Estimated Expenditure in FY 14-15: \$3,900.** 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**

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. Community Development staff are reviewing options for other fundraising avenues, such as foundations, non-profits and crowdsourcing platforms, specific to governmental entities.

**Estimated Expenditure in FY 14-15: \$0.**

#### **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 2014 Urbana Arts Grants cycle and grants management 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 14-15: \$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 13-14, 40 grant applications were received, with 32 projects selected for funding. In FY14-15, the Commission subcommittee and staff will evaluate the success of the sixth cycle of the program, reviewing responses to a survey distributed to 2013 and 2014 applicants, which has already been distributed. This will aid in determining appropriate changes to further the program's success in FY14-15. Priorities for the seventh 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 as well as promoting the individual projects and overall program.

The four grant categories to be offered in FY 14-15 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 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 2014, the 2014 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2015 cycle. Applications will be released in October 2014 and due in January 2015. Award announcements will be made in March 2015.

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 14-15: \$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. The proposed amount of \$47,500 for FY 14-15 is consistent with FY 13-14 funding.

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

Construction Phase 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 FY14-15, with scheduled project completion in August/September 2014.

Timeline: On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY14-15, with scheduled completion in August/September 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 14-15:** 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.

**Boneyard Creek Public Arts Activities:** In conjunction with the scheduled completion of the Boneyard Creek Project in late summer 2014, the Commission's Downtown Arts Planning subcommittee is planning a roster of various arts activities such as temporary public art installations, a possible mural adjacent to the park, musical events and art workshops for families and children to celebrate the opening of the park and public art project, both at the time of opening in late summer 2014 and leading through early 2015.

**Timeline:** On-going coordination with staff, other City employees, Commission subcommittee and artists will take place throughout FY14-15.

**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 14-15:** \$4,100. While the funding for the construction phase public art was funded outside the Public Arts Fund, the proposed \$4,100 will come from 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 were installed in August 2013 and will remain on display for two years.

**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 were 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 2015-16 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 14-15:** N/A. No expenditure necessary. It is expected that the program will be funded again in FY 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 *Bench 9* by Barry Hehemann and *Fanfare* by Shawn Morin, both located in downtown Urbana. 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 sculptures are on two-year temporary leases. Staff and the subcommittee will propose renewal, removal, or purchase of currently displayed sculptures for FY 14-15.

Timeline: Sculptures currently on display are on temporary lease through FY13-14. All leases on the five sculptures end in mid-2014.

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 14-15: \$10,000.** The five sculptures are leased through FY13-14. The funds are for \$2,000 each for five sculptures to either renew or retain a sculpture.

- 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 FY14-15, 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: May 10, June 14, July 12, August 9, and September 13. 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 2014 Market season (within FY13-14 and FY14-15), 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 14-15: \$3,000.** Total suggested expenditure for FY14-15 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 FY13-14 two Royer plaques, for the Urbana Landmark Hotel and the Samuel T. Busey Memorial Library/Urbana Free Library, were installed and dedicated during the Boneyard Arts Festival, April 12, 2014. The subcommittee has generated many additional ideas for special displays, performance events, and plaques celebrating important dates for existing Royer buildings and has suggested needs for better promotion and marketing for the Royer district in the form of banners downtown, permanent signage downtown and a larger presence on the web and in social media.

Timeline: On-going research and development will occur throughout FY14-15.

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 14-15: \$0.** The two plaques 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 FY13-14, staff and the Commission subcommittee used the \$3,000 budgeted for this program with Urbana School District 116, King School, and artist Preston Jackson to develop arts programming related to Martin Luther King Jr.

Timeline: The program was launched with the installation of the King Park sculpture midway through FY13-14.

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 14-15: \$3,000.** The \$3,000 budgeted for this program will allow for other programs to be developed in the school district.

- 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 FY13-14. Four exhibitions will be presented in FY14-15.

Timeline: The program will run continuously throughout FY14-15, 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 14-15: N.A.** No costs are associated with continuing this program, so no expenditure is suggested for FY14-15.

- 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 FY14-15, 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 14-15: 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. 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. The Public Arts Commission approved Preston Jackson for the project and the sculpture was dedicated on April 19, 2014.

Timeline: Preston Jackson, the selected artist, worked on the project throughout the first half of FY13-14, meeting the project completion deadline of December 31, 2013, with a subsequent dedication of the sculpture on April 19, 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.
- 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 \$80,000 for this project comes from TIF 3 and is separate from the Public Arts Fund.

## **Sources of Supplemental Revenue**

An Illinois Arts Council grant of \$4,100 for Public Art Program operating support was received in FY 13-14 to be spent by August 31, 2014 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 14-15.

### 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 14-15.

### 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.

## **Schedule of Execution**

The schedule of execution for the FY 14-15 Program Plan will reflect the timelines described in each program description above.

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

Timeline: In June - July 2014, the 2015 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2015 cycle. Applications will be released in October 2014 and due in January 2015. Award announcements will be made in March 2015.

### **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 August/September of 2014. Planning for the opening celebration events will commence in the late spring and summer 2014.



**3. Murals on Glass**

Timeline: N.A. The Murals on Glass projects will remain through mid-2015. New images will be solicited in May and June of 2015, with selection in July and installation in August of 2015. They will remain on display through 2017.

**4. Urbana Sculpture Project**

Timeline: Sculptures currently on display are on temporary lease through FY13-14. Five sculptures are up for renewal and the Public Art League has already put out a call for sculpture with a deadline of June 6, 2014. The five resulting sculptures will be on display in Urbana through mid-2016.

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

Timeline: Arts programming at the Market will take place May 10, June 14, July 12, August 9, and September 13 during the 2014 Market season (within FY13-14 and FY14-15), 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 FY14-15.

**7. Art in the Schools**

Timeline: The program was launched with the installation of the King Park sculpture midway through FY13-14. New programming will be planned in the summer of 2014, with implementation in late 2014-2015.

**8. Artist of the Corridor**

Timeline: The program will run continuously throughout FY14-15, with quarterly three month exhibitions.

**9. Art Now! UPTV Program**

Timeline: The program will run continuously throughout FY14-15, with a new or re-broadcast episode every month.

**10. King Park Public Art Project**

Timeline: Preston Jackson, the selected artist, met the project completion deadline of December 31, 2013 and there was a dedication of the sculpture on April 19, 2014.

**Resources**

Below is a list of the programs being pursued for FY 14-15 and corresponding estimated revenues and expenditures, totaling **\$75,100**. This figure is made up of \$66,000 from the FY14-15 budget, including a donation of \$5,000 from the Urbana Business Association to support art grants designated as “Business Backs the Arts.” Additionally, this figure includes \$4,100 in funds from the Illinois Arts Council, which was an increase of \$850 from the previous FY 13. This amount also includes \$5,000 in encumbered funds from the fundraising line item from FY13-14

<b>Program Revenue</b>	<b>Suggested Revenue for FY 14-15</b>
TIF 1	\$44,000
T-3	\$2,000
UBA	\$5,000
Illinois Arts Council	\$4,100
CIP	\$15,000
Fundraising ENC (13-14)	\$5,000
<b>TOTAL</b>	<b>\$75,100</b>

<b>Program Expenditures</b>	<b>Suggested expenditures for FY14-15</b>	<b>Expenditures FY13-14</b>
Urbana Arts Grants Program	\$47,500 (includes \$5,000 UBA donation)	\$47,500 (including \$5,000 UBA donation)
Boneyard Creek Public Art Activities	\$4,100	\$0
Murals on Glass	\$0	\$5,000
Fundraising	\$0	\$5,000
Urbana Sculpture Project	\$10,000	\$0
Art & Performance at the Market	\$3,000	\$3,000
Joseph Royer Arts and Architecture District Planning	\$0	\$0
Art in the Schools	\$3,000	\$3,000
Artist of the Corridor	N.A.	\$0
Art Now! UPTV Program	N.A.	\$0
King Park Public Art Project	N.A.	\$0
Marketing	\$3,900	\$2,500
Interns	\$3,600	\$3,600
<b>TOTAL</b>	<b>\$75,100</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 2008 ordinance creating the public art program and commission.

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.

DRAFT