



## *DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES*

### *Economic Development Division*

## **Urbana Public Arts Program Monthly Progress Report September 10, 2014 – October 10, 2014**

Prepared by Lisa Hatchadoorian, Public Arts Coordinator

### **Introduction**

The following Urbana Public Arts Program Monthly Progress Report describes activities of the Public Arts Program for the Urbana Public Arts Commission. The report includes information regarding projects which are in process, recent requests and recommendations from the public, staff activities, and upcoming events.

### **Updates on Current Projects**

- **Urbana Arts Grants Program:** The process has been started to hire an intern for the Fall/Winter 2014 (late October 2014-January 2015) with the goal to have the intern work heavily on the grants program (presentations to the community, creating forms, working on the grants database, managing the application process). The deadline for intern applications is October 19. Hopefully, an intern can be in place by either October 27 or November 3.
- **Fundraising:** The committee is preparing to fundraise for additional support for Arts in the Schools to supplement the programming to an additional school as well as funds to increase the pool of money available for Urbana Arts Grants. With both of these projects, we would be looking to raise an additional \$5,500-8,000. \$3,000 for Art in the Schools and \$2,500-5,000 for Urbana Arts Grants. In terms of a fundraising event, the committee is looking at holding an event in conjunction with the opening of the Boneyard Park in the spring.
- **Marketing:** Staff is regularly updating Facebook and Twitter accounts, with 738 fans and 1,187 followers, respectively. Staff has also been promoting various Urbana Arts Grants Projects and the temporary sculptures through social media and various press contacts. Once the slate of temporary sculptures are installed by late October 2014, staff was going to create a marketing brochure highlighting the public art in Urbana.
- **Downtown Arts subcommittee:** In updates for downtown sculpture:
  - Whirlwind is in Thorntree by V. Skip Willits (Camanche, IA) was installed in front of Cinema Gallery on September 26.
  - Athirst by Sarah Deppe (Madison, WI) will be installed in the Boneyard Creek area mid-late October.
  - Maelstrom II by Craig Snyder (Plymouth, MN) will be installed at the corner of Philo and Florida Streets on October 23.
  - Stranger Reduction Zone will be installed October 31 around the perimeter of the Urbana Free Library.
  - Twistah Tous by Bennett Wine (West Kill, NY), is the final temporary sculpture

coming to Urbana. The location will be near the corner of Washington and Philo and will be installed early November.



- **Art at the Market:** On Saturday, September 13, from 8:00 a.m.- 12:00 p.m., the fifth and final Art at the Market for 2014 was held at Urbana’s Market at the Square. Almost 500 people dropped by to make delicate and whimsical nature mobiles with Traci Pines and to hear local favorites, The Curses, performed “gritty old-school Rock & Roll tinged with Americana, Blues and Honky Tonk flavors.” Overall, for Art at the Market, attendance was good for the entire season. Staff estimated that we had roughly 1600 attendees for the 2014 slate of performances and art workshops.
- **Artist of the Corridor:** The current exhibition of self-taught artist Jill Stroberger will be up through November 2. The next exhibition (November-end of January 2015), will feature the watercolors of Carol Diss Farnum. Also, the library approached Staff about a small exhibition space within the library, and the idea was to mount a small exhibition of the current artist of the corridor and put them both on the same schedule.
- **Art Now!:** In the October episode, painter Beth Darling was profiled with her paintings of Urbana’s gardens and views of the American Southwest landscape. See episodes at: <http://www.urbanainillinois.us/artnow>. Looking forward, next month’s episode will be the ground-breaking 50<sup>th</sup> episode of Art Now! Thank you to all of the Commissioners who have made this program such a success over the years.
- **Art in the Schools:** Staff is meeting with teachers from Prairie Elementary on Tuesday, October 14<sup>th</sup> and a proposal should be submitted for FY 14-15 in the upcoming weeks.