

## GRANT AWARD FORM

**Grant Award Form:** Please complete the Project Questions below and include this page in your Final Report materials submitted to the address below.

The information provided in question #1 - 5 should be the same as the information on your Urbana Arts Grant Agreement with the City.

1. **GRANTEE:** Name of Applicant or Primary Contact:

Rebecca (Jess) Beyler

Address:

408 W Elm #3 Urbana IL 61801 - home  
614 E Main Penthouse Champaign IL 61820 - studio

Project Title:

Flying Tiger and <sup>the</sup> Escape Velocity Dragons

2. **TOTAL AMOUNT OF GRANT FUNDS AWARDED:** \$ 2,000.00

3. **TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE:** \$ 1,000.00

4. **GRANT PERIOD:** April 1, 2015 through May 1, 2016.

5. **EXPENDITURE DEADLINE:** May 1, 2016.

6. **DATE OF PROJECT COMPLETION:** May 16<sup>th</sup>, 2015.

**Jess Beyler**

44 E. Main Penthouse, Champaign, IL 6181

July 8, 2015

Pauline Tannos  
City of Urbana, Public Arts Program  
Community Development Services  
400 S. Vine Street  
Urbana, IL 61801

Dear Ms Tannos,

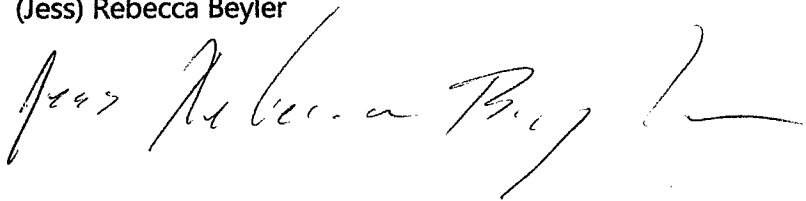
Here is the final report on the grant I received to make it possible to mount the Flying Tiger and the Escape Velocity Dragons show at Error Records.

I hereby certify that I am authorized to approve this Report, which serves as a Request for Reimbursement, that I have reviewed the attached invoices in the amount of \$2,135.21; that all costs claimed have been incurred for the Project in accordance with the Agreement between (Jess) Rebecca Beyler and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

It has been a pleasure working with you.

Sincerely,

(Jess) Rebecca Beyler

A handwritten signature in black ink that reads "Jess Rebecca Beyler". The signature is written in a cursive style with a long horizontal stroke at the end.

July 8, 2015

## **Final Report—Flying Tiger and Escape Velocity Dragons**

It was a struggle to fix up an exhibition space and get twelve large paintings ready in time for the Boneyard Festival, but Nathan Landolt and I managed to pull it off. The show was a success.

In order for the paintings be ready on time, I had to order the paint and start work on them soon as I had the idea for the grant (before the turn of the year) and long before the awards were announced, aware that I was taking a risk and might simply be out of pocket for the supplies. The painting schedule was intense, 158 hours of painting. Nathan spent 10 hours cleaning up and revamping the lobby space, giving it a fresh coat of paint and installing an elegant, professional level gallery rail system for hanging art. He also ordered the necessary locking cables. After the paintings were complete, I bought lumber to back them and transported it along with the paintings to a professional woodshop in Mahomet to have them backed and the edges finished. The 9 hours of woodwork were donated. I made 3 round trips to Mahomet-3 hours of loading and driving.

I spent 3 hours on graphic design for the invitation cards, show announcement posters and the poster reproductions, which were printed at Dixon Graphics. Chantelle Hogland, a professional marketing publicist donated 2 hours as a consultant on social media, press releases and email marketing. As a result I was interviewed by the online journal Smile Politely and Error Records Shop and the Escape Velocity Dragons show were listed on a German language website that advises tourists of interesting cultural events. We took full advantage of the Boneyard Festival publicity. All this publicity was good for Error Records which is a new business in Urbana. Many people had not heard of the shop before. I was constantly answering enquiries about Error Records before and during the course of the show, as most of the people on my mailing list and in my social media connections had not heard of it previously; the show introduced this new businesses to an entirely different strata of people in C-U.

Nathan and I spent 4 hours installing the show. We had an opening night reception on Friday night of the Boneyard Festival, for which I bought refreshments. Everyone who came to that opening were setting foot in the shop for the very first time. Many people told me personally after they visited Escape Velocity Dragons and Error Records that they did not know that downtown Urbana had become so interesting and they were glad to have had a reason to re-discover Main Street Urbana. The Escape Velocity Dragons show was also a part of Record Store Day on April 16<sup>th</sup>. Although strict counts of people were not possible to keep, we believe that between the Boneyard Festival, Record Store Day and regular store traffic, approximately 200 people had their experience of Downtown Urbana made more rich by turning the Error Records lobby into gallery space. The small run of posters sold out during the opening and a few more were printed on request and as post-show promotion. In the original grant proposal money was budgeted for the labor costs of installing of the hanging system, and the marketing professional's consultation fees. As it turned out, this labor was donated, and so I was able to use the \$200 towards show documentation by the photographer/ film maker, Johnny Robinson. I plan to use this documentation as work samples for proposals to venues in other cities, so that what was first seen here in C-U might travel and gain a wider audience.

This grant was very important to my career. As my first grant, it pushed my learning curve on the important career skills of grant writing, figuring budgets, and project management. I spent 20 hours on administration. My work with the marketing consultant raised my skill level in social media marketing, which is vital for success in today's art market. I have since been contacted about a solo show at the Murphy Gallery of the University YMCA as part of their Art @the Y program, a gallery that seeks out artists with national and international reputations as well as local artists. I believe this to be a direct result of the Escape Velocity Dragons Show made possible by the Urbana Grant. The show brought people to Downtown Urbana who do not normally go there, and made many people aware of Error Records and the other shops that open onto that lobby (Action Jackson Comics, Muris Technologies, and Farm League Skate Boards) for the first time. Several reproductions and one painting was sold. Error Records gets a percentage of these sales, so the record shop got the experience of being a functioning art gallery. The lobby space now looks great. I look forward with anticipation to discovering new local talent in future shows in Error Records' venue.

**Personnel**

Artist Fee	500
Administration	100
Documentation	200
total	800

**Supplies and Materials**

Hardware	46.88
Display System	310.57
Paint	167.41
Lumber	109.78
total	634.64

**Promotion and Printing**

Boneyard Venue Fee	50
Printing	309.02
Postage	19.6
Space Rental (Studio)	220
Transportation (Gas)	35.71
Opening Reception	66.24
total	700.57

**Total Expenditures** 2135.21

## Project Budget Revisions: Flying Tiger and Escape Velocity Dragons

The revisions in the project budget were minor and were as follows:

The \$200 originally intended to pay labor costs for installing the gallery hanging system and for marketing consultation was used for photographic and video documentation of the show and the individual pieces, as we were able to get the originally budgeted services donated.

The money originally budgeted for a closing reception was used for an opening reception instead.

