

## 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:

40 NORTH | 88 WEST

Address:

106 S. NEIL ST. CHAMPAIGN, IL 61820

Project Title:

BONEYARD ARTS FESTIVAL 2014

2. **TOTAL AMOUNT OF GRANT FUNDS AWARDED:** \$ 3000 .00

3. **TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE:** \$ 3000 .00

4. **GRANT PERIOD:** APRIL 1, 20~~13~~<sup>14</sup> through MARCH 31, 2014.

5. **EXPENDITURE DEADLINE:** APRIL 1, 2014.

6. **DATE OF PROJECT COMPLETION:** APRIL 13, 2014.

106 South Neil  
Champaign, IL 61820  
p. 217.351.9841  
f. 217.398.3037  
www.40north.org



January 4, 2016

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

To Whom It May Concern:

I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$3000.00; that all costs claimed have been incurred for the Project in accordance with the Agreement between 40 North and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

Sincerely,

A handwritten signature in black ink that reads 'Kelly White'.

Kelly White  
Executive Director

City of Urbana, Public Arts Program  
2014 Urbana Festivals Grant  
October 14, 2014

## 40 North | 88 West Boneyard Arts Festival

### Post-Project Evaluation

The Urbana Public Arts Commission grant allowed 40 North | 88 West to further its mission of cultivating creativity in Champaign County. This was evidenced through the Boneyard Arts Festival, a culminating event of the 40 North mission points - information, advocacy and collaboration. The 2014 Boneyard Arts Festival partnered artists and performers with local business for the 12th year throughout Champaign County. This countywide festival provided an arts-filled weekend for residents and visitors, gave artists an opportunity to market their work and generate income, increased foot traffic and sales in participating venues, and increased access to the local arts community.

#### 1. Accomplishments

**Marketing** - The grant supported the marketing plan of the Boneyard, enhancing outreach throughout our diverse community. This included posters, postcards, yard signs, day-of programs, elementary school fliers, billboards, web banners, as well as handmade, screen printed Boneyard venue flags. This free community event is an arts extravaganza available for attendance by people of all ages and backgrounds. This was the 12th anniversary of the festival and audiences grew substantially in Downtown Urbana as well as across the entire county.

By doing more youth programming and targeting families and kids in marketing efforts, family attendance has grown. The Urbana district, in particular, has become the hub for family arts activity.

The grant also helped support a collaboration with Krannert Center for the Performing Arts and the Spurlock Museum. Performances by the Afrikania Cultural Troupe featuring Midawo Gideon Foli Alorwoyie and Haitian dance by the Tamboula Ethnic Dance Company kicked off the entire festival.

**Street Performances** - The funding also supported street performances which provide the festival with a stronger presence and added festive atmosphere. There were unique performances such as the a cappella group Surreal Sound (from Unity High School), Brazilian jazz from Desifinado, and belly dancing by Classy Combinations. There were also free family-friendly activities such as balloon art and a kids' chalk walk in front of Busey Bank. In combination with the Urbana Park District's Puppet Creation Station, there was a diverse set of activities available for mass consumption.

#### 2. Impact

The grant allowed 40 North to continue its primary goals of strengthening the arts community and promoting the arts locally and beyond Champaign County. The grant deeply impacted the quality, diversity and quantity of street performances. Because of UPAC funding, there was a broad spectrum of arts on the streets demonstrating the breadth and depth of the local arts community. Grant funds opened up an opportunity to reach a more diverse audience through an expanded marketing campaign, specifically young audiences. We always send out an online survey to all artists, performers, and venues following the Boneyard Arts Festival and one artist responded: "I enjoyed the interactive aspect of the festival, discussing my process with participants, hearing their feedback, and encouraging others to express their creativity, letting them know there is no "failure" in making art, while giving tips to help them achieve what they imagined." Another artist commented: "Boneyard is a great thing and can be a driving force in the cultural development of our community."

#### 3. The Numbers | Part One

With limited staff at 40 North, the Boneyard would not come to fruition without the help of several volunteers. The Boneyard Core Committee met beginning in October of 2013. Each Core Committee member acted as chair of a district committee (Campus, Champaign, Urbana, Out & About). During the planning stages, the committees met once a month and once the event was a few months out the meetings

were more frequent. The Public Image Committee assisted with branding and all marketing deliverables for the event. The total number of hours spent by staff and volunteers in all aspects of event would be over 900 hours.

#### 4. The Numbers | Part Two

Visual, literary and performing arts were featured in over 90 different locations across the county; 30 of those locations were just in Downtown Urbana. Over 500 artists participated in the event and public participation was estimated to be approximately 10,000 throughout the 4-day event.

#### 5. Collaborating Partners

Collaborating partners are the backbone of this event. Thirty-five collaborators – including sponsors, in-kind contributors, and community partners - were involved in the success of the festival. Working with the Urbana Business Association on the BoneyardConnect, an artist/venue social, has been a huge success and the perfect way to kick-off festival registration. In addition, collaborating with Krannert Center for the Performing Arts in the programming of the outdoor performances throughout the weekend has profoundly enriched the festival on many levels. Each of these community partners helps us to extend our reach each year and further engagement of this event. Urbana Park District continues to play a critical role in leading the Urbana committee, organizing businesses and assisting artists. Considering the small 40 North staff, the festival simply would not be possible without the help of these partners and a robust volunteer structure. In addition to collaborating partners, a well-organized pool of volunteers is at the heart of this event including the City of Urbana's Public Arts Coordinator!





40 NORTH | 88 WEST PRESENTS

## BONEYARD arts festival

# APRIL 10-13

THURSDAY

April 10th

U of I  
CAMPUS

FRIDAY + SATURDAY

April 11th + April 12th

CHAMPAIGN-  
URBANA

SUNDAY

April 13th

OUT & ABOUT  
CHAMPAIGN CO.

 **40NORTH.org**  
CHAMPAIGN COUNTY ARTS COUNCIL

 **krannert center**  
FOR THE PERFORMING ARTS AT ILLINOIS  
**The News-Gazette**

IMAGE: "Reticulation" by Laura Wennstrom



















## 40 North | 88 West 2014 Boneyard Arts Festival

### Fiscal Report

#### Performances, April 10 and April 12, 2014

\$150– Desafinado

\$400 – Steve Balderson (African drumming & dancing)

\$80 – Joe Hutchinson (balloon art)

\$550 – GMW Pro Audio (sound equipment)

#### Marketing

\$560 – Two billboards in Urbana

\$200– Yard Signs in Urbana

\$113 – Large posters for kiosk in Urbana

\$158 – Boneyard Postcards for Urbana

\$250– printing of Urbana Boneyard Connect postcards, day-of Urbana programs, and general posters (printed in-house – \$.10 per color copy)

\$105– sorting, inking, postage for Boneyard postcards

\$434 – staff/admin for design and development of all marketing deliverables

\$3000 – Total, Performances and Marketing

#### Revised Project Budget

The project budget changed to best suit the amount of funds dispersed by UPAC.