



Urbana Park District Urbana Public Arts Grant Project Final Report: Jay Sand and All Around This World Comes to Urbana!

1. GRANTEE: Janet Soesbe, Urbana Park District
Address: 505 W. Stoughton, Urbana, IL

Project Title: All Around This World Comes to Urbana!

2. TOTAL AMOUNT OF GRANT FUNDS AWARDED: \$800.00
3. TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE: \$400.00
4. GRANT PERIOD: March 1, 2018 through April 30, 2019.
5. EXPENDITURE DEADLINE: April 1, 2019.
6. DATE OF PROJECT COMPLETION: July 21, 2018.

Post-Project Evaluation:

We went “All Around This World” for our July 20 Folk and Roots Friday at the Lake House in Crystal Lake Park with help from the Urbana Public Arts program. World musician and children’s music teacher Jay Sand and his three daughters entertained with songs and dances from several nations. Jay also came to Summer Arts Camp at the Phillips Center for a workshop with our campers, and performed a second family concert at the Urbana Free Library.

Our family concert’s attendance wasn’t as much as we hoped for as the weather looked dubious all morning and a large rain front passed just north of Urbana before the concert was to begin and we got a small amount of rain. The 40 people that attended very much enjoyed the program and Jay did a fantastic job getting the audience involved and participating in songs from African, Asian, and Latin American countries. His afternoon workshop made a big impression on the 41 arts campers and 8 staffers, who really enjoyed the journey into so many cool cultures. His interactive songs and instructions for crowd participation were the best! The library’s concert had even fewer people, around 30. They didn’t do any promotion for the program until the day of the show, but staff also said their free concert attendance had been declining.

UPD Program staff spent approximately 100 hours in staff meetings, communicating and planning with Jay, working on marketing materials, and setting up for the concert and workshops. Working with Jay was fantastic, he’s a talented musician and lovely human. Attached are examples of marketing, receipts/invoices, and photos from the two UPD events.

Grant amount received:	\$ 800.00
Expenses to the district:	
Artist’s Fee	\$ 800.00
Boosted Facebook Advertising	\$ 34.99
In-Kind staff costs	\$ 260.00
In-Kind value of full page in Program Guide	\$ 500.00
Total of all expenses	\$ 1,594.99



Urbana Park District

Phillips Recreation Center/ 505 W. Stoughton/ Urbana, IL 61801
Phone 217.367.1544 / Fax 217.367.1592 / www.urbanaparks.org



“All Around This World Comes to Urbana!” CERTIFICATION LETTER

“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 \$834.99; that all costs claimed have been incurred for the Project in accordance with the Agreement between the Urbana Park District and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.”

Janet Soesbe
Community Program Manager



Jay Sand
4336 Pine Street
Philadelphia, PA 19104
215-913-2679
jay@allaroundthisworld.com

JAY SAND / ALL AROUND THIS WORLD CONTRACT

Contact name, best day-of-event contact phone number/s and e-mail address of contact person at hosting organization/venue:

July 20: Arts Camp: [Day-of-event contact: Niki Hoesman 217-370-6678]
Phillips Recreation Center
505 W. Stoughton
Urbana, IL 61801

July 20: Urbana Park District [Day-of-event contact: Janet Soesbe 217-840-5515]
The Lake House in Crystal Lake Park
206 W. Park St.
Urbana, IL 61801

July 21: Urbana Library [Day-of-event contact: Carol Inskeep 217.367.4057]
Urbana Free Library
210 W. Green St.
Urbana, IL 61801

Hosting organization:

Urbana Park District/Urbana Library

The above organization/venue wishes to engage Jay Sand for the following services:

Three separate (but equal!) programs presenting All Around This World music to families in Urbana. The Sand Family band will perform in full at the July 20th Folk & Roots Concert and at the Urbana library. Jay Sand will teach/present at the Arts Camp solo.

Dates and times of events:

Friday, July 20th – Arts Camp [2pm]
Friday, July 20th– Folk & Roots Concert [12pm]
Saturday, July 21st – Urbana Free Library [1pm]

Approximate length of each program:

45 minutes

Fee:

\$800, cumulative (\$200 for camp, \$300 each for UPD concert and library)

Fee payable on dates of presentation by check/s made out to “All Around This World” or paypal (jay@allaroundthisworld.com). All Around This World tax ID: 27-0572310.]

Arrival time:

approximately one hour before the Arts Camp workshop, 1 ½ before the family band performances

Amplification required?

(X) yes () no

[No at Arts Camp, yes at Friday concert and library]

Hosting organization/venue will provide:

For amplified concerts, a small functional P.A. System, especially speakers. We will bring a mixer, microphones and cables to supplement whatever P.A. is available

Room set-up:

For the Art Camp, in the best case scenario the room where program will take place will have a clean carpet so participants can sit on the floor. An empty room with few distractions will work best.

Promotional materials:

You will find images of varying sizes and for several uses, along with sample fliers and promotional copy, in this folder:

<https://www.dropbox.com/sh/kkun8i123q8ycfu/AACHZGkpP3RTsOA5BXH4iUeHa?dl=0>

Social media:

In addition to listing the event on its website and online calendar, the hosting organization will promote the event via its social media channels. When appropriate the hosting organization will direct its social media users to All Around This World's website and/or social media channels:

Website: <http://www.AllAroundThisWorld.com>

Facebook: <http://www.facebook.com/AllAroundThisWorld>

Twitter: <http://www.twitter.com/AATWMusic>

Pinterest: <http://www.pinterest.com/AATWMusic>

YouTube: <http://www.youtube.com/AllAroundThisWorld>

A follow-up blog post or social media mention with photos of the successful event would be wonderful.

Please attach any specific driving and parking directions to returned copy of contract.

In case of performance cancellation due to any reason, including, inclement weather or emergencies beyond the organization's control, Jay Sand will be given at least 24 hours notification. If already en route, organization will reimburse transportation costs in full. Once Jay Sand arrives on the performance premises, he is to be paid in full, even in the event of last minute cancellations.

Jay Sand will not be under liability for failure to perform if such failure is caused by physical disability, death of a family member, severe weather or acts beyond his reasonable control. In such cases, Jay and the hosting organization will work to reschedule.

Jay Sand

Date



Signature of Park District Representative

Community Program Manager

Title

May 29, 2018

Today's Date

Jay Sand and "All Around This World"
at the Lake House in Crystal Lake Park
Photos from July 20, 2018







Jay Sand and "All Around This World"
at Summer Arts Camp
Photo from July 20, 2018



The Urbana Park District and The Urbana Free Library
are excited to present:

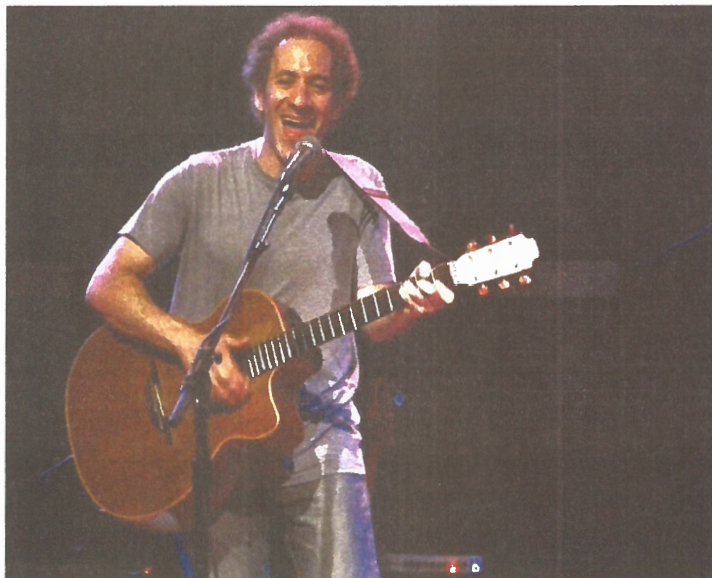
ALL AROUND THIS WORLD

FREE! Folk & Roots Friday Family Concert

Friday, July 20, 12-1pm
Lake House in Crystal Lake Park
All Ages

FREE! Family Concert

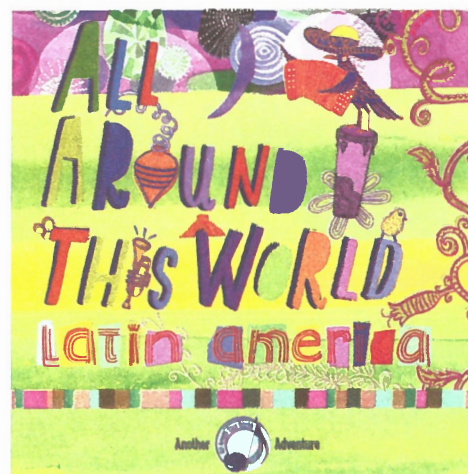
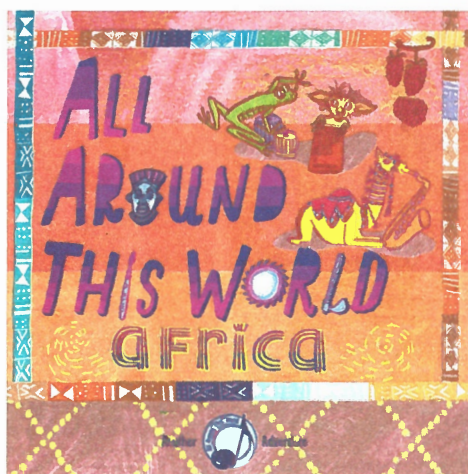
Saturday, July 21, 1-2pm
The Urbana Free Library
All Ages



All Around This World is a unique, interactive global music and world cultures program for children birth-9 years old that encourages children and their families to explore the world by enjoying global music, rhythms, and movement. Jay Sand, guitarist, children's music teacher, world traveler, and dad of three girls, will bring his unique hands-on experiences with music, dance, and song to Urbana this summer. These delightful and engaging performances will feature **African, Asian,** and **Latin American** cultures — get ready to explore!



 You belong here.



Facebook Advertisements



The Lake House In Crystal Lake Park

Published by Janet Soesbe [?] · July 14, 2018 · 🌐

Join us Friday, July 20 for All Around This World! At Noon, we'll have an hour of world music from Jay Sand and his children. Bring lunch and the kids to this family concert!



2,535
People Reached

157
Engagements

[Boost Again](#)

Boosted on Jul 14, 2018
By Janet Soesbe

Completed

People Reached **1.7K**

Post Engagement **101**

[View Results](#)

79

14 Shares

Like

Comment

Share



Write a comment...





The Lake House In Crystal Lake Park

Published by Janet Soesbe · 7/1 · July 11, 2018 · 🌐

...

Our next Folk & Roots Friday is something special: we are excited to welcome Jay Sand and *All Around This World* to perform for us! We hope to see you on Friday, July 20 at Noon.

"All Around This World is a unique, interactive global music and world cultures program for children birth-9 years old that encourages children and their families to explore the world by enjoying global music, rhythms, and movement. Jay Sand, guitarist, children's music teacher, world traveler, and dad of three girls, will bring his unique hands-on experiences with music, dance, and song to Urbana this summer. These delightful and engaging performances will feature African, Asian, and Latin American cultures — get ready to explore!"

Thanks as always to our partner, CU Folk and Roots Festival, and to the Urbana Public Arts Program for supporting Jay's visit to Urbana. He's also playing at the Urbana Free Library on Saturday, July 21!

The Urbana Park District and The Urbana Free Library are excited to present:

ALL AROUND THIS WORLD

FREE! Folk & Roots Friday Family Concert

Friday, July 20, 12-1pm
Lake House in Crystal Lake Park
All Ages

FREE! Family Concert

Saturday, July 21, 1-2pm
The Urbana Free Library
All Ages



All Around This World is a unique, interactive global music and world cultures program for children birth-9 years old that encourages children and their families to explore the world by enjoying global music, rhythms, and movement. Jay Sand, guitarist, children's music teacher, world traveler, and dad of three girls, will bring his unique hands-on experiences with music, dance, and song to Urbana this summer. These delightful and engaging performances will feature **African, Asian, and Latin American** cultures — get ready to explore!



Urbana Park District

You belong here.



This program is supported by an Urbana Public Arts Grant.

URBANA PARK DISTRICT | urbana.parkdistrict.org | 217.247.1544

The Lake House In Crystal Lake Park

Local Service

Send Message

513

People Reached

43

Engagements

Boost Post

👍 1

5 Shares

Like

Comment

Share



Write a comment...





Urbana Park District



Published by Fallyn Paruleski [?] · July 18, 2018 · 🌐

Join us this Friday from 12-1pm at the Lake House in Crystal Lake Park for a FREE family concert from All Around This World with Jay Sand! Learn more here: <https://www.urbanaparks.org/families-have-two-chances-to-l.../>



About this website

URBANAPARKS.ORG

Families have two chances to learn about music All Around This World - General News - News | Urbana Park District

483
People Reached

10
Engagements

Boost Post

5

1 Share

Like

Comment

Share



Write a comment...



UPD Facebook share of Urbana Public Arts Post



Urbana Park District

Published by Janet Soesbe [?] · May 26, 2018 · 🌐

Join The Urbana Free Library and us for a fun-filled musical weekend on July 20 and 21 with All Around This World!

*All Around
This World!*

**by Urbana Park District &
The Urbana Free Library**

National musician and educator Jay Sand will visit Urbana for multiple free activities exploring world music and cultures.



Urbana Arts and Culture Program

May 26, 2018 · 🌐

Meet our 2018 Arts Grantees! National musician and educator, Jay Sand, will visit Urbana for multiple free activities exploring world music and cultures. #arthrives #urbanaartsgrant Urbana Park District The Urbana Free Library

198
People Reached

29
Engagements

Boost Unavailable

👍❤️ 7

1 Comment 2 Shares

👍 Like

💬 Comment

➦ Share



Most Relevant ▾



Write a comment...



Laura Helm Amy Campbell, Drea Riley, Wanda Jakopo, Joyce Wooldridge, Erica Wiley, Tedriante Cooper

Like · Reply · Message · 1y



Webstory on urbanaparks.org

NEWS

Home > News > Families have two chances to learn about music All Around This World

NEWS - DETAILS

FAMILIES HAVE TWO CHANCES TO LEARN ABOUT MUSIC ALL AROUND THIS WORLD

The Urbana Park District and the Urbana Free Library are proud to present All Around This World – a free, unique, interactive music and world cultures program for kids from birth to nine years old.

"All Around This World encourages children and their families to explore the world by enjoying global music, rhythms and movement," said Janet Soesbe, Community Program Manager at Urbana Park District.

Jay Sand is the artist (pictured below). He's a guitarist, children's music teacher, world traveler and father. "His presentation features hands-on experiences with music, dance and song," Soesbe added.

The first free concert is Friday, July 20, Noon - 1 p.m., at the Lake House in Crystal Lake Park as part of the Folk & Roots Friday concert series. People have a chance to see Sand a second time Saturday, July 21, from 1 - 2 p.m., at The Urbana Free Library.

"The performance features African, Asian and Latin American cultures. You belong at one of these concerts, exploring the world through art," Soesbe concluded.



The Urbana Free Library Tweets



The Urbana Free Library
@UrbanaFree



Join us at 1pm today for All Around This World! A Family Concert! Explore the world through global music, rhythms, and movement from African, Asian, and Latin American cultures. Musician Jay Sand brings his unique and engaging experiences with music, dance, and song to all ages.

9:17 AM · Jul 21, 2018 · [TweetDeck](#)



The Urbana Free Library
@UrbanaFree



Music from around the world with Jay Sand and family!
Playing till 2pm - Stop by!



1:06 PM · Jul 21, 2018 · [Twitter for Android](#)



The Urbana Free Library Facebook Post

The image is a screenshot of a Facebook post from 'The Urbana Free Library'. The post is dated July 21, 2018, and is public. The text of the post reads: 'Music from around [7/21/18, 7:00 AM] ay Sand! Today from 1:00 - 2:00 p.m. in the Library auditorium.' Below the text is a video thumbnail showing a man, Jay Sand, playing an acoustic guitar on a stage. The video player interface shows '1 Share' and interaction buttons for 'Like', 'Comment', and 'Share'. At the bottom, there is a comment input field with the placeholder text 'Write a comment...' and icons for emojis, GIFs, and stickers. The background of the screenshot shows a dark Facebook interface with some faint text from other posts visible.

The Urbana Free Library July 21, 2018 · Public

Music from around [7/21/18, 7:00 AM] ay Sand! Today from 1:00 - 2:00 p.m. in the Library auditorium.

1 Share

Like Comment Share

Write a comment...