



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