



9-1-2020

Rachel Lauren Storm, M.Ed.  
Arts & Culture Coordinator, City of Urbana  
Urbana Arts and Culture Program  
400 S. Vine St. Urbana, IL 61801

Ms. Storm

I hereby certify that I am authorized to approve this report, that I have reviewed the attached documents and invoices. All costs claimed have been incurred for the Project in accordance with the Agreement between the Urbana Business Association and the City of Urbana; that all submitted invoices have been paid; and no costs included herein have been previously submitted. This report is a request for the \$8,000 Arts and Culture Tier III Grant.

Respectfully,

A handwritten signature in black ink, appearing to read "Darius White".

Darius White  
Executive Director  
Urbana Business Association  
[darius@urbanabusiness.com](mailto:darius@urbanabusiness.com)  
217-344-3872



## 2020 Urbana Sweetcorn Festival Final Report

The 2020 Urbana Sweetcorn Festival was offered as the Sweetcorn Drive Thru on Friday, August 21, and the Virtual Sweetcorn Festival – *Remembering the Sweet Times* via Facebook on Saturday, August 22. Due to the COVID-19 pandemic we were forced to alter the festival as it has been offered in the past. However, we are very pleased with this year's offering and we can officially say that the Urbana Sweetcorn Festival went international for the first time. This year we partnered with Lincoln Square Mall to host the drive thru and University of Illinois Sousa Archives and Center for American Music – One Community Together Program to create the virtual lineup of entertainment.

The Sweetcorn Drive Thru was well attended of over 300 vehicles driving through to make sweetcorn, reusable commemorative tote, and PPE mask purchases. This gave customers an opportunity to purchase sweetcorn and cook it themselves at home to their personal liking and enjoy the virtual offerings the next day. The Virtual Sweetcorn Festival was offered via Facebook from 10 a.m. to 10 p.m. It covered a plethora of genres of past performances from the last five years covering rock, 90's pop, county, swing, jazz, blues, gospel, DJs, and high school marching bands; there was definitely something for everyone! It also included a cooking demonstration, highlighting of downtown businesses and many children education activities provided by our local museums.

All of this would not have been possible without the Arts and Culture Grant Funding. Although faced with a pandemic we were still excited to be able to offer the wonderful community of Urbana an experience that we hope allowed them to reflect and remember the sweet times before with the thought that things will get better.

### Virtual Sweetcorn Festival – *Remembering the Sweet Times*, Facebook Event Analytics:

- Facebook event reached 45.7K
- Event responses 1.9K
- Total Views 4.6K+
- Top 5 Viewer Locations
  - Champaign, IL 22.8%
  - Miskolc, Hungary 13.6%
  - Urbana, IL 13.3%
  - Belo Horizonte, Brazil 3.34%
  - Mahomet, IL 3.28%

<b>Time Slot</b>	<b>Group</b>	<b>Play Time</b>
<b>10:00am</b>	Mayor Marlin Intro	<b>2 min 28 seconds</b>
<b>10:00am</b>	Hathaways 2014, Bow-dacious String Band 2015, Banks Bridgewater Lewis Jazz Ensemble 2015, and Capoeira Angola 2014	<b>13 min 56 seconds</b>
<b>10:00am</b>	Story Time with Miss Kim-Magic Pot and Stolen Smell	<b>10 min 42 seconds</b>
<b>11:00am</b>	Creature Teachers – From the Parks to Your Backyard	<b>7 min 17 seconds</b>
<b>11:00am</b>	Drop spindles, Whirli-gigs and Thaumatrope – Toys and Games of the Prairie	<b>6 min 22 seconds</b>
<b>11:00am</b>	Story Time with Miss Kim-The Clever Manka	<b>16 min 35 seconds</b>
<b>12:00pm</b>	Cooking Demo with Baldoratta's	<b>10 min 51 seconds</b>
<b>12:00pm</b>	Story Time with Miss Kim-The Magic Pomegranate	<b>13 min 42 seconds</b>
<b>1:00pm</b>	Bones, Jugs and Harmony 2014, Classy Combination 2015, and IPAN 2017	<b>11 min</b>
<b>1:00pm</b>	Silly-Dilly Inventions	<b>4 min 6 seconds</b>
<b>2:00pm</b>	Story Time with Miss Kim-Hare and the Lion and Mercury and the Woodsman	<b>11 min 51 seconds</b>
<b>3:00pm</b>	Vojodeyl Trio 2018, Sun Stereo 2014, and Prairie Dogs 2015	<b>10 min 41 seconds</b>
<b>3:00pm</b>	Baseball Rockets and Gravity Wells	<b>5 min 22 seconds</b>
<b>4:00pm</b>	Champaign Park District Dance Arts School 2015, Banks Bridgewater Lewis Drum Corps 2019, Djibril Camara and Mara Giri Dance Ensemble 2016, and Painkillers 2016	<b>16 min 17 seconds</b>
<b>4:00pm</b>	Conversations with Buffy the Bumblebee	<b>9 min 16 seconds</b>
<b>5:00pm</b>	Ngoma Expressions 2018, Bruiser and the Virtues 2016, and Bali Lantari 2019	<b>18 min 15 seconds</b>
<b>5:00pm</b>	Meet the Turtles at Homer Lake Forest Preserve AND Nature Investigation	<b>15 min 32 seconds</b>
<b>6:00pm</b>	Diva and the Dude 2015, CUperstars 2016, and Noah Brown & Company 2016	<b>12 min 13 seconds</b>
<b>6:00pm</b>	Three-nozzle Bloozer Horns and Other Instruments of the Band–Part 1	<b>24 min 22 seconds</b>
<b>7:00pm</b>	Traditional Jazz Orchestra 2014, Young and the Fretless 2017, Mike Ingram and New Souls 2015	<b>14 min 44 seconds</b>
<b>7:00pm</b>	Three-nozzle Bloozer Horns and Other Instruments of the Band–Part 2	<b>33 min 19 seconds</b>
<b>8:00pm</b>	Michiyoshi Sato 2016, Jean Rene Balekita and BOMOYI 2019, and Killer Bee Honey 2016	<b>12 min 29 seconds</b>
<b>8:00pm</b>	Mayor Marlin, Mayor Feinen, and Chancellor Jones Close Out Remarks	<b>6 min 30 seconds</b>
<b>8:00pm</b>	America the Beautiful and Hey Baby with High School Bands	<b>5 min 37 seconds</b>
<b>9:00pm</b>	Downtown Get Down with DJ Silkee	<b>47 min 21 seconds</b>

## 2020 Virtual One Community Together Children's Programming

"Meet the Turtles at Homer Lake Forest Preserve" AND "Nature Investigation." Two engaging interactive videos about exploring nature and meeting the turtles that inhabit Central Illinois' prairies and forests presented by the staff of the Homer Lake Interpretive Center at the Champaign County Forest Preserve District.

"Creature Teachers - From the Parks to Your Backyard!" A short video presented by the staff of the Anita Purves Nature Center that asks, "If animals were your teachers, what would they tell you about life outdoors?"

"Conversations with Buffy the Bumble Bee." A colorful video about the lives of bumblebees on the Illinois prairie and a hands-on demonstration on how to create your own Buffy the Bumblebee from simple household materials presented by the staff of the University of Illinois' Pollinarium.

"Baseball Rockets and Gravity Wells." An entertaining video demonstration targeted to children and their space-inquiring parents that explains how fast a baseball could travel through space toward the sun presented by the staff of Parkland College's Staerkel Planetarium.

"Drop spindles, Whirli-gigs, and Thaumatrope: Toys and Games of the Prairie." A humorous video demonstration of the toys and games played by central Illinois' children during the 19<sup>th</sup> century presented by the staff of the Museum of the Grand Prairie.

"Story Time for All Ages with Miss Kim." Four very special video sessions of stories told around the world presented by Kim Sheahan of the University of Illinois' Spurlock Museum.

"Silly-Dilly Inventions." A humorous video session for children of all ages that highlights some of the unusual inventions that changed people's lives in unexpected ways throughout the twentieth century presented by the staff of the University of Illinois' Distributed Museum.

"Three-nozzle Bloozer Horns and Other Instruments of the Band." A silly video for children on the instruments of the marching band and other crazy music instruments that can be built with found in your kitchen or garden shed presented by the staff of the University of Illinois' Sousa Archives and Center for American Music and members of the Marching Illini.

## 2020 VSCF Fiscal Report

### Expenses

PayPal Charges	\$0.90
Rental Truck	\$79.11
Supplies	\$98.52
DJ	\$125.00
Videographer	\$595.00
Corn	\$1,750.00
Tote Bag	\$1,800.00
PPE Masks	\$1,600.00
Ice	\$4.43
Marketing/Advertising – Social Media	\$40.00
Marketing/Advertising – Yard Signs	\$210.00
Volunteer Shirts	\$222.00
UBA Staff Time	\$5,691.60
Intern Time	\$2,034.40
Sousa Archive Volunteer Time	\$1,512.40
Drive Thru Volunteer Time	\$839.19
<b>Total Expenses</b>	<b>\$16,602.55</b>

Staff, Intern & Volunteer Time Justification:

Person	Monetary Rate	Hours Worked	Total Value
UBA Staff 1	\$25.64	150	\$3,846.00
UBA Staff 2	\$15.38	120	\$1,845.60
UBA Intern 1	\$25.43	40	\$1,017.20
UBA Intern 2	\$25.43	40	\$1,017.20
Sousa Archive	\$18.00	84	\$1,512.40
Drive Thru Volunteer 1	\$25.43	3	\$76.29
Drive Thru Volunteer 2	\$25.43	3	\$76.29
Drive Thru Volunteer 3	\$25.43	3	\$76.29
Drive Thru Volunteer 4	\$25.43	3	\$76.29
Drive Thru Volunteer 5	\$25.43	3	\$76.29
Drive Thru Volunteer 6	\$25.43	3	\$76.29
Drive Thru Volunteer 7	\$25.43	3	\$76.29
Drive Thru Volunteer 8	\$25.43	3	\$76.29
Drive Thru Volunteer 9	\$25.43	3	\$76.29
Drive Thru Volunteer 10	\$25.43	6	\$152.58