

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Arts and Culture Commission
FROM: Rachel Lauren Storm, Arts and Culture Coordinator
DATE: December 4th, 2019
SUBJECT: **Tier III Arts Grants Recommendation for Urbana Arts Grant Cycle 2020**

Background

The Urbana Arts and Culture Commission's grant program offers artists and artistic groups supportive funding towards creative projects within the City of Urbana. In this 2020 cycle of its Urbana Arts Grants Program, up to \$80,000 is available to be awarded to artists, arts organizations, and festival presenters for creative projects that enrich the lives of Urbana residents and visitors.

The Tier III Grant Category, supports special events and festivals with the City of Urbana, offering between \$5,000 and \$10,000 in financial support. In the Tier III category, \$35,000 is available to be awarded to festival and special event presenters.

The Urbana Arts and Culture Commission reviewed four applications this cycle and received corresponding presentations from each applicant in a special meeting and a subsequent video presentation. The next step is for the Urbana Arts and Culture Commission to make the funding determination in this category.

Options

The Commission may:

1. Approve the recommendation of Tier III Urbana Arts Grants
2. Approve the recommendation of Tier III Urbana Arts Grants with revisions
3. Deny the recommendation of Tier III Urbana Arts Grants

Please note, commission members may vote on the Tier III Urbana Arts Grants recommendation as a whole or each grant recommendation one by one.

Recommendation

Staff recommends that the Commission approve the recommendation of Tier III Urbana Arts Grants as presented.

2020 Champaign-Urbana Folk and Roots Festival presented by Champaign-Urbana Folk and Roots
Funding recommendation: \$9,500.00

2020 Pygmalion presented by Fein-Bursoni, Inc.
Funding recommendation: \$9,500.00

Persons with disabilities needing special services or accommodations for this meeting should contact the City of Urbana's Americans with Disabilities Coordinator at 384-2466.

2020 Boneyard Arts Festival presented 40 North|88 West

Funding recommendation: \$8,000.00

2020 Urbana Sweetcorn Festival presented by Urbana Business Association

Funding recommendation: \$8,000.00



Rachel Lauren Storm

Attached:

Exhibit A (qualitative summaries of individual Commissioner's comments for Tier III Evaluations)

Exhibit B (funding history of Champaign-Urbana Folk and Roots Festival)

Exhibit C (funding history of Pygmalion)

Exhibit D (funding history of Boneyard Arts Festival)

Exhibit E (funding history of Urbana Sweetcorn Festival)

Exhibit A – Summarized Comments from Individual Commissioners

2020 CU Folk and Roots Festival

- the festival offers an exceptional balance of local and national acts and is beloved to its supporters
- impressed by a volunteer-run festival and its interactive and educational engagement
- the budget presentation was balanced and detailed
- desire to see better and more intentional outreach to underserved populations
- desire to see a more diverse funding stream to support the event's financial sustainability
- there is significant opportunity to grow the diversity of folk and traditional arts, potentially extending beyond music through local partnerships with cultural groups
- would like to see improved evaluation and metrics of impact

2020 Pygmalion

- the festival is well organized, well managed, and a strong attraction for visitors and residents.
- the festival presents a high quality, diverse line-up of artists and creative sectors
- the festival is a strong attraction for young people
- desire to see festival organizers collaborate more intentionally with local community groups across various parts of the festival's programming
- inclusion of a board of directors or organizing committee would assist and enhance outreach and collaboration efforts
- lack of detail in budget presentation
- activities largely take place outside of the Downtown TIF District, and would like more clarification on exactly how grant funding would be spent in the Downtown area
- would like to see improved evaluation and metrics of impact

2020 Boneyard Arts Festival

- the festival is a gem of the Champaign-Urbana arts community
- the festival provides broad opportunities to local artists at all levels and generates new arts venues
- value the way the festival generates collaborations, engagement, and promotion of the local arts community
- would like to see increased outreach to underserved populations, a broader expansion into the performing and musical arts, and more clarity in the budget presentation
- bus rental proposal introduced during presentation to Commission was not included in written application
- noted \$4,000 of budget is requested for marketing of a county-wide event and would like more clarification on exactly how grant funding would be spent on Urbana events in Downtown area
- would like to see a more diversified funding stream to support the event's financial sustainability
- noted that the UACC funds and organizes a major Boneyard Arts Festival event (Urbana Celebrates the Boneyard)
- would like to see improved evaluation and metrics of impact

Exhibit A – Summarized Comments from Individual Commissioners continued

2020 Urbana Sweetcorn Festival

- the festival offers a variety of activities for families and audiences of all ages, including participatory activities
- value that this is Urbana’s longest running and largest public festival
- the Sweetcorn Festival is reflective of the Midwestern tradition of corn festivals
- would like to see the festival grow in its showcasing of arts and culture
- would like to see the festival grow in its diversity of performances, artists and activities
- noted that UACC partially funds and organizes events held during the Sweetcorn Festival (collaboration with Urbana’s Downtown Get Down)
- would like to see improved evaluation and metrics of impact

Exhibit B

| Champaign-Urbana Folk and Roots Festival Funding History | | | |
|---------------------------------------------------------------------|-------------------------------|-----------------------------|-------------------|
| Fiscal Year | Arts Grants – UACC | City Sponsorship | Total |
| 2009 | \$5,000.00 | \$ - | \$5,000.00 |
| 2010 | \$3,500.00 | \$ - | \$3,500.00 |
| 2011 | \$3,000.00 | \$ - | \$3,000.00 |
| 2012 | \$2,500.00 | \$250.00 | \$2,750.00 |
| 2013 | \$3,000.00 | \$500.00 | \$3,500.00 |
| 2014 | \$2,500.00 | \$5,000.00 | \$7,500.00 |
| 2015 | \$4,500.00 | \$5,000.00 | \$9,500.00 |
| 2016 | \$3,000.00 | \$5,000.00 | \$8,000.00 |
| 2017 | \$2,000.00 | \$5,000.00 | \$7,000.00 |
| 2018 | \$1,500.00 | \$5,000.00 | \$7,000.00 |
| 2019 | \$9,050.00 | \$ - | \$9,050.00 |

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Exhibit C

| Pygmalion Funding History | | | |
|--------------------------------------|-------------------------------|-----------------------------|--------------------|
| Fiscal Year | Arts Grants – UACC | City Sponsorship | Total |
| 2009 | \$3,000.00 | \$ - | \$3,000.00 |
| 2010 | \$2,000.00 | \$ - | \$2,000.00 |
| 2011 | \$ - | \$ - | \$ - |
| 2012 | \$ - | \$ - | \$ - |
| 2013 | \$ - | \$ - | \$ - |
| 2014 | \$ - | \$ - | \$ - |
| 2015 | \$ - | \$5,000.00 | \$5,000.00 |
| 2016 | \$ - | \$5,000.00 | \$5,000.00 |
| 2017 | \$ - | \$5,000.00 | \$5,000.00 |
| 2018 | \$ - | \$10,000.00 | \$10,000.00 |
| 2019 | \$9,950.00 | \$ - | \$9,950.00 |

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Exhibit D

| Boneyard Arts Festival Funding History | | | |
|---------------------------------------------------|-------------------------------|-----------------------------|-------------------|
| Fiscal Year | Arts Grants – UACC | City Sponsorship | Total |
| 2009 | \$3,000.00 | \$ - | \$3,000.00 |
| 2010 | \$ - | \$ - | \$ - |
| 2011 | \$3,000.00 | \$ - | \$3,000.00 |
| 2012 | \$2,500.00 | \$ - | \$2,500.00 |
| 2013 | \$1,000.00 | \$2,000.00 | \$3,000.00 |
| 2014 | \$2,500.00 | \$ 500.00 | \$3,000.00 |
| 2015 | \$3,000.00 | \$ - | \$3,000.00 |
| 2016 | \$4,100.00 | \$ - | \$4,100.00 |
| 2017 | \$2,250.00 | \$ - | \$2,250.00 |
| 2018 | \$2,500.00 | \$ - | \$2,500.00 |
| 2019 | \$6,000.00 | \$ - | \$6,000.00 |

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Exhibit E

| Urbana Sweetcorn Festival Funding History | | | |
|------------------------------------------------------|-------------------------------|-----------------------------|--------------------|
| Fiscal Year | Arts Grants – UACC | City Sponsorship | Total |
| 2009 | \$ - | \$10,000.00 | \$10,000.00 |
| 2010 | \$ - | \$10,000.00 | \$10,000.00 |
| 2011 | \$ - | \$10,000.00 | \$10,000.00 |
| 2012 | \$ - | \$10,000.00 | \$10,000.00 |
| 2013 | \$ - | \$10,000.00 | \$10,000.00 |
| 2014 | \$ - | \$10,000.00 | \$10,000.00 |
| 2015 | \$ - | \$15,000.00 | \$15,000.00 |
| 2016 | \$ - | \$15,000.00 | \$15,000.00 |
| 2017 | \$ - | \$15,000.00 | \$15,000.00 |
| 2018 | \$ - | \$15,000.00 | \$15,000.00 |
| 2019 | \$10,000.00 | \$ - | \$10,000.00 |

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