



# 2020 Strategic Visioning

Urbana Arts and Culture Program Previous Visioning in Review

□ brainstorming for how to amplify cultural work in and outside of our program



□ evaluating the Tier III grant process for UAC and determine any improvements



□ brainstorming any new initiatives to take on in 2020-2021

**Priority  
One:**  
“Celebrate  
and Nurture  
Artistic and  
Cultural  
Diversity”

*Art Now!* UPTV  
Series

Urbana Arts  
Grants

Open Scene  
Open Mic

Young Artist's  
Studio

Hires directly by  
UAC (contractual  
presenters)

Belonging(s)  
Exhibition

## Priority Two: “Offering Community Members Opportunities for Creative Expression”

Open Scene  
Open Mic

Young Artist’s  
Studio

Art at the  
Market

Urbana Poet  
Laureate

Urbana  
Sculpture  
Program

Artist of the  
Corridor

Urbana’s  
Downtown  
Get Down

Murals on  
Glass/Utility  
Box Murals

# Priority Three: “Build Creative Public Spaces”

Business partnerships  
help local businesses  
envision themselves as  
venues for the arts

Pop-up performances  
and open mics help  
identify new and  
emerging artists

Grant workshops and  
other gatherings offer  
networking  
opportunities with  
artists

# 2020 Brainstorm: “What would you like to see?”

- More partnership with social, religious, institutional organizations (*partnerships may allow for more cultural and social diversity*)
- A venue to showcase video and animation
- Expansion of language services (bilingual or trilingual programs)
- Identify and reflect Urbana’s cultural diversity (grow connections with cultural programs, local businesses, and cultural centers)
- More family-friendly programming; but strike the balance and ensure direct outreach to elders
- Dynamic metrics of impact (beyond head counts)
- Support for pop-ups, potential venues, emerging artists, unique partnerships, etc.
- Panels or workshops that support artist education (building a business, seeking gigs, etc.)
- Ravinia-style outdoor concert series

# Strengths

Welcoming and supportive attitudes of the UAC staff

Paperwork is very thorough

Boundless opportunities in the program for artists, arts organizations, and cultural workers

Landmark grant program supporting arts and culture in Urbana

Dynamic line-up of programs offering a little something for everyone

# Weaknesses

Desire

Desire for UAC Commissioners to have more orientation/training

Desire

Desire for more timeliness of notices and more time to read information

Desire

Desire for more input from the community on large-scale events



# Opportunities

Desire	More work with underserved populations Provide multilingual programming and cultural celebration programs
Desire	Engage Urbana Adult Education Center; Philo Business district and Southeast Urbana
Desire	Engaging new artists in street fairs; ensuring dynamic and growing representation
Create	Create more public input on large projects we fund (festivals)

# Threats

Desire	More work with underserved populations Provide multilingual programming and cultural celebration programs
Desire	Engage Urbana Adult Education Center; Philo Business district and Southeast Urbana
Desire	Engaging new artists in street fairs; ensuring dynamic and growing representation
Create	Create more public input on large projects we fund (festivals)

# Future Program Analysis & Innovation Questions

- Knowledge and competence:
  - Research on vandalism, graffiti, and public art (How can the Urbana Arts and Culture Program lead by example with things like restorative responses to vandalism and public art?)
  - Awareness of issues facing international families/international artists in the arts (right to work issues, etc.)
  - Awareness of relevant City ordinances, laws, etc.
- Mitigating barriers to engagement:
  - Multilingual resources, programming, and information
  - Reaching out in deliberate ways to incarcerated groups and housing/food scare populations

# Potential Programs to Explore in 2020





# 2020 Strategic Visioning

Evaluating 2020 One Year Later

# COVID-19 Impact on Urbana Arts and Culture Program

# Initial Achievements



Increase in collaborations between campus-Cities-parks



Adapted events have meant new audiences possible

Poets in a Pandemic, YAS, Chambanamoms/KAM collaborations, IMC Sounds Like Community, Poems on Glass, Postcard Poetry



Youth Poet Laureate Program launch in collaboration with Urban Word NYC



Murals in Urbana Arts and Culture Grant Program

# Questions for Initial Discussion:

- What do you see as the strongest support our program offers towards advancing arts and culture in the City of Urbana?
- Given our circumstances with COVID-19 pandemic and restrictions on our programs, how might we re-focus how we advance public art in Urbana?
- Given our commitment to culture, how would you like the program to amplify cultural work and cultural workers in Urbana?
- Evaluating our own commitment to diversity and inclusion, what populations are we serving and who is not yet being met by our arts and cultural programming? How do you want to see us grow in our commitment?





# 2021 Strategic Visioning

Urbana Arts and Culture Program Strategic Visioning

# 2020-2021 Program Updates: Urbana Arts and Culture

Open Scene  
Open Mic

Young Artist's  
Studio

Art at the  
Market

Urbana Poet  
Laureate

Urbana  
Sculpture  
Program

Artist of the  
Corridor

Urbana's  
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Murals on  
Glass/Utility  
Box Murals

**Landmark Programs Overview:**

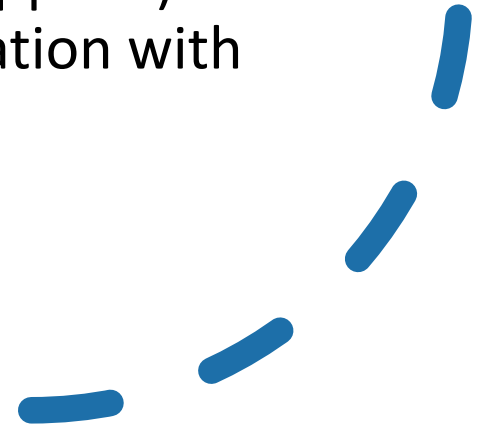
<b>Program</b>	<b>Scheduling</b>	<b>Description</b>	<b>COVID-19 Impact</b>	<b>Format</b>
Urbana Arts Grants (Inclusive of program administration, support, and all grant recipient projects)	Annual Cycle; dates of grant events vary	Small (\$500-\$1,500), medium (\$2K-\$4,500), and large grants (\$5K-\$10K); Tier I, II, III, and Arts in the Schools, Poet Laureate, Youth Poet Laureate; 31 projects (2021)/38 (2020)  Includes grant workshops, drop-in grant hours, mandatory orientation, SNEAK PEEK, and ongoing support	ADAPTED •virtual UAG workshop •virtual orientation •virtual SNEAK PEEK •COVID-19 Guidance	Virtual → Hybrid  (Some grant-funded programs have been in-person and others virtual based on COVID-19 guidance)
Artist of the Corridor	1-3 Month Rotations	Dual-site art exhibition series in City Hall and The Urbana Free Library with occasional cosponsorship	ADAPTED •digital events •virtual exhibits •artist talks	Virtual → Hybrid
Murals on Glass	Bi-annual	Installation of murals on Downtown Urbana windows (municipal)	NONE	In-person → Hybrid
Art Now	Monthly	Monthly television program that airs on UPTV6 and YouTube highlighting a diversity of local artists	NONE/MINIMAL	Virtual
Art at the Market	2nd Saturday of the Month	Musical concerts for all and visual art activities for youth at Urbana's Market at the Square	CANCELLED	In-person (typically)
Urbana Sculpture Project	Bi-annual	Installation of sculptures in Urbana through partnership with Public Art League	NONE; delays unrelated to COVID-19 due to PAL leadership changes	In-person → Hybrid
Open Scene	Monthly	Rotating open mics in conjunction with area businesses and nonprofits/community gardens in collaboration with UCIMC and partners	PARTIAL CANCELLATION	In-person (typically)

**Landmark Programs Overview:**

<b>Program</b>	<b>Scheduling</b>	<b>Description</b>	<b>COVID-19 Impact</b>	<b>Format</b>
Young Artist’s Studio	3rd Sunday of the Month	Free art education program in collaboration with The Urbana Free Library where local artists lead workshops for kids 5 and up in diverse arts and cultural traditions	ADAPTED	Virtual → Hybrid
Urbana Poet Laureate (& various programs: guest presentations, programs, campaigns, etc.)	Ongoing; various	Honorary title for local poet who serves a one-year term working in collaboration with UAC on projects promoting creative writing and civic engagement.	ADAPTED	Virtual → Hybrid
Youth Poet Laureate Program (& various programs: guest presentations, programs, campaigns, etc.)	Ongoing; various	Honorary title for local poet who serves a one-year term working in collaboration with UAC on projects promoting creative writing and civic engagement. <i>Led in collaboration with Urban Word, NYC and eligible for national title.</i>	NONE	Virtual → Hybrid
The Great ARTDoors	Annual	Public art program with Spurlock Museum, 40 North, UAC, and local park districts; 10-12 artists selected per cycle to install artworks on display throughout warm months.	NONE*  *emerged <i>due</i> to COVID-19 and will remain	In-Person
Urbana’s Utility Box Mural Program	Annual	Utility box art installation in conjunction with Urbana Park District	NONE	In-Person

# Additional Current Emerging Initiatives

- Pandemics as a Portal to Change (ongoing) - virtual exhibition of art with MGP, KAM, TUFL, UCIMC, ILAC
- Art for Nourishment (underway) - art distro collaboration with Bucket Brigade, Tiger Market, and Silverhearts
- Disability-Aware Cities Program (applied) - CO+RE Grant Application collaboration with KAM, AHS, Pace, Inc.



# 2021 Priorities

Urbana Arts and Culture  
Website/Events  
Calendar

Public Arts Directory  
(will include all murals,  
sculptures, utility box  
murals, Poems on Glass,  
etc.)

Imagine Urbana -  
collaborative  
programming with  
Imagine Urbana public  
input process

Urbana's Activation and  
Creative Placemaking  
Collaborative (quarterly;  
increase coordination)

Municipal Arts  
Organization Network  
(listserv; will increase  
knowledge-sharing)

Cross promote Arts &  
Economic Development  
grant  
opportunities/relief  
programs

One-sheet for  
businesses towards arts  
engagement

# Initial Planning Summer 2021

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- Awaiting Special Event Permit Guidance (will impact planning and guidance to select grantees), but planning for:
  - masked, socially-distanced, limited capacity gatherings, walkable activation, encounterable art installations
  - required for UAG: a COVID-19 mitigation plan, as well as documented communication with CU Public Health
- Urbana Arts Grantee Check-In will update on UAC guidance & provide direction
- Business activation/collaboration (walkable initiatives)
- Outdoor film screenings and live concerts (Ravinia style, limited capacity; masks)
- Installations/Pop-Ups (on display over a period; not an “event”)
- Light installation display, The Great ARTDoors, Alley Art, etc.
- Hybrid Programming (new practice in conjunction with increasing accessibility overall)

# Key City-wide Festival Dates

- Boneyard Arts Festival (June 17-20, 2021)
- CU Black and African Arts (September 18, 2021)
- Pygmalion (Sept. 23-25, 2021)
- CU Folk and Roots (Oct. 21-23, 2021)
- Kwanzaa 365 (Dec. 6, 2021 - Jan. 1, 2022)
- Urbana Sweetcorn Festival (*typically 3rd or 4th weekend in August*)







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