



To: Arts and Culture Coordinator City of Urbana,
Community Development 400 S. Vine Street
Urbana, Illinois 61801
Email: ArtsGrant@urbanailinois.us

January 7, 2020

Dear Rachel Storm and Urbana Arts Commission,

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 \$3,148.39; that all costs claimed have been incurred for the Project in accordance with the Agreement between (name of GRANTEE) and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted

Susan A. Ogwal

Susan A. Ogwal, C-U Black and African Arts Festival Co-Founder



Urbana Arts Grant 2020 Final Report

C-U Black and African Virtual Arts Festival 2020

Project Evaluation:

Write one typed page describing the following information:

1. Accomplishments and how grant funds were utilized during the grant period.

As a recipient of the 2020 Urbana Arts Grant, we are grateful for the funding support that we received to be able to implement this event. From the Urbana Arts grant, we were able to accomplish the following:

- 1) Due to the unexpected and overwhelming impacts of the Covid-19 pandemic, our original plans for C-U Black and African Arts Festival were shifted. Instead of preparing for in-person festival, we prepared for a community-oriented one week virtual festival.
- 2) To complete the virtual festival, grants funds were used to fund a the development of an active website and ongoing website maintenance, as well as other festival needs; graphic design, social media, Zoom space, along with payment for staff.

2. The impact that the grant funds had on your artistic or organizational development.

a) The grant funds allowed us to continue to provide our local and regional and international communities a festival that supported local businesses brought together local and international communities online. Parents, local businesses and participants reported being happy to see the festival continue despite the ongoing Covid-19 pandemic. As various parts of the festival proceeded local news agencies assisted in covering portions of the festival to their constituents. ,

b) As an organization, we were able to further establish ourselves in the community, and gather together a team that worked to successfully bring this virtual festival to the area. This one week consisted of a daily theme with an attached local community activity, two evening online discussions, and a children's activity book. In addition, the weekend featured shopping with online vendors, a cooking workshop, an exercise workshop, and global music jam.

3. The number of hours spent in completing the project: including planning, administration, promotion, production, and the final presentation.

January-February 2020= average of 5 hours per week towards the vision and event planning.
Total of 40hrs.

March- May 2020 - 5hrs per week planning, website planning and development, and beginning of recruiting of vendors & collaborators. Total 60hrs.

June-August 2020 10hrs per week devoted to continual vision planning, website development marketing materials, social media development, team meetings, vendor recruitment (phone calls, zoom meetings, etc). Total 120 hrs.

September 2020- 20hrs per week, final vision planning, securing final list of artists/panelists, online vendors, team meetings, volunteers, social media, final event walk through & implementation. Total 60hrs.

October -November 2020-20hrs devoted to follow-up with team members, following up with location, and closing and final payments Total 20hrs.

Total observed hours devoted to Festival = 300hrs.

4. The number of participants in events or activities related to your grant project.

Attendees: We projected between about 100+online actual attendees. Fortunately, we had over 3,000 online views for various interviews pre-festival,

Festival Activities Participants: 19 online vendors, 13 panelists, 3 financial sponsors/donors, 5 Major Collaborating partners, 5 Media/Advertising outlets, 1 DJ artist, 1 photographer, 1 videographer, 7 local participating restaurants (discounts/special menus for festival week), 1 Museum

Festival Planning Team: 2-co founders, 4 Coordinators, 3Volunteers, 1 graphic designer, 2- person Social media team, Website manager, videographer, VIVID Photo Booth by MADE Events

5. Description of experience working with collaborating partners.

With the impact of Covid-19 pandemic this year, our event went from being in-person to online programming. With a quick turnaround time, we especially curated and collaborated with organizations in mind to help us with maintaining social distance while supporting the local community with various activities. Some sponsoring/supporting organizations provided in-kind or financial donations and local participating restaurants provided discounts or special menus during our festival week. All of our collaborators advertised our event and we enjoyed working with all of them. See short list below

Supporting/sponsoring Organizations:

Urbana Arts & Culture Program Grant (Rachel Storm)

Buy Black Chambana (in-kind -advertisement)

Bombshell Bakes (financial donor)

Center for African Studies (in-kind advertisement)
Lonestar Lodge (financial donor)
Pedestal Project (financial donor)

Collaborating Organizations

Booker Tea Shop (cooking show specialist)
Common Ground Food Co-op (cooking show studio)
Kia Williams Fitness (fitness session)
University YMCA New Americans Welcome Center (Immigrant welcome week program)
WILL- TV (Kid's Corner packet & books)

Media Outlets:

Chambana Moms
Daily Ililni -The Buzz
Smile Politely
Visit Champaign County
WCIA

2020 Virtual Vendors

The African Kinship Reunion
Call Number
Freeali Tea
GNJ Boutique
Her Jewel Pads
I Overcame It (Tyler Marie)
Jummys Corner
The JM Institute of Natural Health & Technology
KL Jewelry
Royel Bijou Designs
Shaffe's Wooden Treasures
Steady_MomN
Swahili Kitchen
Williams & Co

Participating local Restaurants

Booker Tea Shop
Baldarotta's Porketta & Sicilian Sausage
Nothing Budnt Cakes (Champaign)
Neil St. Blues
Rumbergers
Swahili Kitchen

Stango Cuisine

6. Any additional comments

*We are very thankful to Urbana Public Arts Grants to have had this opportunity this year and we plan to continue holding this event with our Urbana and central Illinois partners. *special mention to Krannert Art Museum featuring the work of Dr. Blair Smith. We would like to thank our local, national and international partners from across the globe. We thank you for your many well wishes and support locally or virtually. We so grateful for your continued kindness. **

Project Documentation (See pictures below)

*** Visit cubaafest.com (website)**

*** Visit <https://www.facebook.com/102708369777330/videos/634314110550799> (VCC interview)**

C-U Black & African Arts FESTIVAL **SEPT 12 - 13 2020**

Mon. 9/7 - Youth Day Kickoff (Kids Corner)
Tue. 9/8 - Support Local Eateries & Art
Wed. 9/9 - Wellness Wednesday
Thu. 9/10 - Civic Engagement Day
Fri. 9/11 - Black Friday Rep Your Roots Day
Sat. 9/12 - Sun. 9/13 Virtual Festival

Free Access: Vendor online stores open @ DJ Silkoe Global Music Jam
VIP All-Access pass \$20 includes:
- Live cooking with Booker Tea Shop
- Live fitness with Kia Williams

9/12 - 9/26: Vendor online stores continue.

See cubaafest.com for all virtual activities.
Email: info@cubaafest.com

urbana arts & culture program

Black and African Arts Festival **BookerTea**

\$10 VIP ALL-ACCESS PASS IS LIVE NOW!

Includes:
Live cooking demo by BookerTea Shop and live exercise session with Kia Williams Fitness

inspire **@KIAWILLIAMS.1**



MONDAY, SEPT 7TH, 20

YOUTH DAY KICK OFF

****Parents please sign up to pick up a Kid's Corner activity packet at cu.blackafricafest@gmail.com****







TUESDAY, SEPT 8TH, 2020

EAT AND SEE

Support local eateries & Black Art!
(The Afrofuturistic digital art exhibition will be displayed on our website and social media!)







WELLNESS WEDNESDAY

SEPT 9TH, 2020

Guided Meditation/Reflection Session
Time: 12p-1pm, CST
Evening online discussion on Black health and wellness
Time: 7pm-9pm CST
(Tune in at cubaafest.com to catch these events)

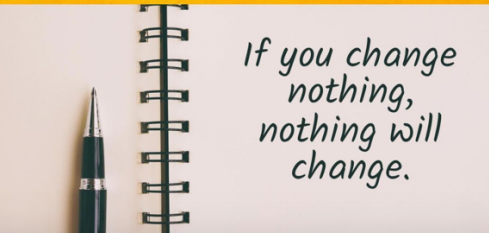




THURSDAY, SEPTEMBER 10TH, 2020

CIVIC ENGAGEMENT DAY

Activity: Go register to Vote OR update your information
Black Culture online discussion •
TIME: 7-9pm CST
(Tune in at cubaafest.com to view the discussion)



If you change nothing, nothing will change.



BLACK FRIDAY, SEPT 11TH, 2020

REP YOUR ROOTS DAY

Take a family portrait with our local photographers. Or take a selfie with your "rep your roots" outfit or T-Shirt >

See Facebook filter to add to your selfie

