

FEIN-BURSONI, INC

I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$9,500.00; that all costs claimed have been incurred for the Project in accordance with the Agreement between FEIN-BURSONI, INC dba PYGMALION and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

Sincerely,



Seth Fein
President, Fein-Bursoni Inc.

POST PROJECT SYNOPSIS: PYGMALION 2020

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

Funds awarded to Fein-Bursoni Inc. were utilized to fully execute, promote, and produce virtual programs at this year's PYGMALION. Primarily, the funds were utilized for a custom, one-of-a-kind virtual escape room in partnership with Champaign-Urbana Adventures in Time and Space. The escape room was created with the assistance of Station Theatre, also located in Downtown Urbana, featuring an appearance by Sudan Archives (name Brittany Denise Parks), an acclaimed, nationally touring Black violinist from California. In addition, funds were utilized to produce a live podcast of Yo, Is This Racist? with co-hosts Tawny Newsome and Andrew Ti. Funds were utilized to pay for artist fees, staffing, production costs, and more. The funds were instrumental to execute these components of the event.

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

The impact of the funding was tremendous — PYGMALION utilized these grant funds to reinvest into the Downtown Urbana business community, as we worked directly with CU Adventures to create, produce, promote, and execute the custom escape room. We were able to utilize two venues in Downtown Urbana and were proud to invest the funding into those spaces to help bolster them during the pandemic. Though we were not able to hold in-person events this year in Downtown Urbana due to COVID-19, we were proud to be able to still utilize two venues within the district. The funding provided us with the ability to execute a game and a podcast that featured Black, Asian, and LGBTQ+ artists and performers, which is vital to our diversity mission. We were able to expand the presence of the event with a diverse array of cultural backgrounds.

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

PYGMALION requires hundreds of hours of work, it is one of the foundations of our company, Fein-Bursoni Inc. The event's production timeline stretches from March through September, working dozens of hours each week on its production and execution. This is approximately 30 weeks worth of production work — between Seth Fein and Patrick Singer, the main organizers of PYGMALION, the project takes 20 hours per week each, so roughly 600 hours each. C-U Adventures in Time and Space spent dozens of hours designing and executing the production of the escape room.

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

PYGMALION's virtual attendance was substantial, overall featuring nearly 35,000 visitors across all platforms for this year's event. For the events funded by Urbana's Arts + Culture Program, Exit Stage Left was completely sold out — as we provided a maximum of 6 participants per 30-minute time slot, offering 16 sessions per day across 3 days. We were able to provide this experience for 300 participants from all over the country, showcasing the broad scope and expertise of the artists and curators to those far beyond Urbana. Yo, Is This Racist attracted 2,000 viewers across all

platforms, including Facebook, Twitter, and YouTube streams, and continues to accumulate more and more as the videos are still available for viewing. Nearly 4000 “watch minutes” have been accrued to date for this hour-long feature.

Description of experience working with collaborating partners.

PYGMALION carries a variety of partners each year, and we are always honored to work in tandem with many in various capacities. Urbana’s Arts + Culture Commission’s blessing to produce what we did was a positive experience for us as producers in 2020. Working alongside C-U Adventures in Time and Space and Station Theatre was beneficial to our community engagement mission.

Any additional comments.

We are grateful to be a recipient of an award for 2020 from Urbana’s Arts + Culture Commission, and praise the City of Urbana for their dedication to supporting the arts in our community.

PROJECT DOCUMENTATION

Project Documentation: Documentation is required showing the progress or completion of your grant project. Please note that materials will not be returned.

Submit no fewer than three digital images (.jpg, .gif, or .tif) depicting the performances, workshops, and/or exhibits pertaining to the project. This can include images from the production and the final exhibit or performance of the project.

Enclosed are photos from shows in Downtown Urbana during PYGMALION.

Include examples of event announcements or flyers used to promote the event.

All of the following performances were promoted in partnership with Urbana’s Art + Culture Program, featuring text in the event pages, as well as branding on each individual show graphic. You can find the links below, and attached showcases the graphic design as well.

September 25: Yo. Is This Racist? with Tawny Newsome + Andrew Ti

Facebook Event: <https://www.facebook.com/events/1645963162231403>

PYGMALION webpage: <https://thisispygmalion.com/yoisthisracist/>

September 26: Exit Stage Left: A PYGMALION Escape Room featuring Sudan Archives:

Facebook Event: <https://www.facebook.com/events/2372236896234751/>

PYGMALION webpage: <https://thisispygmalion.com/exitstageleft/>

Fiscal Report: The Fiscal Report is a basic list summarizing expenses supported by grant funds. Report only those expenses supported by your Urbana Arts Grant. List the expenses supported by your Urbana Arts Grant in a spreadsheet or list format on letter size paper and submit it with the Final Report to the City.

- Champaign-Urbana Adventures in Time and Space: \$4,500.00
- Yo, Is This Racist?: \$2,500.00
- Tawny Newsome: \$1,500.00
- Sudan Archives: \$1,000.00

= \$9,500.00



SUSPECTS

DATES/TIMES

PRODUCTIONS

MISC.

TICKETS

VIOLET

KEVIN

ZELDA

BRUNO

CLARA

LARS

APR 12 2:45

JUN 6 7:00

NOV 17 8:00

MAR 25 11:08

JAN 1 9:30

IT'S A WONDERFUL LIFE

BEAR

THE NOODS

ROW C SEAT 1

ROW B SEAT 3

ROW D SEAT 2

ROW A SEAT 4

PERMISSION

SPANCY

THE 45

STUDY

FIRST



PERMISSION

SPANCY

STUDY
FIRST



3
hour
Panic
Attack \$7
AT THE DOOR

ADVENTURES IN TIME & SPACE

PYGMALION

HAUNTED
COMPUTER

OUTDOOR
GAME

SED!

RENT

Zoom meeting interface on the left monitor. It features a large video feed of a man in a dark shirt, a top bar with several participant thumbnails, and a sidebar on the right with icons for chat, share screen, and other meeting controls. The Windows taskbar is visible at the bottom of the screen.

Video player on the right monitor. The main video shows a woman in a field. A white text box is overlaid on the video. The interface includes a progress bar, volume control, and a list of other participants in the top left corner.

Sheet of paper with musical notation, including a treble clef and several lines of notes.

Remote control and a pair of headphones resting on a document on the desk.