

Imbibe Urbana FY2018 First Fridays Budget v Actual

July 2017 - June 2018 (12 events)

Revenues	Budget	Actual	Percent of Budget
City Sponsorship	18,000	11,000	61%
Other Sponsor Cash	20,000	6,135	31%
Individual Donations & Earned Revenue	25,000	3,306	13%
Urbana Public Arts Grant	2,500	2,500	100%
Revenue Total	65,500	22,941	35%

Expenses	Budget	Actual	Percent of Budget
Personnel Payments	45,000	14,200	32%
Entertainment	6,000	1,414	24%
Advertising	10,000	2,106	21%
Volunteer Support	1,200	250	21%
Supplies	3,000	157	5%
Products	1,000	531	53%
Insurance	2,000	550	28%
Expense Total	68,200	19,209	28%

NET REVENUE	(2,700)	3,732	-138%
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In-Kind Support	Budget	Actual	Percent of Budget
City In-Kind	10,000	6,390	64%
Other In-Kind	10,000	17,500	175%
In-Kind Total	20,000	23,890	N/A

Based on submittals by Urbana First Fridays
Compiled by ERH & BSB of City of Urbana on 10-03-2018

8/06/18

Dear Libby Horwitz,

Please find details for Urbana First Fridays July 2017-June 2018. Let us know if you have any questions or need more information. Thanks for your support! Enjoy some photos after the text!

Thank you!

Kristin

Imbibe Urbana





Urbana First Fridays

Imbibe Urbana began Urbana First Fridays to support the businesses, artists, and citizens of the city through placemaking community and economic development strategies. Every event series is unique and emphasizes the diversity, inclusivity, creativity, and opportunity in the City of Urbana. These events not only attracted thousands of unique visitors to downtown Urbana over the year, but they created extra revenue for businesses and artists, and built stronger ties among creative and commercial communities. Most notably, the Mistletoe Market brought 1,500 people to downtown Urbana on the first Friday in December, packing restaurants and making local artisans \$18,000 in revenue.

These events give a monthly reminder of the cities values and an opportunity for communities to express themselves through a variety of medium. Urbana First Fridays is for everyone, and we proved this by a wide range of creative content that incorporated the passions and talents of citizens and businesses. A consistent, positive place for all of our community to come together every month in a centrally located place is very important and Urbana First Fridays proves this. Thank you to the City of Urbana for supporting these efforts during July 2017-June 2018.

Costs: \$19158.70

Revenues

Cash: \$22941

In-Kind: \$18950

City of Urbana Logo as co-sponsor on maps and mentioned online in event info.

Press: News Gazette, Smile Politely, Daily Illini, WCIA, CiLiving

Advertising: Facebook, MTD

UFF Partners : 25 O'Clock Brewery, Amara Yoga and Arts, Art Coop, Blackbird, Black Dog, Bluebird Boutique, Bohemia, Book Mobile, Broadway Food Hall, City of Urbana, Capoeira Angola, Cinema Gallery, Common Ground Food Coop, Collider Coworking Space, CLAW, Crane Alley, CU Adventures in Time and Space, CUDO,

CUMTD, Dancing Dog, First Federal, Florae Natural Beauty Shop, The Gilbert Gallery, Habitat for Humanity, Hooey Batiks, IMC Zine Library, International Galleries, Independent Media Center, the Iron Post, Jean Rene Balekita, Joseph Mauricio, KOOP, LabEscape, Lumen Events, Main Street Carnival, NitroCup, Parkland Urbana Acupuncture, Pizza M, Poetry on Tap, Protagonist Pizza Productions, Riggs Beer Company, Siam Terrace, Sipyard, Spark Museum & Play Café, Strick Lee, Surface51, Timbalu, Tricoci University & Urbana Free Library, UIUC Art of Living, UIUC Creative Writing Club, UIUC Physics Department, UIUC Astronomy, Urbana Business Association, Urbana Museum of Photography, Weiskamp Screenprinting. And many more bands and performers.

Mistletoe, Revelry, & Makers on Main Market Vendors:

Abhasan Ananda, Araisedbanner, BaabaArtisan, Berries & Flour, Bakery & Harvest Goods, Cici Ceramics, Crass Stitching, Christina Nordholm, CU Artists Press by Weiskamp Screen Printing, Delight Flower Farm, Elusive Society, Emily Jeanne Designs, Fresh Press, Frocks & frippery, Glow by Lola, Homer Soda Company, Judiee, Land Penguin, Lisa Kesler Studio, Lydia Puddicombe, Melissa's Monsters, Moonmade, Norden German Design Studio's Norden at Home, Old Town Flowers, Paintings by K. E. Gilmore, Page Roasting Company, Pipapo, Quirky Quiltress, Red Ember Forge, Simple Palette, Sunshine Studio, The Veronica Shop, Same Street Textiles, Thrift Story CU, [The Wright Soapery](#),

Videos:

August 2017 Urbana First Fridays:

<https://www.youtube.com/watch?v=SMFzd2kmQ7A>

Testimonials:

<https://www.youtube.com/watch?v=zVHm2qdXZ5s>

<https://www.youtube.com/watch?v=7DDwPG90pFg>

Photos















