



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Mayor Laurel Lunt Prussing

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: August 3, 2015

SUBJECT: **A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND MARKETING AGREEMENT FOR THE 2015 CHAMPAIGN-URBANA FOLK & ROOTS FESTIVAL IN DOWNTOWN URBANA**

AND

AN ORDINANCE REVISING THE FISCAL YEAR 2015 – 2016 ANNUAL BUDGET (CU Folk & Roots Festival in Downtown Urbana)

Introduction

The City of Urbana has been a supporter of the Champaign-Urbana Folk & Roots Festival (CUFRF) through the Public Arts Grants Program since 2009. The festival is held annually in Downtown Urbana. In 2014, the City first provided a major \$5,000 direct sponsorship of the event in addition to support from the Public Arts Program. The 2014 event hosted over 90 performers and 40 workshops at 25 venues with the help of 100 volunteers and attracted nearly 1800 people to its events.

Staff has worked with representatives of CUFRF to draft the attached proposed agreement to authorize the City's sponsorship of this year's festival (**Attachment A: Adopting Resolution with attached proposed FY2015-16 CU Folk & Roots Promotional & Marketing Agreement**). CUFRF is requesting a \$5,000 sponsorship for this year's seventh annual festival to take place on November 6th and 7th. Approval of this agreement would also require the amendment of the Annual Budget for Fiscal Year 2015-2016 to include an expense of \$5,000 for this event sponsorship (**Attachment B: Draft Budget Amendment Ordinance**). CUFRF was also awarded \$4,500 through the juried Urbana Arts Grant Program for this year's event. CUFRF representatives have also provided the attached funding proposal which provides a history of the event as well as budgetary and operational detail on last year's event (**Attachment C: CU Folk & Roots Festival in Downtown Urbana 2015 Proposal**).

Discussion

The Champaign-Urbana Folk & Roots Festival in Downtown Urbana continues to be operated as a uniquely “Urbana” event by integrating performances and workshops into Downtown Urbana’s many distinct locations. The festival makes high utilization of a variety of downtown venues including the library, restaurants, hotels, bars, the mall, and arts organization spaces. The festival organizers also plan to put a greater emphasis in their 2015 marketing materials on the fact that this festival takes place in Downtown Urbana.

The City’s support is critical to the all-volunteer operation of the festival and also allows the festival to maintain many free and low-cost events which make the performances and workshops more accessible to the general public. The festival organizers also intentionally do not bring in outside food or alcohol vendors in order to ensure that festival-goers patronize area restaurants, bars and other businesses.

The table below reflects the City’s total past contributions to the festival both through juried Public Arts Grants program awards as well as direct City sponsorship. The gray box indicates the proposed sponsorship under discussion.

Past & Proposed City Support for UFRF		
CY	Public Arts Grants	City Sponsorship
2009	5,000	-
2010	3,500	-
2011	3,000	-
2012	2,500	250
2013	3,000	500
2014	2,500	5,000
2015	4,500	5,000

CUFRF expect this year’s event budget to be very similar to last year. The event budget for 2014 totaled \$34,255. Revenues for last year’s event included \$4,500 from individual contributions, \$5,655 in business contributions, \$12,800 in ticket sales, and \$7,500 in support from the City of Urbana (Additional budget detail available in **Attachment C**).

Community Development staff consulted with CUFRF to develop the proposed agreement which provides for \$5,000 in City sponsorship of the 2015 Champaign-Urbana Folk & Roots Festival in Downtown Urbana on a reimbursement basis (**Attachment A**). Overall, the form of the proposed agreement is consistent with that utilized for recent City sponsorships of events including the Urbana Sweetcorn Festival and the Pygmalion Technology Conference.

Fiscal Impacts

The proposed 2015 CUFRRF agreement under consideration would commit the City to an expenditure of up to \$5,000 in the FY2015-16 budget. As shown in the table above this would be equivalent to the amount expended in FY2014-15. Approval of the proposed agreement would also require approval of a budget amendment ordinance to allocate \$5,000 within the TIF District #2 fund for the sponsorship (**Attachment B**). The fund balance for TIF District #2 at the end of the current fiscal year is anticipated to be over \$1 million, so the proposed budget change is expected to have a minimal impact.

Options

The City Council has the following options with respect to this agreement:

1. The City Council may approve the resolutions as presented.
2. The City Council may approve the resolution with changes, understanding that any changes must be agreed to by the CUFRRF.
3. The City Council may deny the resolution.

Recommendation

Staff recommends that the City Council approve the attached resolution.

Prepared By:



Brandon S. Boys
Economic Development Manager

Attachments: A – Adopting Resolution with attached proposed FY2015-16 CU Folk & Roots Promotional & Marketing Agreement
B – Budget Amendment Ordinance
C – CU Folk & Roots Festival in Downtown Urbana 2015 Proposal

Attachment A to Memo – DRAFT Adopting Resolution & Attached Proposed Agreement

RESOLUTION NO. 2015-07-030R

A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND MARKETING AGREEMENT FOR THE 2015 CHAMPAIGN-URBANA FOLK & ROOTS FESTIVAL IN DOWNTOWN URBANA

WHEREAS, the City of Urbana ("City") has determined that supporting marketing and promotion services provides a benefit to the City; and

WHEREAS, the Champaign Urbana Folk & Roots Festival, NFP ("CUFRF") is well positioned to provide those promotion and marketing services for the City; and

WHEREAS, the City deems it beneficial for its residents and its business community to continue to host the annual special event known as the Champaign-Urbana Folk & Roots Festival in Downtown Urbana (hereinafter, the "Festival") within the City's corporate limits; and

WHEREAS, the CUFRF has arranged for, marketed, promoted, staged, and offered the Festival in past years; and

WHEREAS, the City and the CUFRF seek to form a mutually beneficial arrangement whereby the CUFRF undertakes the promotion, marketing, sponsoring, and staging of the Festival.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Urbana, Illinois, as follows:

Section 1.

A Promotional and Marketing Agreement For The Champaign-Urbana Folk & Roots Festival in Downtown Urbana by and between the City of Urbana, a Municipal Corporation, and the Champaign-Urbana Folk & Roots Festival, NFP, a Not-For-Profit Corporation, in substantially the form of the copy of said Agreement attached hereto and hereby incorporated by reference, be and the same is hereby authorized and approved.

Section 2.

The Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to execute and deliver and the City Clerk of the City of Urbana, Illinois, be and the same is hereby authorized to attest to said execution of said Agreement as so authorized and approved for and on behalf of the City of Urbana, Illinois.

PASSED BY THE CITY COUNCIL this ____ day of _____, _____.

Phyllis D. Clark, City Clerk

APPROVED BY THE MAYOR this ____ day of _____, _____.

Laurel Lunt Prussing, Mayor

**PROMOTIONAL AND MARKETING AGREEMENT
FOR THE 2015 CHAMPAIGN-URBANA FOLK & ROOTS FESTIVAL IN DOWNTOWN
URBANA**

This Promotional and Marketing Agreement for the 2015 Champaign-Urbana Folk & Roots Festival in Downtown Urbana (hereinafter, "Agreement") is entered into this 1st Day of July, 2015 by and between the City of Urbana (hereinafter, the "City") and the Champaign-Urbana Folk & Roots Festival, NFP (hereinafter, the "Organizer") (collectively, the "Parties").

WHEREAS, the City is a home rule unit of local government pursuant to Section 6 of Article VII of the State of Illinois Constitution of 1970; and

WHEREAS, the Organizer is a not-for-profit corporation pursuant to the Illinois General Not-For-Profit Act of 1986 (805 ILCS 105); and

WHEREAS, the City deems it beneficial for its business community and its residents to arrange for, market, promote, stage, offer, and conduct a special event within the City's corporate limits known as the Champaign-Urbana Folk & Roots Festival in Downtown Urbana (hereinafter, the "Event"); and

WHEREAS, the City and the Organizer seek to form a mutually beneficial arrangement whereby the Organizer undertakes the promotion, marketing, sponsoring, and staging of the Event.

NOW for good, valuable and mutual consideration which each Party acknowledges as having in hand received and for the mutual exchange of the covenants, terms and conditions contained in this Agreement, the Parties agree as follows:

A. CITY'S OBLIGATIONS TO THE ORGANIZER:

1. Event Funding: The City shall make available to the Organizer up to but not more than five thousand dollars (\$5,000) which the Organizer shall apply to defray the Organizer's costs of promoting, marketing, and staging the Event (hereinafter, "Event Funding"). The Event Funding shall be disbursed as hereinafter provided for in Sub-Paragraph A.2.

2. Disbursement of Event Funding: The City shall disburse Event Funding on a reimbursement basis and based on receipts for expenditures made by the Organizer which shall be presented to the City. The City shall provide such reimbursement within fourteen (14) days following the Organizer's presentment to the City of receipts for which the Organizer seeks reimbursement. The Organizer shall present its requests for reimbursement no more frequently than once per month.

The City shall disburse to the Organizer a certain amount of Event Funding which shall be equal to but shall not exceed the aggregate amount of revenue which the Organizer derives from grants, sponsorships or donations from third-party sources collected by the Organizer for the purposes of organizing the Event (hereinafter, collectively, referred to as "Revenue"). Only monetary contributions will be considered as Revenue. Only the Revenue which the Organizer actually collects

and in-hand receives for the purpose of organizing the Event shall be used in calculating the City's Event Funding. In order to obtain the full measure of Event Funding from the City as provided in Sub-Paragraph A.1, the Organizer must generate at least five thousand dollars (\$5,000) in Revenue for the Event.

3. In-Kind Services: The City may at its discretion provide in-kind services at no cost to the Organizer in addition to any Event Funding, but is under no obligation to provide any such in-kind services. The City shall value any in-kind services which it provides to, for, or for the benefit of the Organizer and the Event based on the rates which the City customarily charges for the provision of the same or similar services in connection with special public events held within the City's corporate limits as described in Section 10.2 of the City of Urbana Policy & Procedure Manual.

4. Payment of Event Funding: The City shall have the sole discretion whether to reimburse the Organizer for any receipt which the Organizer presents to the City for reimbursement but such reimbursement shall not be unreasonably withheld.

B. THE ORGANIZER'S OBLIGATIONS TO THE CITY:

1. Promotional, Marketing and Staging Activities: The Organizer shall use its reasonable best efforts to develop, promote, market, stage or otherwise arrange for the development, promotion, marketing, and staging of the Event and all aspects related thereto. If the Organizer contracts with a third person to undertake the immediate aforesaid activities, the Organizer shall make a reasonable effort to assure that such person performs the immediate aforesaid obligations in the same or better manner than would be required of the Organizer by reason of this Sub-Paragraph. In the development, promotion, marketing, and staging of the Event, the Organizer and its agent and sub-contractor, if any, shall comply with all applicable City ordinances, policies and procedures concerning such public special events. Further, the Organizer shall undertake reasonable measures to assure that all other persons who are or become involved with the promotion, marketing, and staging of the Event comply with all City ordinances, policies and procedures concerning such special public events. Notwithstanding anything to the contrary contained in this Sub-Paragraph, the Organizer shall remain responsible for all Event development, promotion, marketing, and staging regardless of who actually undertakes those activities or any portion therein.

2. City Sponsorship Recognition: The Organizer shall identify the City as a sponsor of the Event on any and all promotional and marketing material and information provided to or made available to the public in connection with the Event including any and all posters, signs, banners, mailers, print advertisements, radio and television advertisements, entertainment stage decorations, and any other means by which the Event is promoted, marketed, and staged.

3. Refund of Event Funding: In the event that the Organizer elects not to promote, market, and/or stage or arrange for a third person to promote, market or stage on its behalf the Event, the City shall be relieved of any and all responsibility to provide any form of Event Funding or in-kind services as provided in Sub-Paragraphs A.1., A.2 and A.3. of this Agreement. If the City has provided any Event Funding and/or in-kind services to the Organizer for the Event prior to the date when the Organizer elects to cancel the Event, the Organizer shall promptly refund any and all such Event Funding along with the reasonable value of any in-kind services provided which in-kind services will be valued as provided in Sub-Paragraph A.3. of this Agreement.

4. Reporting: The Organizer shall provide to the City a written report summarizing the execution and outcomes of the Event no later than February 1, 2016. The report will provide budget highlights for the Event including the total cost of the Event and will outline how the City was recognized as a sponsor. The report will also describe the benefits generated by the Event within the City's corporate limits by estimating attendance, listing business participants, and discussing other positive community impacts created by the Event.

C. MISCELLANEOUS TERMS:

1. Term of Agreement: This Agreement shall remain in full force and effect from the date first appearing above through June 30, 2016.

2. Default and Opportunity to Cure: In the event that either Party believes that the other Party has defaulted on any covenant, term or condition contained in this Agreement, the non-defaulting Party shall provide written notice to the other Party of such default. The aforesaid written notice shall state or describe the nature of the default, whether by act or omission, and the Paragraph and/or Sub-Paragraph, as the case may be, which governs the obligation which is alleged to be in default. Within ten (10) calendar days of the effective date of such notice of default (as provided for in Sub-Paragraph C.5. below), the recipient of such notice shall (i) cure the default and provide documented evidence of the nature and/or manner of such cure; (ii) respond in writing to such notice which writing shall advise that the recipient reasonably believes that it is not in default and which describes the reasons for such belief; or (iii) provides a written plan of cure in those instances where the cure of the default cannot be completed within the aforesaid ten (10) calendar day period.

3. Dispute Resolution: In the event that the Parties cannot resolve any dispute between them, they shall submit to mediation in an effort to resolve any such dispute. The Parties shall agree on the selection of the mediator and that mediator's rules and/or procedures shall govern any such mediation. The Parties shall share equally in the cost of the mediation. In the event that the Parties fail to resolve their dispute through mediation, then either or both Parties shall be free to initiate and maintain an action to construe, interpret and/or enforce this Agreement in the Circuit Court for the Sixth Judicial Circuit, Champaign County, Illinois and the laws of the State of Illinois shall govern the resolution of any such dispute and the interpretation, construction and enforcement of this Agreement..

4. Termination:

a. This Agreement may be terminated by the City immediately and without written notice if the Organizer –

(i) defaults on this Agreement without reasonable cure as provided for in Sub-Paragraph C.2. and which default/dispute is not resolved through mediation;

(ii) files a voluntary petition or is the subject of an involuntary petition for bankruptcy protection in a United States Bankruptcy Court;

(iii) files a notice of intent or other paper with the Secretary of State for the State of Illinois which evidences an intent to liquidate or dissolve;

- (iv) loses its incorporated status as a domestic corporation by reason of any act or omission on the part of the Organizer;
- (v) becomes involuntarily dissolved for any reason by the Secretary of State of the State of Illinois and where the Organizer fails to apply for reinstatement within ten (10) business days of notice of such involuntary dissolution;
- (vi) enters into any arrangement with creditors which could reasonably be deemed, construed, or interpreted as a common law composition of creditors;
- (vii) is placed in receivership by any lawful court order or decree;
- (viii.) acts or fails to act in such a manner as would injure or likely injure the City in any way, or cast the City or any business located within the City in a negative light unless, in the case of a business, such negative light is reasonably supported by evidence (e.g., an announcement that a business has closed or moved from the City when in fact such business has moved or closed); and/or
- (ix) acts or fails to act in a manner which threatens or which may reasonably threaten human life, health or safety or property.

In the event that the City elects to terminate this Agreement for any one or more of the reasons provided in this Sub-Paragraph, the City's obligation to provide Event Funding to the Organizer shall automatically cease and become wholly null and void. In addition to any other remedy which the City may have as a matter of law or right, the City shall be entitled to seek, obtain and recover a refund from the Organizer of any and all Event Funding advanced to or paid to the Organizer.

b. In the event that the City has provided no Event Funding and/or in-kind services to the Organizer, this Agreement may be terminated by either Party by giving written notice to the other Party of its intent to terminate and such termination shall be deemed effective fourteen (14) days after the effective date of such written notice (as defined by Sub-Paragraph C.5. below). Any Party providing such notice of termination shall offer the other Party an opportunity to meet and discuss such termination prior to the effective date hereunder. In the event of such termination, the Organizer shall refund to the City any and all Event Funds advanced to or paid to the Organizer as of the date of termination.

5. Indemnification: The Organization agrees to and will indemnify, defend and hold harmless the City, its elected and appointed officials, employees, agents, and assigns from and against any and all claims, suits, actions, causes of action, judgments, decrees, orders, liabilities, and defenses which arise or which may arise out of or which are or may be the direct or proximate result of any unlawful intentional, willful, wanton, grossly negligent, or negligent act or omission by the Organization and/or any of its directors, officers, employees, agents, contractors, or representatives. Nothing herein shall require the Organization to indemnify, defend and hold harmless the City, its elected and appointed officials, employees, agents, and assigns from and against any and all claims, suits, actions, causes of action, judgments, decrees, orders, liabilities, and defenses which arise or may arise out of or which are or may be the direct or proximate result of any intentional, willful, wanton, grossly negligent, or negligent act or omission by the City or any of its elected or appointed officials, employees, agents, or assigns.

6. Notices: All notices required to be given shall be in writing such notices shall be deemed proper and effective as hereinafter provided:

a. If by First Class U.S. Mail: All such notices shall be sent by registered or certified mail with a return receipt requested. If any such notice is placed in an envelope properly addressed to the intended recipient and bearing proper postage, such notice shall be deemed effective four (4) days from the date of placement with the United States Postal Service.

b. If by facsimile: All such notices shall be deemed effective if transmitted to the intended recipient's facsimile machine and the same shall be deemed effective on the next business day following transmission if the sender's facsimile machine provides a printed receipt that the facsimile was received by the intended recipient's facsimile machine. If no such printed receipt is provided, then the notice shall be deemed effective four (4) days after its transmission.

c. If by overnight courier: All such notices shall be deemed effective if placed in a properly addressed overnight courier envelope properly addressed to the intended recipient with delivery charges to be paid by the sender of such notice, and such notice shall be deemed effective the next business day following delivery of such notice.

d. If by personal delivery: All such notices shall be deemed effective if hand delivered by an employee of the sender to an employee of the intended recipient and such notice shall be deemed effective on the next business day following delivery of such notice.

e. No other form of notice, including e-mail notice, shall be deemed effective whether or not such notice was in fact received by the intended recipient.

Notices shall be delivered to the following locations unless a Party informs the other Party in writing of a different location to where notices should be directed:

TO THE CITY:

Economic Development Manager
City of Urbana
400 S. Vine St.
Urbana, IL 61801

TO THE ORGANIZER:

Registered Agent
CU Folk & Roots Festival
P.O. Box 331
Urbana, IL 61803

7. Waiver: The failure of any Party to enforce any covenant, term or condition contained in this Agreement or to take action to enforce the same shall not be deemed to constitute a waiver of that Party's right to enforce or take action to enforce such covenant, term or condition. Notwithstanding the foregoing, if a Party fails to enforce or undertake any action to enforce any covenant, term or condition contained in this Agreement and knows that the other Party has relied on such forbearance to its financial detriment, then such knowledge shall constitute a waiver by the Party which has or had the right to enforce or initiate an action to enforce such covenant, term or condition.

8. Assignment: The Organizer shall not have the right to assign or otherwise transfer to any third person the Organizer's obligations provided for in this Agreement without the express

written consent of the City. If the City consents to any such assignment, the Organizer shall remain fully responsible for the performance of its obligations as required by this Agreement as if it would be performing such obligations and the third person to whom the Organizer makes such assignment shall be bound to perform the Organizer's obligations as if a party to this Agreement.

Notwithstanding any assignment of the Organizer's obligations under this Agreement, whether in whole or in part, which is consented to in writing by the City, the Organizer, not the City, shall be responsible for compensating any such third person for its or their work and/or services. Nothing in this Agreement shall be deemed, construed or interpreted as authorizing the Organizer to bind the City into any agreement with any third person in the absence of the City's express written consent to be bound into any agreement with any such third person.

9. Binding Effect: This Agreement shall be binding upon and shall inure to the benefit of the City and the Organizer and their respective successors and assigns.

10. Human Rights: The Organizer, in all respects, shall comply with the City's Human Rights Ordinance and, if requested in writing by the City, the Organizer shall provide such hiring information as requested by the City as if requested pursuant to the City's Equal Opportunity in Purchasing Ordinance.

11. Representations and Warranties: Each Party represents and warrants that the individual executing this Agreement is duly authorized to do so.

12. Supersedious: This Agreement shall supersede and replace any and all agreements respecting the subject matter of this Agreement, whether oral or in writing, entered into by and between the Parties heretofore.

[END OF AGREEMENT, SIGNATURES FOLLOW.]

FOR THE CITY:

FOR THE ORGANIZER:

Laurel Lunt Prussing, Mayor

Frances Harris, Registered Agent

ATTEST:

Phyllis D. Clark, City Clerk

Attachment B to Memo - DRAFT Budget Amendment Ordinance

ORDINANCE NO. 2015-07-079

**AN ORDINANCE REVISING THE FISCAL YEAR 2015 - 2016 ANNUAL BUDGET
(CU Folk & Roots Festival in Downtown Urbana)**

WHEREAS, the corporate authorities heretofore did approve an annual budget for the City of Urbana ("City") for the fiscal year beginning on July 1, 2015, and ending on June 30, 2016; and

WHEREAS, the corporate authorities find that the best interests of the City are served by revising the annual budget by deleting, adding to, changing or creating sub-classes within object classes and object classes themselves; and

WHEREAS, funds are available to effectuate the purpose of such revision; and

WHEREAS, the Budget Director may not make such revision under the authority so delegated to her pursuant to 65 ILCS 5/8-2-9.6 or Urbana City Code § 2-133.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Urbana, Champaign County, Illinois, as follows:

Section 1.

The Fiscal Year 2015 - 2016 Annual Budget, as revised, is hereby further revised as set forth in Exhibit A, which is attached hereto and incorporated herein by reference.

Section 2.

This Ordinance shall be in full force and effect from and after its passage and publication in accordance with Section 1-2-4 of the Illinois Municipal Code.

This Ordinance is hereby passed by the affirmative vote, the "ayes" and "nays" being called, of two-thirds of the corporate authorities then holding office (6 of 8 votes) of the City of Urbana, Illinois, at a meeting of the corporate authorities.

PASSED BY THE CITY COUNCIL this ____ day of _____, _____.

AYES:

NAYS:

ABSENT:

ABSTAINED:

Phyllis D. Clark, City Clerk

APPROVED BY THE MAYOR this ____ day of _____, _____.

Laurel Lunt Prussing, Mayor

Budget Amendment 2015/16 - Exhibit A

		<u>Current Budget</u>	<u>Revised Budget</u>	<u>Difference</u>	<u>Reason</u>
TIF 2 Fund					
<u>Expenditures</u>					
T10-1-1300-4030	Folk & Roots Festival	-	5,000	5,000	CU Folk & Roots Festival in Downtown Urbana
<u>Total Expenditures</u>		<u>1,801,240</u>	<u>1,806,240</u>	<u>5,000</u>	
<u>Ending Fund Balance</u>		<u>818,826</u>	<u>813,826</u>	<u>(5,000)</u>	balance from 2015-07-070

Attachment C to the Memo
Champaign-Urbana Folk and Roots Festival in downtown Urbana

Grant Proposal to the Urbana City Council

2015

By

Frances Harris and Scott Dossett



Request:

The festival seeks a \$5000 “matching” grant from the City to support the 7th Annual festival, held in Downtown Urbana. For each dollar contributed from outside sources, the grant will match funds dollar for dollar, up to a total of \$5000.00. The grant would be used to pay for expenses directly related to the festival operation, would be managed by the Community Development Department (CD) and would provide compensation for approved invoices for festival purchases. Interim reports, as requested, will be provided to CD and a final report will be issued and presented to the City Council within 2 months of the close of the festival or before 1 February 2016.

Mission Statement of the CU Folk and Roots Festival:

- Support local/Illinois folk musicians, artists/performers and organizations
- Promote community and focused, quality social interactions
- Create an inclusive event with participants from diverse backgrounds
- Gather the energy of our many folk organizations into a single celebration
- Promote the accessibility of the folk arts
- Provide opportunities for hands-on participation
- Contribute to the artistic vitality of the area
- Bring attention and business to downtown Urbana
- Expose residents to varied and inspiring forms of music, dance and art

Justification:

Support from the City of Urbana is critical because ticket and wristband sales only account for a portion (between one third and half) of the cost of the festival. Low-cost ticket and wristband fees, as well as many free events, make the festival accessible to all. The organization is therefore heavily dependent on grants, sponsorships, and donations from private individuals (for a listing of sponsors from the 2014 festival, see <http://folkandroots.org/2014-sponsors/>). At the same time, costs are low due to the large number of volunteers who organize and staff the festival. Over 80 individuals volunteer a 4-hour shift or more during the festival, acting as masters of ceremony, sound technicians, ticket-takers, food and home-hospitality providers, and more. A steering committee of 8-10 individuals meets year-round to plan for the festival, as well as to organize year-round shows and events. The festival also brings money to Urbana. Because the festival does not bring in food vendors, festival-goers patronize area restaurants and other businesses.

History of the organization:

Beginning in 2008; this local volunteer effort has offered a two day music and folk arts festival in Downtown Urbana. Now a not-for-profit 501 C-3 organization and expanding to a third day and over 90 performers, 40 workshops, 100 volunteers, and 25 venues, the festival includes year-round programming while maintaining its free family programming for the 1,800 people attending. Almost 500 people attended last year’s festival kick-off event at Krannert Center and the festival sponsored two “Folk Music in the Schools” programs in Urbana elementary schools. The festival was invited to host a stage at the Urbana Sweetcorn Festival and collaborates with the Urbana Park District to present a “Roots Walk” in the spring.

Description of Proposed Festival:

The seventh annual C-U Folk and Roots Festival will be held in downtown Urbana on November 6th and 7th, 2015. This all-volunteer-run festival will bring together many different organizations to present over 90 free/low-cost, all-ages/abilities participatory activities and high-quality folk performances. The festival continues to be a uniquely “Urbana” event. By using a variety of downtown venues including the library, restaurants, hotels, bars, the mall and arts organization spaces, the festival continually integrates the arts into the distinctive urban environment. This ensures that the widest possible audience will be reached. Free, walk-in activities (dances, instructional sessions, jams, song-circles, storytelling and instrument-making) will be held throughout the festival to increase availability of accessible projects in the arts. Community-led activities continue as a cornerstone of the festival.

The festival encourages emerging artists and art forms by scheduling events designed to help artists take the next steps in their development. Many festival workshops will target intermediate/advanced players and introduce new genres and styles. Other workshops entice beginning artists to try something new. In addition, the festival has a particular interest in forms of folk art/music that break down the barriers between audience and performers, and in preserving local traditions and histories. The festival endeavors to represent the entire community, inviting generations and people from diverse geographic and family backgrounds to intermingle at dances, jams, and workshops. The festival also has a particular mission to book a diverse range of performers and event leaders, ensuring that festival artists truly reflect all those who live in our community.

Proposed budget for 2015

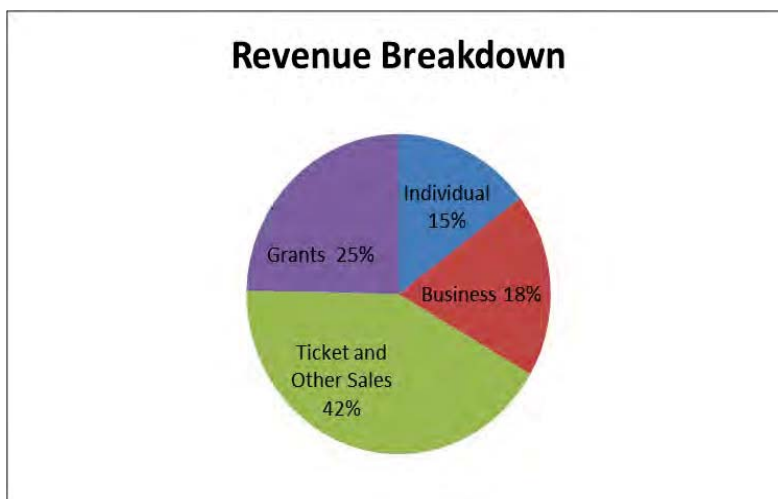
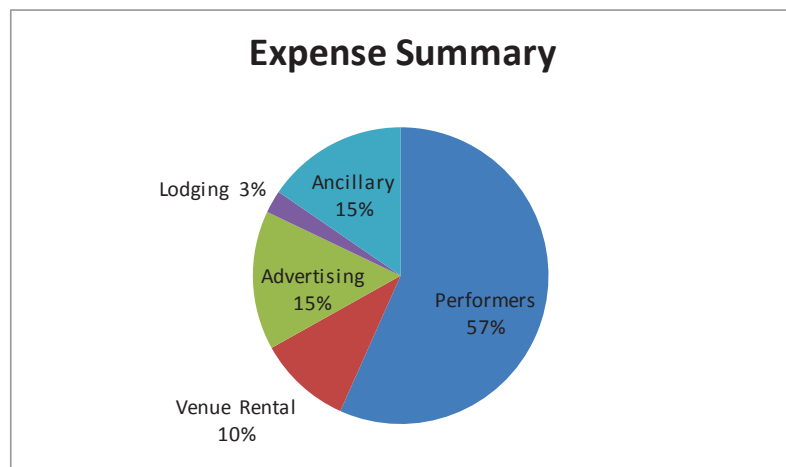
We expect expenses to be approximately the same as last year’s festival.

2014 Expenses	Amount
Performers	\$19,440.00
Concert Halls	\$3,505.00
Advertising	\$5,198.80
Lodging for performers	\$862.40
<u>Ancillary</u>	<u>\$5,248.89</u>
 Total Expenses	 \$34,255.09

Revenue Sources

The festival enjoys many good relationships with Urbana businesses and individuals, many of whom provide direct donations or in-kind services. Additionally, the all-volunteer staff put in many hours identifying and applying for grant monies. Finally, the festival itself generates ticket sales revenue. The following table shows the revenue sources for the 2014 festival.

Income type	Amount
Individual	4500
Business	5655
Ticket and Other	
Sales	12800
<u>Grants</u>	<u>7500</u>
Total Revenue	30455



Note: last year the festival was been able to carry over approximately \$4000.00 as “seed money” for this year’s event. This difference is reflected in the Expenses and Revenues sections above.

Promotion and Marketing:

The Festival utilizes many strategies for promoting events. First, we partner with a wide variety of organizations active in Urbana and thus are able to disseminate information very efficiently. For example, Illinois Public Media provides in-kind support, doubling the level of radio promotion we purchase from them. In addition, the festival has a promotions/marketing committee that writes press releases, submits information to online calendars, contacts radio, print and television outlets, and posts flyers not only to local, but to regional outlets. We will continue to use social media strategies, purchasing Facebook “boosts” at key points, and with frequent updates on the festival web site – <http://www.cufolkandroots.org>. Our monthly e-newsletter is sent monthly to almost 1,000 subscribers. We also distribute posters and flyers in advance of the festival.

Attendance:

According to festival tally sheets (required and monitored at each venue by volunteer coordinators, including free events), a total of over 900 people came to downtown Urbana and either paid to attend the 2014 festival (buying wristbands or paying cover charge at individual venues) or earned a free pass for their volunteer work. In addition, an estimated 900 people attended our free events and performances (all located in Downtown), for a total attendance of almost 1,800 people.

Project Partners:

The Champaign-Urbana Folk and Roots Festival has been possible thanks to the ongoing development of partnerships that include the City of Urbana, the Urbana Business Association, businesses, University of Illinois departments, arts/civic organizations, media outlets and many generous individuals. We continue to strengthen existing relationships with project partners while expanding our base of support for future festivals and programming.

For a complete listing of organizational partners and supporters, see www.cufolkandroots.org.

Some images from the 2014 Festival









**DOWNTOWN
URBANA**

NOV 7 & 8

FOLKANDROOTS.ORG



dixonGraphics

PROUDLY SUPPORTED BY THE CITY OF URBANA, THE URBANA ARTS COMMISSION, AND THE ILLINOIS ARTS COUNCIL AGENCY



D O W N T O W N U R B A N A



Nov. 7-8, 2014



6th Annual Champaign Urbana Festival
www.folkandroots.org



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Performances, Music, Dance,
Workshops, Jams,
Storytelling & More!



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UNIVERSITY OF ILLINOIS AT URBANA - CHAMPAIGN

Sa
ousa

The Pawn Shop

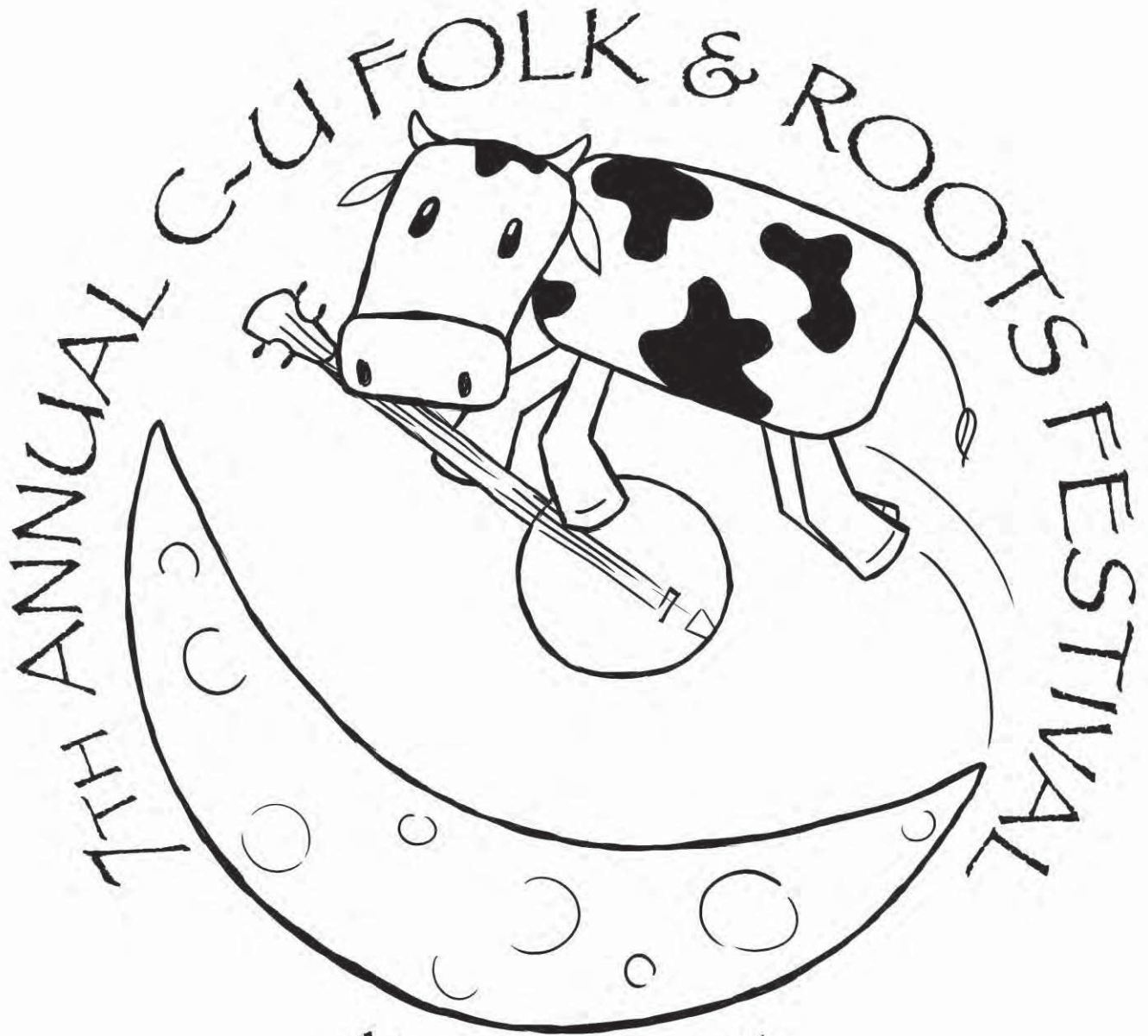


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NOV 6-7, 2015

URBANA,
ILLINOIS

SEVENTH ANNUAL
Champaign-Urbana

Folk & Roots Festival



NOVEMBER
6th - 7th
2015

Partially funded by the City
of Urbana, the Urbana Arts
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in downtown
URBANA

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Family Activities • Storytelling *and more*

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DIFFERENCE
WITH YOUR
GIFT!**

*Your contributions help keep workshops and
family programs free. Please volunteer or
become a Festival sponsor.*

Visit us on the web...

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Cajun
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Traditional Jazz
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Western Swing
Workshops for...
Fiddle
Banjo
Harmonica
Guitar
and more!
Storytelling
Song Circles
Community &
Shape-Note Singing
Jam Sessions
World Folk
Old Time
Musical Mayhem Parade
Open Stage
Dancing...
Morris
Contra
Square