DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Arts and Culture Commission

FROM: Rachel Lauren Storm, Arts and Culture Coordinator

DATE: February 8th, 2022

SUBJECT: Tier III Arts Grants Recommendation for Urbana Arts Grant Cycle 2022

Background

The Urbana Arts and Culture Commission's grant program offers artists and artistic groups supportive funding towards creative projects within the City of Urbana. In this 2022 cycle of its Urbana Arts Grants Program, up to $90,000 is available to be awarded to artists, arts organizations, and festival presenters for creative projects that enrich the lives of Urbana residents and visitors.

The Tier III Grant Category, supports special events and festivals with the City of Urbana, offering between $5,000 and $10,000 in financial support. In the Tier III category, $35,000 is available to be awarded to festival and special event presenters.

The Urbana Arts and Culture Commission reviewed five applications this cycle and received corresponding presentations from each applicant in a special meeting. The next step is for the Urbana Arts and Culture Commission to make the funding determination in this category.

Options

The Commission may:

1. Approve the recommendation of Tier III Urbana Arts Grants
2. Approve the recommendation of Tier III Urbana Arts Grants with revisions
3. Deny the recommendation of Tier III Urbana Arts Grants

Please note, commission members may vote on the Tier III Urbana Arts Grants recommendation as a whole or each grant recommendation one by one.

Recommendation

Staff recommends that the Commission approve the recommendation of Tier III Urbana Arts Grants as presented.

2022 Champaign-Urbana Folk and Roots Festival **presented by Champaign-Urbana Folk and Roots**
Funding recommendation: $9,000.00

2022 Pygmalion **presented by Fein-Bursoni, Inc.**
Funding recommendation: $6,000.00

Persons with disabilities needing special services or accommodations for this meeting should contact the City of Urbana's Americans with Disabilities Coordinator at 384-2466.

2022 C-U Black and African Arts Festival **presented CU Black and African Arts**
Funding recommendation: $3,000.00

2022 Urbana Presents! **presented by Rose Bowl Tavern**
Funding recommendation: $8,500.00

2022 PRIDE Festival **presented by Uniting Pride of Champaign County**
Funding recommendation: $8,500.00

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Rachel Lauren Storm

Attached:
Exhibit A (qualitative summaries of individual Commissioner's comments for Tier III Evaluations)

Exhibit A – Summarized Comments from Commissioners Evaluations

2022 CU Folk and Roots Festival

- the festival offers an exceptional balance of local and national acts and is beloved to its supporters that keeps the community engaged, brings business, and promotes tourism in Urbana
- impressed by a volunteer-run festival and its interactive and educational engagement
- the budget presentation was balanced and detailed
- clear innovation, growth, and implementation of previous years' feedback
- desire to see a more diverse funding stream to support the event's financial sustainability
- desire to see more audio or video musical work samples in future grant proposals
- impressed by robust letters of support that help cement collaboration

2022 Pygmalion

- the festival is well organized, well managed, and a strong attraction for visitors and residents.
- the festival presents a high quality, diverse line-up of artists and creative sectors
- the festival is an especially strong attraction for young people in our college town
- desire to see festival organizers collaborate more intentionally with local community groups across various parts of the festival's programming including on-site volunteering or job opportunities for youth
- grant proposal should better detail the diverse line-up and commitment to community integration the festival offers
- significant lack of detail in budget presentation; minimum 70% cash match requirement not met
- recommend that work samples include video or audio documentation
- would like to see improved evaluation and metrics of impact

2022 C-U Black and African Arts Festival

- the festival is well organized, well managed, and fills an important gap in arts programming for visitors and residents.
- the festival reaches across many creative sectors, offering experiences in multiple art forms
- clear and detailed successful collaboration with local community organizations and groups
- letters of support could improve future proposals in evaluating community integration and collaborative partnerships
- grant proposal should better elaborate the ways the festival is meeting Urbana Arts Grants program goals; more details are encouraged
- would like to see the festival expand to more than one day or spread activities out over a couple more days
- budget items are carefully detailed, but minimum 70% cash match requirement not met

2022 Urbana Presents! presented by Rose Bowl Tavern

- strong history active and varied entertainment offerings in downtown Urban attracting a wide variety of performers, visitors, and collaborations with various ensembles
- wonderful use of their production resources through the creation of Rose Bowl TV
- partnerships and in-kind donations with downtown businesses help promote tourism and economic activity and Downtown music activity is remarkable
- impressed by the inclusion of the robust evaluation (300+ survey responses) gathered from patrons and positive feedback received
- would like to see more detail of the type of performances that will be presented and the way these reflect diversity, inclusion, and community integration
- would like to see improved evaluation and metrics of impact

2022 PRIDE Festival presented by Uniting Pride of Champaign County

- the festival is well organized, well managed, and fills an important gap in arts programming for visitors and residents
- the festival offers a variety of activities for families and audiences of all ages, including participatory activities
- value that this is addressing an important need in the community (LGBTQAI+ inclusion)
- value having the festival in Urbana after years of successful programming in Champaign
- letters of support could improve future proposals in evaluating community integration and collaborative partnerships
- would like proposal to better detail collaboration with local community groups across various parts of the festival's programming including on-site volunteering or job opportunities for youth