
DATE: Tuesday, November 8, 2022
TIME: 4:30 P.M.
PLACE: City of Urbana, Council Chambers - 400 S. Vine St. Urbana, IL 61801

A G E N D A

- 1. Call to Order, Roll Call & Declaration of Quorum**
- 2. Approval of Minutes of Previous Meetings**
 - a. October 11, 2022
- 3. Additions to the Agenda**
- 4. Public Input**
- 5. Presentations**
 - a. Grant Presentation**
 - i. *Guen Montgomery - UAG 2021*
 - ii. *Jenelle Orcherton - UAG 2022*
 - iii. *Susan & Cindy Ogwal - UAG 2021*
 - iv. *Amanda Ramey - UAG 2021*
 - b. Staff Report**
- 6. New Business**
- 7. Adjournment**



Urbana Arts & Culture Program Economic Development Division

TO: Urbana Arts & Culture Commission Members
From: Stepheny McMahon, Economic Development Supervisor
DATE: November 8, 2022
SUBJECT: Staff Briefing

- Interim Plan and Hiring for Arts & Culture
 - Full Time Program Specialist position was approved by Civil Service. Hope to be posted soon.

- Arts Grants FY23
 - Planning meetings held on 10/13 and 11/2
 - DRAFT schedule for FY23 and future years grant cycle

- Programming
 - Poet Laureate – Sarah Buckman update
 - Mural by EKAH on Broadway Food Mall in progress
 - Art in Transit
 - Ribbon Cutting held Friday 11/4 at 10:30 a.m.

- Upcoming Events
 - 11/18 Central Illinois Waterways In Art and Poetry
 - 6:30-8:30 Channing Murray Foundation Chapel

- Commission Updates
 - New City of Urbana email addresses for commissioners
 - Duo Security set-up
 - Two open Commissioner seats
 - Youth representative seat open

Arts Grants FY 2023 – Proposed Changes

Arts Grants FY 2023	FY23 Proposed Changes
Promote grant period opening	Nov/Dec 2023
Applications Open	1/2/2023
Promote open grant period	January 2023
Workshops	N/A
Applications Close	1/31/2023
TIER III Grants present to commission	N/A
TIER 1 and II Grants Juried	February 2023
TIER III Grants voted on at commission	3/14/2023 – Tier II
Sneak Peak Event	Video online/Press Release
Deadline for Contracts	4/1/2023
Grant Period begins	4/1/2023
Grant period ends	06/30/2024
Closing reports due on Neighborly and report to Commission	08/15/2024

Arts Grants FY 2024	
Promote FY24 Grant application round	February/March 2024
Host an event to connect artists to property owners/groups for collaboration	February/March 2024
FY24 Grant application open	4/1/2024
FY24 Grant application end	4/30/2024
FY24 Grant application jury	May 2024
Commission votes on FY24 Tier II grant applications	June 2024
Sneak Peak Video	Video online/Press Release
Deadline for Contracts	6/20/2024
FY24 Grant period begins	07/01/2024
FY24 Grant Periods ends	6/30/2025
Closing reports due on Neighborly and report to Commission	8/15/2025

Arts Grants FY 2025	
Promote FY25 grant application round	February/March 2025
Host an event to connect artists to property owners/groups for collaboration	February/March 2025
FY25 Grant applications Open	04/01/2025
FY25 Grant applications end	04/30/2025
FY25 Grant application jury	May 2025
Commission votes on FY25 Tier II grant applications	June 2025
Sneak Peak Event	Video online/Press Release
Deadline for Contracts	06/20/2025
FY25 Grant period begins	7/1/2025

FY 25 Grant period ends	6/30/2026
FY 25 Closing reports due on Neighborly and report to Commission	8/15/2026

Changes proposed:

1. Minimum grant award is \$1000
2. Jury consisting of 5-6 members will score Tier I and Tier II grants on Neighborly followed by a short virtual meeting to summarize and vote on awards.
3. Arts Commission will vote on Tier II awards.
4. NEW Tier III applications will be scored by the commission in Neighborly and then scores compiled, discussed and voted on at a Commission meeting.
5. The Sneak Peak of grantees will be done via a press release and online presentation
6. New requirement of grant applications is a head shot of the artist/applicant.
7. Year end reports may be submitted via a video report answering specific questions (TBD) or an in-person report to the Arts Commission.

Tier III Grant Award propose changing

1. Tier III applicants will no longer need to do an in-person proposal of the event as part of their grant application. Will only apply thru Neighborly like Tier I and II.
2. We will still require an year-end in-person report for new Tier III grants.
3. Tier III grantees who have received awards for three years and demonstrated continued excellence in their hosted festival/event will be converted to an annual sponsorship and will no longer be required, or invited, to apply for an arts grant.
 - a. Proposed New guidelines on Tier III multi-year grantees
 - i. If the same program/event has received an Arts grant 3 years or more
 - ii. If the quality of the event has remained consistent
 - iii. If the attendance of the event has remained consistent or grown
 - iv. If the grantee intends to continue hosting the festival/event

Tier III grantee will be converted to an annual City sponsorship per the guidelines below

	Year 1 Sponsorship (after min. 3-years grantee)	Year 2 Sponsorship (after min. 3-years grantee)	Year 3 Sponsorship (after min. 3-years grantee)	Continuing Annually?
1-day Festival	\$6,500	\$5,500	\$4,500	\$2,000
2-day Festival	\$7,500	\$6,500	\$5,000	\$3,500
3-day Festival	\$8,500	\$7,500	\$6,500	\$5,000

4. Tier III grantees may apply for an arts grant if major changes are being made to change/grow the festival from previous iterations.
5. Sponsored events must complete a Sponsorship Request Form outlining plans to host their event, answer questions about marketing/outreach, provide the date and location of the event, and payment information.
6. Sponsored events must give a year-end report in person to the Arts Commission within 30 days after the event.

Reason for the proposed changes:

1. To encourage new arts and cultural events to apply for grants
2. To encourage collaboration and partnerships with other community partners
3. To put grants on the same timeline as the City's fiscal year July 1-June 30.
4. To decrease administrative time on grants processing.

CITY OF URBANA SPONSORSHIP REQUEST FORM

(Accepted January 1-31 annually)

Eligible sponsorship applicants are hosts of events who have previously received an Urbana Arts & Culture grant for three years or more and intend to host the same or similar event for another year.

NAME OF FESTIVAL/EVENT: _____

DATE(S) OF FESTIVAL/EVENT: _____

LOCATION OF FESTIVAL/EVENT: _____

NAME OF APPLICANT: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

ADDRESS: _____

*Please provide a current W-9 with this sponsorship request

DESCRIPTION OF EVENT: _____

IS EVENT OPEN TO THE PUBLIC (circle one): YES NO

HAS THIS EVENT PREVIOUSLY RECEIVED AN ARTS GRANT OR SPONSORSHIP FROM THE CITY OF URBANA?
IF YES, FOR HOW MANY YEARS? _____

In what year was the last grant or sponsorship received? _____

If NO, please apply for an Urbana Arts & Culture Grant

PLANS TO MARKET/PROMOTE THE EVENT?:

What media will be used? _____

How far will the media reach extend?

Urbana-Champaign

Champaign County

Central Illinois

All of Illinois

Nationwide

WHAT IS THE EXPECTED ATTENDANCE OF THE EVENT? _____

WHAT IS THE TARGETED DEMOGRAPHIC FOR ATTENDEES TO THE EVENT? (circle all that apply):

Children

Families

Teens

College students

Young adults

Adults

Seniors

Urbana-Champaign residents

Tourists to Urbana-Champaign

HOW WILL THE CITY OF URBANA BE PROMOTED AS A SPONSOR OF THIS EVENT?

PLEASE LIST ANY COMMUNITY PARTNERS WHO ARE COLLABORATING ON THIS EVENT:

GUIDELINES FOR EVENT SPONSORSHIP FROM THE CITY OF URBANA

Events that have received Urbana Arts & Culture awards for at least three years and demonstrated continued excellence in their event will be converted to an annual sponsorship and will no longer be required, or invited, to apply for an arts grant.

- i. If the same program/event has received an Arts grant 3 years or more
- ii. If the grantee intends to continue hosting the festival/event
- iii. If the quality of the event has remained consistent
- iv. If the attendance of the event has remained consistent or grown

Approved applicants will be converted to an annual City sponsorship per the contribution amounts outlined below

	Year 1 Sponsorship (after min. 3-years grantee)	Year 2 Sponsorship	Year 3 Sponsorship	Continuing Annually
1-day Event	\$6,500	\$5,500	\$4,500	\$2,000
2-day Event	\$7,500	\$6,500	\$5,000	\$3,500
3-day Event	\$8,500	\$7,500	\$6,500	\$5,000

Continuing events may apply for a TIER III arts grant if major changes are being made to change/grow the festival from previous iterations.

Sponsored events must complete a Sponsorship Request Form within the same application time period as the Urbana Arts & Culture grants to be considered for sponsorship.

Sponsored events must give a year-end report in person to the Arts Commission within 60 days after the event for payment to be released.

Signature of Applicant

Date

**All sponsorships are subject to the availability of funding*