

## **Proposal for Urbana Public Arts Program - DRAFT**

Proposed by the Urbana Public Arts Task Force

January 28, 2008

### **Urbana Public Arts Program**

#### **Mission**

(adopted by the Public Arts Task Force on November 6, 2007)

The Urbana Public Arts Commission is established to recognize the arts as essential to the vitality of our city. The Commission fosters a dynamic, innovative Urbana, where all residents—emerging artists, established artists, and “non-artists” alike—may engage with the arts in its many forms and where artists thrive and are valued.

Note: “The arts” and “art” includes creative writing, dance, film/video, music, theatre, visual arts, performing arts, spoken word, environmental arts, multimedia arts, architectural arts, landscape architecture, and emerging media.

#### **Goals**

(adopted by the Public Arts Task Force on November 6, 2007)

1. Maintain a dedicated and broad-based revenue stream for the arts.
2. Foster a conducive environment for established and emerging artists to thrive in Urbana.
3. Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
4. Support life-long learning in the arts.
5. Promote inquiry and confluence amongst Urbana residents, bringing the arts to bear on pressing social issues.
6. Encourage relationships among artists and the public to further Urbana’s cultural development and fund their cultural contributions.
7. Integrate art into the urban environment, creating a sense of place and purpose.
  - a. Incorporate art into every feasible public works project.
  - b. Encourage art in Urbana developments.
8. Invigorate downtown - economically and culturally - through the arts.
9. Preserve and commemorate local and multicultural traditions and histories through the arts in its many forms.
10. Encourage emerging artists and art forms.

## **Value Statements**

The City of Urbana values ...

- Art that inspires, includes, meets needs, proliferates, invites, and educates.

The City of Urbana values ...

- Art as inspirational excellence, art as play, art as ecological stewardship, art as public school partnership, art as celebration of cultural diversity, art as environment of care, art as economic development, art as anti-violence strategy, art as problem solving mechanism, art as community building, art as neighborhood partnership.

The City of Urbana values ...

- Art that enables people to become members of communities, neighborhoods, citizenries, cultures - where people come away with a sense of solidarity with one another that is stronger and more vital to them than their initial sense of difference, separation, isolation.

## **Urbana Public Arts Commission - Composition**

An Urbana Public Arts Commission is recommended to be composed of nine members appointed by the Mayor, and approved by the Council, from constituencies representing various segments of the community which have experience, expertise, or interest in the areas of the arts, arts education, planning, neighborhood organizing, event planning, business, or another related field.

Members will be chosen from a diverse range of backgrounds, occupations, and artistic venues, with the intention of reflecting the full diversity of the Urbana arts community.

It is recommended that all members be voting members and serve for terms of three years. The Commission should meet regularly, as needed. Any member who is absent from three consecutive meetings without excuse may be replaced. The Commission may appoint sub-committees, such as a project advisory committee, conservation committee, selection committees, special event committee, etc. No members of the Public Arts Commission, or any appointed sub-committee, should receive compensation for his or her services.

## **Urbana Public Arts Commission - Roles and Responsibilities**

The Urbana Public Arts Commission will adopt its rules of procedure for regular and special meetings deemed by the Commission to be advisable and necessary.

The roles and responsibilities of the Commission may include, but not be limited to, the following:

- (1) To explore and recommend to City Council, City staff, and other groups, ways to

further the development of and interest in the arts and the local cultural heritage, and to act as an advisor on relevant city projects;

(2) To propose to the City Council an Annual Arts Program that identifies specific program goals, means of achievement, possible expenditures and sources of revenue, schedule of execution, necessary resources and responsibilities, and an implementation plan to address the goals;

(3) To develop policies regarding the selection of proposed public arts projects, the involvement of artists in selected building projects, criteria for artist and site selection, evaluation criteria for all programs, and other policies relevant to the Public Arts Program;

(4) To review relevant proposals and assist in the process by which artists, arts organizations, neighborhood organizations, businesses, developers, merchant associations, charitable foundations, or any other member of the general public proposes and creates projects in the arts to be located in public places owned and maintained by the City of Urbana;

(5) To oversee the receipt, purchase, maintenance, dispossession, and de-accession of works of art to be placed on municipal property;

(6) To research and seek additional funding including donations, grants and other support to further expand public arts programs;

(7) To encourage public participation in local artistic and cultural events and programs;

(8) To cooperate with other entities on matters regarding the arts;

(9) To offer educational programming to the public regarding the arts;

(10) To coordinate events and outreach related to the arts;

(11) To recommend updates to the public arts ordinance;

(12) To take such other actions as the Mayor and City Council may direct from time to time.

### **Proposed Program Components for 08-09**

Since September 2006, city staff and the Task Force have collected community input and priorities from various artists, arts organizations, businesses, and services regarding the arts in Urbana. Additionally, current offerings in the community have been surveyed. Based on these findings, the Public Arts Task Force proposes the following program components for fiscal year 08-09.

#### **1. Public Arts Grants**

An annual grant to select artists and/or arts organizations for projects or works with public benefit to Urbana residents.

## 2. **Arts Everywhere Mini-Grants**

Semi-annual mini-grants (e.g. \$1 to \$499) for proposals from Urbana-based artists, businesses, and organizations. These grants facilitate the production of a large number of relatively small free art happenings throughout the city. Proposals must include a specific free and public component.

## 3. **Percent for Art on Municipal Building Projects**

Every budget for the construction, renovation, or alteration of a municipal building with an estimated construction cost of \$1,000,000 or more, shall provide at least one percent of the original project budget to be set aside for the acquisition, or commission of art. In addition, in the event that funding for administration, maintenance, documentation, and preservation is not otherwise budgeted in the City, up to an additional one half percent will be set aside for administration, maintenance, documentation, and preservation of the subject art. The acquisition, or commission, of art is to be located in a public area in, upon, or adjacent to such building or other public building

## 4. **Public Arts Coordinator**

The City public arts staff should include a permanent City employee through Civil Service at a level equitable with other City staff performing similar functions. This staff member would be positioned within the Economic Development Division of Community Development and should staff the commission and provide input to the Streetscape Committee, Public Access TV Station, Market at the Square, Civic Center use, Historic Preservation, 40 North board. The arts director should pursue, with Public Works, the inclusion of arts in the public infrastructure.

## 5. **Partnerships**

Urbana will achieve its public arts goals in partnership with 40 North, the Urbana Business Association, and other area organizations.

It is recommended that the Urbana Business Association continue to receive funding from the City to promote the Boneyard Arts Festival in Urbana, host the indoor Holiday Market, look for additional market opportunities for artists, recruit artist members, and host events and workshops beneficial to the arts.

It is recommended that 40 North receive funding to support its general operation, in return for all Urbana artists having free membership to 40 North. The city should also pursue partnering with 40 North in the next reproduction of the arts directory.

It is recommended that additional partnerships be pursued with the Urbana Park District, Urbana School District 116, Urbana Free Library, the University of Illinois, Parkland College, the City of Champaign, and Champaign County.

## 6. **Fundraising**

A structure to facilitate future fundraising opportunities for the Public Arts Fund should be created in 08-09.

## **Potential Additional Program Areas**

As the public arts fund grows and needs change, the Public Arts Commission is encouraged to consider pursuing additional programs such as hosting educational programming; providing exhibition, performance, studio and/or rehearsal space; offering lecture, performance, or exhibition series; hosting special events; supporting neighborhood projects; establishing an artist-in-residence program; providing training and mentoring programs; etc.

## **Funding Mechanisms and Budget**

Research shows that funding for public arts programs in other communities derive from a variety of sources, including general funds, grants, dedicated funds, per capita formulas, and percent set-asides on building and capital improvement programs. In 2006-08, Urbana's program was funded at a "seed" level from a combination of tax increment financing (TIF) and general funds. Permanent funds will be sought in 2008-09. Recommended funding mechanisms are described below.

### **1. Per Capita Benchmark**

City administration requests that the public arts program be funded annually through the budget process used for all other City programs. By using a per capita approximation of \$3.00 as a starting benchmark, Urbana will situate itself within a common budget range for municipal public art programs throughout the country. This is a starting place that fits within the current budget constraints and can grow over time if the budget permits. This benchmark will allow for a regular full-time staff person to administer a reasonable range of activities, including, but not limited to, the acquisition, maintenance, and conservation of the arts. It should be noted that the goal is to have staff costs constitute no more than 30% of the program budget.

### **2. Percent for Art on Municipal Building Projects**

While Urbana does not have any significant building projects currently planned, a percent for art ordinance will ensure public art is adequately funded for future municipal building projects with estimated project costs of \$1,000,000, or more by providing that at least one percent of the project costs be set aside for the acquisition, or commission, of art. In addition, in the event that funding for administration, maintenance, documentation and preservation is not otherwise budgeted by the City, up to an additional one half percent will be set aside for administration, maintenance, documentation, and preservation of the subject art. The acquisition or commission of art is to be located in a public area in, upon, or adjacent to such building or other public building.

### **3. External Funding**

By seeking grants and donations from other local, state and national funding

sources, contributions to the public arts in the City can help to build an additional resource base. In-kind donations can also contribute additional resources.

#### **4. Public Arts Fund**

The creation of a Public Arts Fund will serve as an account through which funds from the public percent, grant monies, and private and corporate donations for the arts can be received, collected, and distributed.

### **Additional Policies and Guidelines**

Upon creation of a Public Arts Commission, it will be a responsibility of the Commission to establish additional necessary policies and guidelines for the operations of the Public Arts Program. Initial policies and guidelines recommended by the Public Arts Task Force are below.

- The Urbana Public Arts Commission shall create temporary selection committees for selecting artists and proposals.
- Selection committees should be composed of people with expertise in the program being administered.
- Members of the Public Arts Commission or selection committees shall abstain from voting if a conflict of interest occurs.
- Selection criteria should be open to the public.
- The selection process should be fair, equitable, and transparent.
- The application process should be commensurate with the size of the grant.
- There will be no application fee.
- Upon selection, the committee will provide detailed comments to each applicant about how their proposal was evaluated and why it was or was not selected.

### **Periodic Program Review**

The Urbana Public Arts Program will undergo periodic review through the mechanisms listed below. All evaluation results will be reviewed by the Public Arts Commission.

- Artists who apply to and/or participate in any program administered or funded by the Public Arts Program will be given a program evaluation survey.
- The Public Arts Commission will solicit input from relevant City staff, the Urbana City Council, the public, and the Public Arts Commission members themselves to determine how successfully the Public Arts Program is meeting its goals. This solicitation will include a public hearing.
- Upon installation or coordination of a work of art, relevant stakeholders, including community participants and property owners who live within 500 feet of the work will be asked to supply feedback about the specific work. These stakeholders should also be given a program evaluation survey.

