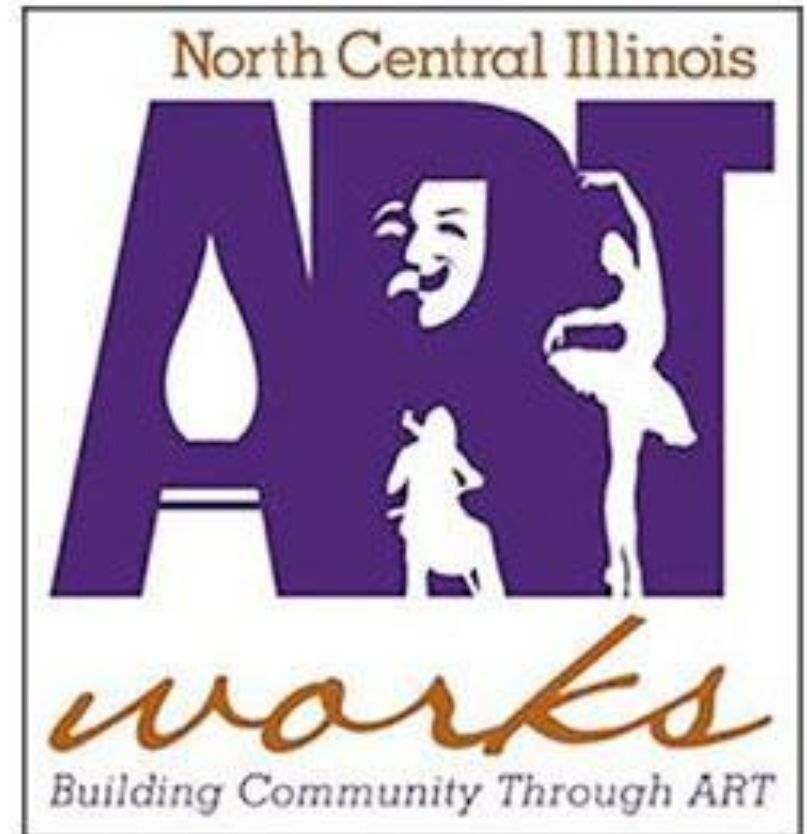


# NCI ARTworks Silo Pathways Legacy Project

## Public Art and Illinois Valley Communities

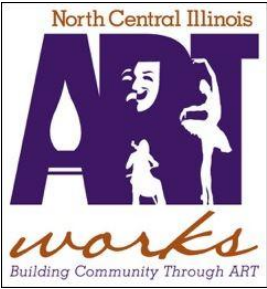
COMMUNITY AND  
ECONOMIC DEVELOPMENT  
THROUGH ART



# NCI ARTworks Mission

- Inspire growth among artists through artistic collaboration
- Provide educational outreach to students and adults via creative artistic learning opportunities and master classes
- Create art space development by hosting monthly artist exhibitions, promoting public art, and providing and partnering in visual and performing art special events





# **Silo Pathways Legacy Project was Conceived as a Way to Create a Self-Guided Regional Rural Art Tour**



# Silo Pathways, the concept

The original Silo Pathways concept was developed by artist Ray Paseka and local businesswoman DeAnna Carlson. They promoted the idea of painting silos to create a self-guided countryside tour of big art that would encourage people to visit the painted silos and explore the nearby communities.





## Silo Pathways Legacy Project today

A curated collection of public art intended to draw visitors to explore and experience the beauty and rich culture of our Illinois Valley communities.



# Why is Public Art the Right Community Initiative?

**Cultural offerings**

**Drives tourism**

**Good for local  
merchants**

**Connects to history  
and values**

**Beautifies and  
transforms downtown**

# Why Do Communities Support Public Art?

**Create**

**Create an  
environment  
friendly to  
investment  
and innovation**

**Capitalize**

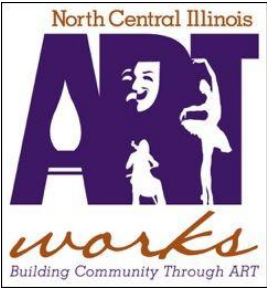
**Capitalize on  
existing  
regional  
cultural assets**

**Build**

**Build local  
infrastructure  
for cultural  
and creative  
partnerships**

**Develop**

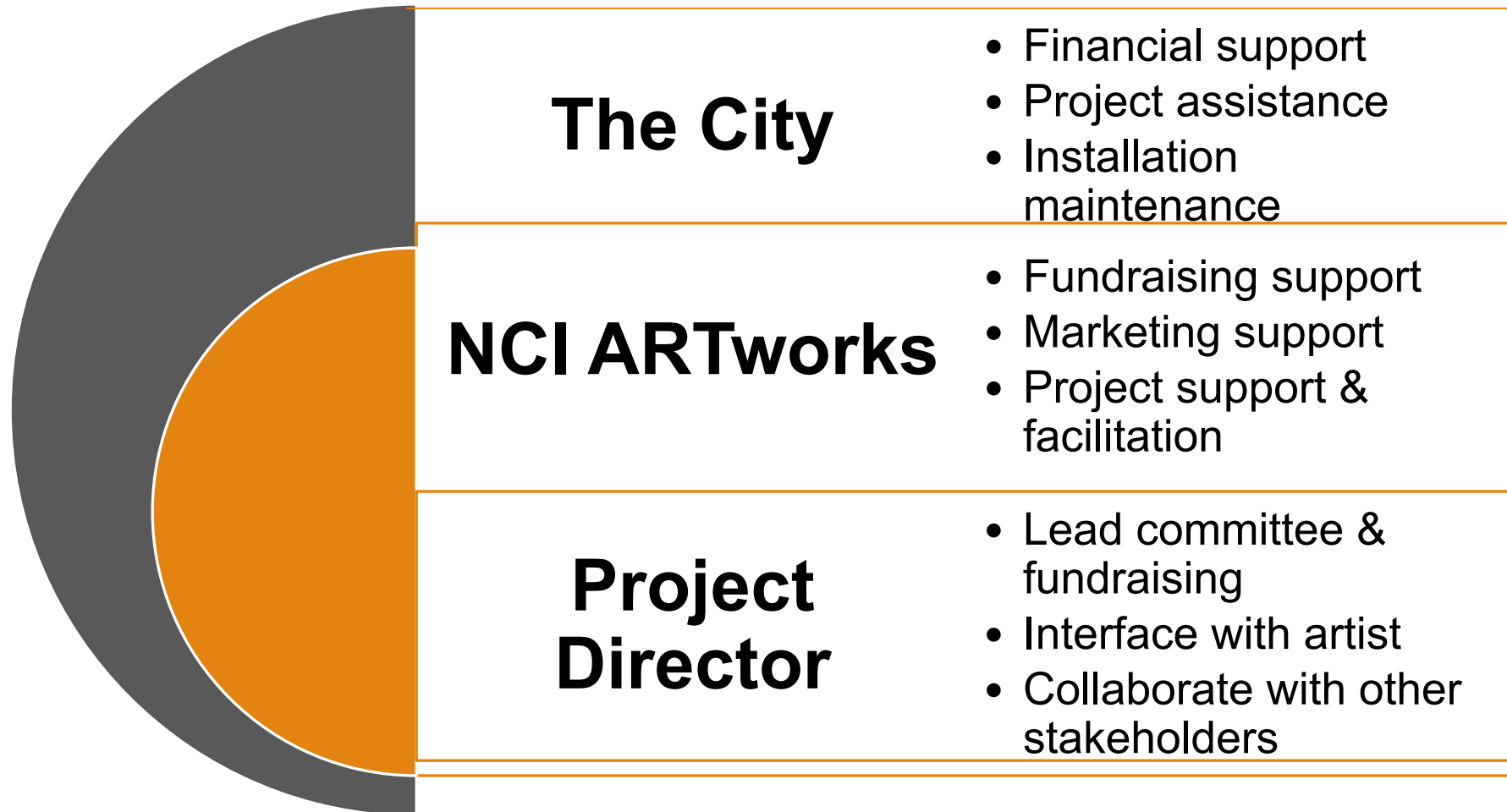
**Develop local  
talent to  
expand public  
art offerings**



# **Silo Pathways Project Stakeholders & Their Roles**



# Who Are The Stakeholders?

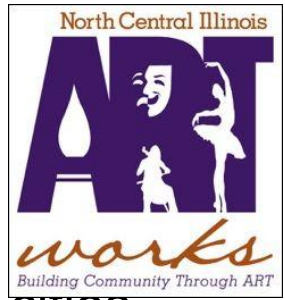




# What is the Role of the City?

- Facilitate creation of Public Art Installations
- Contribute funds & assist in grant searches
- Long-term maintenance of the art
- Investigate potential green space for viewing of public art
- Promote the regional tour
- Choose to become the commissioner of the art

# What is the Role of NCI ARTworks?

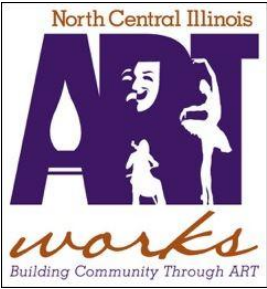


- Facilitate the creation of Illinois Valley communities' public art installations for individual cities
- Guide the regional Silo Pathways Public Art Legacy Projects by marketing the public art of individual cities as part of regional Silo Pathways Countryside Public Art Tour
- Promote projects utilizing traditional and social media, website, and e-newsletter channels
- Organize project fundraisers
- Track and process donations and expenses
- Apply for Grants and Seek Project Funding
- Create Online Donation Channels
- Generate Thank you letters and tax deduction records to every donor
- NCI ARTworks is compensated 8% of the total generated project revenue to be paid on a quarterly basis

## What is the Role of the Project Director?

- Promote the project
- Raise funds
- Interface with municipalities
- Interface with artist
- Interface with project committee





# Benefits to Illinois Valley Communities



## Arts & Culture Mean Business

- Rural residents love their communities and hold deep attachments to the places they call home.
- The arts and culture mobilize that pride and harness the optimism of rural America.
- Creative and cultural assets can be used as a springboard for local economic development.
- Cities that begin working on community-based arts initiatives understand that local arts and culture draw new residents and encourage generational residents to stay, thrive, and contribute to the growth and stability of the community.

# Examples of What Local Cities Have Contributed to Public Art Projects in their Communities

## Mendota

Mendota contributed \$10,000 to project, owns the “Mendota Gold” art installation, and is responsible for its upkeep and maintenance.

Mendota is currently working with the private Art Commissioner of the “Union Depot Mural” to provide curb cut & striping as well as donating light posts and \$10,000.

## Princeton

Princeton contributed \$10,000 to the “Prairie Dreams” project in the Mary Uthoff Walkway in downtown Princeton.

## Streator

Streator owns the “Heritage Park” mural and is responsible for its upkeep and maintenance.



# What Economic and Civic Benefits do Silo Pathways Art Installations Create for the Communities in Which They are Located?

## Mendota

The Corn Silo Mural called “Mendota Gold” has been featured in the New York Times as one of the most interesting public art installations in America, as train passengers travel through Mendota across the USA. It is being relocated to a different structure.



## Princeton

The Mary Uthoff Walkway, called “Prairie Dreams,” continuously draws local families, schools, and visitors to stage photography shoots for all occasions. It is also used as a backdrop for events and festivals.



## Streator

Since installing the Heritage Park mural in downtown Streator, 34+ businesses surrounding the mural have completed facade improvements and 6 New businesses have opened in downtown Streator.





# What Economic & Civic Benefits do Silo Pathways Art Installations Create for the Communities in Which They are Located?

## Mendota

The Mendota Union Depot is the largest public art installation in the Illinois Valley area and is visible from the Mendota Railway Station. It is a focal point of Illinois Street and downtown redevelopment in Mendota.



## Cherry

Private citizens commissioned this beautiful piece of historic art as a thank you to the community that was home to their business for 40 years. It showcases former local businesses and provides a backdrop for local photographers.



## Seneca

Created entirely through private donations and grants, the Seneca mural showcases the historic WWII shipyards as well as local historic businesses. It will be unveiled in September 2023. Seneca expects that it will draw WWII enthusiasts to downtown businesses.



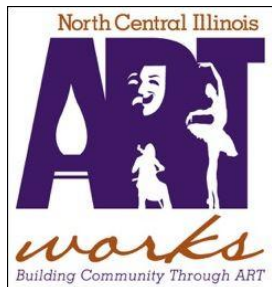


**NCI ARTworks helped turn  
this...**

**into this.**

## **Mary Uthoff Walkway Princeton, Illinois**

Princeton residents use this public art installation as a gathering space to take Homecoming Pictures, Wedding Pictures, Family Reunion Pictures, and celebrate Special Events.





## NCI ARTworks helped turn this... into this.

The **Heritage Park Mural in Streator** sparked a boom in downtown economic reinvestment and redevelopment by turning an exposed, shared wall into a magnificent work of art, inspiring new businesses to open nearby and existing businesses to improve their facades. A 2.7 million dollar investment in Gaetano's Vault, a high-end restaurant and event venue on Main Street in Streator was built near the mural and designed by the mural artist.



**NCI ARTworks  
helped turn  
this...**



**into this.**



The **Mendota Union Depot Mural** is sparking a boom in downtown economic reinvestment and redevelopment by turning the rear of a commercial building into a magnificent work of art and it is the focal point of downtown redevelopment after the fires of 2022 and 2023.





**NCI ARTworks can help  
turn this...**

**into this.**

One of many concepts for a mural in Spring Valley at the corner of Routes 6 and 89





**NCI ARTworks can help  
turn this...**



**into this.**

One of many unique, innovative concepts for the Spring Valley Mini Park





**NCI ARTworks can help turn  
this...**

**into this.**

The potential historic mural near the courthouse in downtown Princeton





# Westclox Liberty Style Fence Public Art Installation

The Art Deco Mosaic & Wrought Iron Fence design is a visual extension of the existing historic fence. This innovative concept offers a year-round art experience, moving the City of Peru into a distinct Public Art installation that will bring years of community enjoyment. The concept is being further imagined to include a bench.





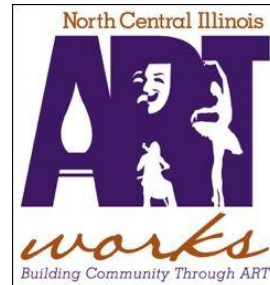
# Artists Behind NCI ARTworks' Public Art Installations



# Some of our world-class mosaic and mural artists



Through the vision of renowned mosaic artist Susan Burton, and Chicago muralist Ray Paseka with the assistance of their local apprentice artists, the six major tri-county art installation concepts have become realities.



## **How are NCI ARTworks and Public Art Projects Funded?**

# We Fund NCI ARTworks & the Projects Through Grants



MUNICIPAL  
INVESTMENT

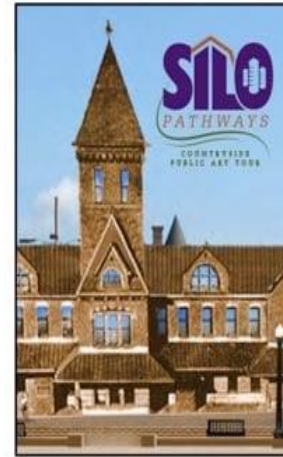
# We Fund NCI ARTworks & the Projects Through



## Raffles

Thanks to the generous, ongoing donations of The Bike Place, in Princeton, many bikes have been donated to be raffled off.

# We Fund NCI ARTworks & the Projects Through Private & Public Donations



I understand that campaign gifts are maintained in a restricted fund for Silo Pathways Countryside Public Art Tour, and a small portion of each donation will be used to maintain this work of art as part of the regional art tourism pathway.

## YES! I want to make a gift to Raise the Depot

Pledge content:

Total Amount Pledged \$ \_\_\_\_\_

Cash  Check: # \_\_\_\_\_  Credit  Other (our staff will contact you)

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV No. \_\_\_\_\_

Pledge Period:  Single Payment  Two Payments  Three Payments

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

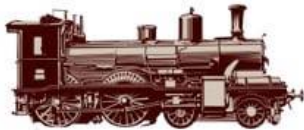
Signature \_\_\_\_\_ Date \_\_\_\_\_

Donate online at North Central Illinois ARTworks: [www.nciartworks.com](http://www.nciartworks.com), email: [nciartworks@nciartworks.com](mailto:nciartworks@nciartworks.com), or phone 815.228.1253

All donations are payable to "NCI ARTworks". Our regional arts agency is a 501(c)(3), non-profit organization funded in part by the Illinois Arts Council

All pledges must be received by July 15, 2022

All Aboard!



A 127-foot long, full-color mural of the depot finished by August 2022 ~ with your support

Here is how to hop aboard and join us!

Pledges of every amount are greatly appreciated.

- **Supporters at the \$100+ level** will receive a custom window cling to identify you or your company as taking part in "Raising the Depot."
- **Supporters at the \$2,500+ level** will receive a beautiful "Raising the Depot" commemorative plaque to display at their home or company.
- **Supporters at the \$7,500+ level** will be named on the permanent, interactive placard at the site of the mural. This is the sign promoted in the Silo Pathways Countryside Public Art Tour.
- **Memorial/Honorable Donations of \$10,000** or more will entitle donor(s) to include the name of an individual or company to be honored in the plaza area in front of the mural. Only a few such opportunities are available. Call Michelle Wade at Triple Service, Inc. (815.343.3615), or email [nciartworks@nciartworks.com](mailto:nciartworks@nciartworks.com) to schedule a meeting with our coordinators to discuss this option.

# We Fund NCI ARTworks & the Projects Through Art Sales



# We Fund NCI Artworks & the Projects Through Fundraisers

Exploring the Art, Culture & Treasures of  
**SICILY**  
 Includes 3-days at the *Vie Dei Tesori!*  
**September 28 – October 6, 2022**



JIM WEST  
Owner/Craftsman

JULIA MARTINO MESSINA  
Director, NCI Artworks

- PACKAGE INCLUDES:**
- Round-trip international airfare from Chicago to Palermo, Italy.
  - Round-trip bus transfers from the Illinois Valley to Chicago O'Hare Airport.
  - First-class hotel accommodations in Palermo, staying at the same hotel.
  - Private deluxe motor coach and professional driver the entire time.
  - Round-trip transfers to/from the hotel/airport in Palermo for full package guests.
  - A delicious "welcome dinner" with local wines served at our hotel.
  - The services of a local professional guide during our tour.
  - Personally escorted by a *Craftours* owner Jim West and NCI Artworks director Julia Martino Messina.
  - 3-day pass & tickets to the *Vie Dei Tesori* in Palermo & the surrounding areas.
  - Panoramic city tour of Palermo with a local professional tour guide.
  - Exploring the "city of ceramics," *Santo Stefano di Ciminusa* and watching a demonstration from a master artisan.
  - A Sicilian cooking lesson with a local professional chef.
  - Enjoying some delicious home cooking dinners and lunches at local restaurants.
  - Exploring the wonderfully preserved Medieval town of *Erice*.
  - Free time for shopping and sightseeing in the city of *Trapani*.
  - Fund-raising of \$300.00 for the NCI Artworks for every person who participates on this tour.
  - Touring the extraordinary works of art in the 15<sup>th</sup> century *Palazzo Abatellis*.
  - Visit to the Royal Norman chapel of *Capella Palatina*.
  - Special commemorative *Craftours* backpack.
  - A delicious "farewell dinner" and parting gifts.
  - All taxes are included in this package and insurance is highly recommended.
  - A *Craftours* lanyard, document holder, and luggage identifier.



**Total cost of this deluxe Sicily tour is only \$4,987.00**  
 Fundraiser for the NCI Artworks



877-887-1188  
 www.Craftours.com



NCIARTWORKS & TRAVEL CONNECTIONS PRESENT:

**NEW YORK CITY & BROADWAY**  
 A Spectacular City Adventure! JUNE 19-24, 2023 6 DAYS & 9 NIGHTS

**THERE'S NO PLACE LIKE THIS SHOWPLACE -- NEW YORK IN JUNE!**  
 The curtain is going up on the easiest way to see the hottest Broadway shows, dine at iconic NYC restaurants, sightsee, stay in the comfort and style of a four-star Manhattan hotel—and so much more! Go with a group and leave the details and planning to us!

**SPOTLIGHT ON NYC & BROADWAY:**

- 5 Broadway Shows (premium seats)
- 3 days Hop On/Off Open Top Tours
- Double Decker Bus Nighttime City Tour
- Harbor Cruise
- Dinner at World-Famous SARDIS & ELLEN'S STARDUST DINER
- Airfare
- Round Trip Transit Peru to O'Hare
- Transfers from LaGuardia to Manhattan
- MSocial Times Square Lodging

**5 BROADWAY SHOWS:**

- **SWEENEY TODD** starring Josh Groban & Annaleigh Ashford
- **SOME LIKE IT HOT!** Starring Christian Borle
- **A BEAUTIFUL NOISE** with the music of Neil Diamond
- **GOOD NIGHT, OSCAR** Starring Sean Hayes
- **NEW YORK, NEW YORK** The electrifying all-new musical



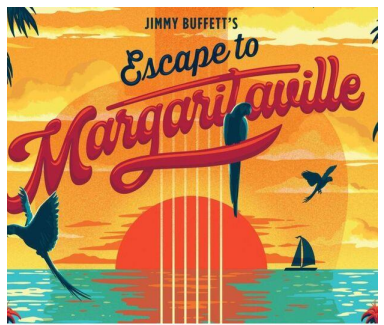
Join Don Grant Zellmer, Travel Connections' Group Tour Director for this exciting NYC trip! Don is very familiar with New York and acts as your concierge and tour director. He has hand-picked these shows based on his vast theatre experience, and is always thrilled to show you the "best of the best!" We depart by chartered tour coach from Peru to O'Hare International Airport, arriving at LaGuardia Airport that afternoon. Another chartered coach takes our group to our Manhattan Hotel—and the adventure begins! FIVE Broadway shows in six days, with plenty of free time to explore and dine on your own!

**Double: \$3,093.00 per person**  
 (based on double occupancy)  
**Single: \$3,899.00**

**PRICE INCLUDES:**  
 Round trip airfare on American Airlines, round trip motor coach Peru to O'Hare Airport, round trip charter coach LaGuardia to Manhattan hotel, 5 nights lodging at the Midland Hotel, dinner at Sardi's Restaurant and Ellen's Stardust Diner (including taxes and gratuity), 3-day hop on/hop off pass for Open Top Tours, nighttime city tour, harbor cruise, theatre tickets to 5 Broadway shows, portage/ship escort.

**WANT MORE INFO?**  
 Contact Tour Director & Escort  
 Don Grant Zellmer:  
 don@perutraveltconnections.com  
 (815) 780-8881 Ext 3

**TravelConnections**



JOIN NCI ARTWORKS FOR THIS DELICIOUSLY FUN-FILLED EVENING OF MUSICAL ENTERTAINMENT AT CIRCA 21 DINNER PLAYHOUSE IN ROCK ISLAND ON AUGUST 20, 2023

\$115 INCLUDES TICKETS TO THE MUSICAL, TRANSPORTATION, DINNER, AND DESSERT AT CIRCA 21 IN ROCK ISLAND.

GET YOUR TICKETS TODAY BY CALLING 815-866-5167

**ARTS**  
*On The Go*



**Friday, November 17, 2023 from 5 - 9pm**  
**at the Westclox Event Center in Peru**

**Recognizing the top young talent in the Illinois Valley!**  
**Singers, Dancers, Artists, Musicians, Writers--**  
**the best of the best in the tri-county area**

Tons of great raffle prizes    Excellent entertainment  
 Yummy Food    Fun, family-friendly event

Call 815-866-5167 for tix or buy online \$45

Mark Probst/Bliss



# Our Local Partners



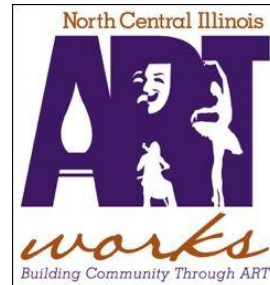
**PRINCETON  
PUBLIC ARTS  
ILLINOIS**



**ILLINOIS VALLEY**  
CHAMBER OF COMMERCE  
AND ECONOMIC DEVELOPMENT

# What Are the Next Steps If You Want Silo Pathways Public Art Installations in Your Community?





- Decide on an Artistic Concept
- Locate and Acquire a Location
- Make an agreement between the artist and the art commissioner, whether a private individual or a public entity, include project completion timeline and payout to artist timeline.
- Make an MOU (memo of understanding) with NCI ARTworks
- Begin fundraising
- When 90% of the Artist's fee is achieved, pay out a substantial down payment so that the artist and crew can begin work
- Chronicle project progress and promote in both the press and on social media
- Keep track of donations in specially earmarked project accounts, share info with project stakeholders

## How to Get Started

- **Contact the Executive Director of NCI ARTworks to schedule a presentation before your Board or Community Stakeholders**
  - **815-866-5167**
  - **[outreach@nciartworks.com](mailto:outreach@nciartworks.com)**