

What We're About

Mission Statement:

The mission of Americana Music Academy is to teach, promote and support the advancement of all forms of American music and its influences and to pass on the grand traditions of American based music to future generations.

Proposed Use:

Together with West Side Folk Concert Series, the Kansas State Picking & Fiddling Championship, The Lawrence Barn Dance Association, Watkins Community Museum, KU EMU Theatre and Mandofest, the Americana Music Academy proposes the permanent use of the Carnegie

Library Building. Together we want to create a regional music and folk life center so that our community and the surrounding cities and towns will have greater access to the folk culture of this area.



With the uncertainty of music education in public schools, we believe that over time Americana could fill the gap between dwindling school music programs. Space at Americana could be made available for after school beginning band programs. There is grant money available for such things and instructors are already on staff. Space is our only concern and the acquisition of the Carnegie building would solve that problem.

An Overview:

The Americana Music Academy, located in Lawrence, Kansas is Kansas's only non-profit American roots music school. The Academy first opened its doors in January of 2002 and has been providing the area with affordable music instruction in roots music instruments such as banjo, mandolin, folk and country fiddle styles, bluegrass guitar and much more.

In addition, Americana provides music therapy for the disabled community in the greater Kansas City area. Americana is also building Kansas's first American roots music archive. The school is also the financial umbrella and headquarters for the Kansas State Picking & Fiddling Championships.

In the future, the Academy will branch out and provide further outreach programs for the entire Northeast Kansas/Northwest Missouri region. Thus, the Academy's archives and resources will become a conduit for interest parties locally as well as regionally.





What We Do:

Americana is primarily an educational organization. We offer private lessons for the students who want more focused one-on-one attention as well as group lessons that provide students with an opportunity to learn and receive positive reinforcement from others as well as from instructors. Group lessons provide novice learners with their first positive experiences with ensemble playing and intermediate and advanced students with the opportunity to develop as musicians as they learn from their peers. Free consultation from professional musicians help novice players select the best classes and instructors to meet their needs and interests.

In the past four years Americana has offered classes in the following:

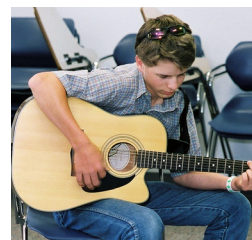
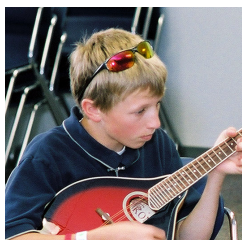
Guitar, Bass (electric and string), American Fiddle styles, Cello, Piano, Accordion, Hammer and Mountain Dulcimer, Harmonica, Mandolin, Banjo, Lap-steel and Dobro guitar, Banjo, Vocals, Drums, Horns & Woodwinds, Fife, Penny Whistle and much more. We also offer a wide range of music related topics classes. Academic and professional development classes increase public access for individuals interested in developing their musical talents along other dimensions in addition to community participation of music performances. The following are samples of some of the courses we offer: Introduction to Electronic music, Recording technology, Stringed instrument repair, History of the Blues, Build a Dulcimer, as well as group classes in different musical styles and techniques.

Americana's Music Therapy Program:

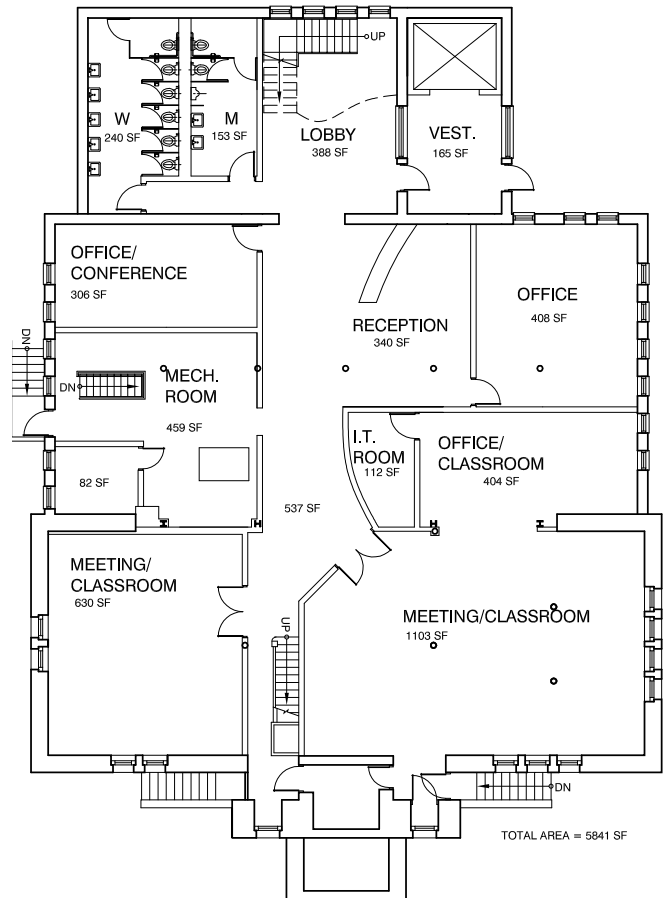
In addition Americana offers music therapy to the disabled community. Music Therapy is the prescribed use of music by a qualified person to effect the positive changes in the physical, psychological, cognitive, and social functioning of individuals with health or education problems" (American Music Therapy Association). Music Therapists use their training as musicians, clinicians, and researchers to assist or motivate a person toward specific non-musical goals.

Who can benefit from Music Therapy?

Children, adolescents, adults, and the elderly with mental and physical health needs, developmental disabilities, and learning disabilities can benefit from Music Therapy. Certified music therapists on staff assess the students prior to initial sessions and then tailor the therapy to meet individual needs. Target areas Music Therapy include but are not limited to: Motivation, physical coordination, communication, cognitive development and social development.



Lawrence needs affordable space for community events. Since the closing of the Carnegie building, finding a reasonably priced place in which to hold events downtown has become virtually impossible. Our intention is to make available once again an inexpensive place to hold community events and activities. Our emphasis is on American roots music programming by the AMA, The State Pick/Fid Competition, the LBDA, West Side Folk and Mandofest, but we plan to encourage its wider use for other community activities.



Watkins Museum is ready willing and able to collaborate with Americana in the building, expansion and dissemination of the Lawrence Regional Roots Music Archive. Watkins is committed to working with the Academy on joint historical based music events, exhibits and fundraising activities.



How We Work

Paid staff:

At present, AMA's paid staff consists of thirty-nine professional musicians who work as instructors on an independent contractor basis and receive a percentage of lesson income.

Current Yearly Income and Expenses

Expenses:

Utilities & Rent

Rent	\$11,930
Phone	\$1,667
Utilities	\$2,169

Advertising	\$5,858
Instructor fees	\$32,848

Income:

Total Programming Fees for 2004	\$68,550
Retained Earnings	\$14,078

The Board:

Americana has a fifteen-member board that meets eight times throughout the year. In addition to volunteering in areas of legal consulting, bookkeeping, facilitating jam sessions, marketing, grant writing, and strategic planning, board members began cultivating relationships with prospective major donors for upcoming years.

Volunteer Staff:

In 2005 a core staff of volunteers including AMA founder and Director Thom Alexander, Assistant Director Michael Paull, office coordinator Nancy Trober and key board members, provided primary administrative and fundraising services. In total, a team of over twenty-five volunteers, ranging in age from late teens to early seventies, provided over 6000 hours of support in 2004 alone. As AMA builds organizational capacity it will provide salaries to an executive director, and additional support staff to ensure long-term stability and continue to maximize community volunteer resources, thus insuring quality programming and public support.

Students' instructors and other community members volunteer and participate in regular, free, public jam sessions. This year a core of 45 regular participants attended jams on a weekly basis in addition to a number of semi-regular participants.

2005 Projections From 1/1/05 - 8/31/05

Programming Fees \$92,325

Registered Students 1,231

*2005 projections exceeded

Yearly Student Growth

YEAR	# of Students
2002	387
2003	914
2004	1,169
2005	1,344+

Students and a growing need:

In the past four years, Americana has grown dramatically. Our student numbers tell the story. In 2002, our first year, we had a total of 361. 2003 had 611, 2004 had 1169 and this past year 2005, we already counted 1344* as of December 1st. We have quadrupled our student base in four years. If we only have a 25% growth rate over the next five years, Americana is looking at a yearly student base of over 4000 students a year by 2010. We are growing fast. The community has been heavily involved in our programs. In 2004 we began collecting for our regional roots music archive and we have had to slow down the process for fear of running out of room. With the Carnegie buildings extra space and the public parking that is available next to it, we can comfortably expand and offer a wider range and more varied programs to the public than we are able to do at our current location.

Sources of Income:

Americana Music Academy acquires funds for operation and expenses from several sources. They include, Program fees, memberships, grants and donations of money as well as in-kind.

Program Fees are the major source of revenue for the Academy. Program fees are funds that are generated from music lessons and any other services that are provided by Americana. This year to date the Academy has raised over \$75,000.00 through program fees.



Grants, which include government and private, are another major source of revenue. Grants are acquired through the grant writing process. However, grant writing is far from a simple task. They take a great deal of time, effort and attention. Over the last four years Americana has received over 25,000.00 dollars in grants.

Memberships are an innovative method of raising money. Everyone benefits through membership. Americana benefits by receiving money that will support the teaching staff, student financial aid scholarships, outreach programs as well as concerts and events featuring local, national and international performers. Members benefit by discounts on lessons and concerts, advanced ticket purchase and discounts through Americana's partnership with participating music stores. Members receive a tax deduction for all of their donations. From 2002 through 2004, Americana has received almost \$30,000.00 dollars in membership fees.



Donations are yet another source of funding for AMA. There are two types of donations; the first is of course dollars. The second are in-kind donations. An in-kind donation is any product or service given to the Academy free of charge. Products that are donated to AMA are either put to use or auctioned off. All donations of this type are also tax deductible.



Related Information

Keeping the Focus Downtown

There is a need in this community for an ongoing family-oriented draw to the downtown district not limited to the visual arts. Americana and the other organizations mentioned above would provide that draw immediately. We believe that within three years the Carnegie building would be a year-round center for American roots music/folk life education and entertainment as well as a resource for roots music based around Kansas and Kansans. It would be a place where entire families could enjoy time together as well as a place where our musical history and culture could be disseminated for future generations.

Additionally, having Americana and its activities in the downtown area will greatly enhance the commerce of the surrounding business establishments. We want Americana to be a destination point not only for local citizens but also for visitors. More people coming to and participating in Americana activities mean more potential business for restaurants, downtown stores and coffee shops. Based on our growth pattern over the last four years, it is conceivable that within the next three years, Americana would generate another 1000-2000 more people downtown every month.



Stewardship:

A building with as much cultural significance as the Carnegie deserves a good steward to ensure its continued health and public access. It is our hope that Americana can have a use agreement with the City that is the same as the previous tenants. In addition, we want to pursue grants for capital improvements on the building. Grants will allow us to modernize the infrastructure, preserve the historic elements of the building, and take much of the financial burden off the City. These grants are out there and can be obtained with perseverance and time. We possess both and have already proven that with our past successes in obtaining grants for the Academy.

We have attached a graphic from GLPM Architects. Their layout of the proposed addition to the building works for the Academy's needs in that we will be getting more space after the construction is completed than we had first anticipated. Therefore we will not need to make many alterations inside the building so that the original footprint will essentially stay the same. We are already in the process of beginning a capital funding project and securing dollar commitments from private individuals for our portion of renovation costs after the construction is completed.

Structure of User Groups:

Americana would be the umbrella organization responsible for coordinating activities with input and collaboration of the other partners. These activities would include:

- Education, music and folk dance lessons, historical exhibits and music related events.
- Archiving, collecting, recording and making music available to the public and researchers.
- Workshops, short term, focused and intense learning and practical experiences
- Community audio recording facility (as an outgrowth of the archive)
- Other events both educational and entertaining

Primary Ongoing Users:

Watkins Museum- In partnership with Americana in the Lawrence Regional Roots Music Archive

Lawrence Barn Dance Association – Use of main hall for dances and events

Westside Folk Concert Series – Folk based concerts and artist workshops

Secondary Users:

EMU Theatre – For theatrical performances four times a year

Mandofest – The Mandolin Café's yearly Mandolin Festival

Kansas State Picking and Fiddling Championship

Low cost use of theater for community at large (limited to times available after primary and secondary use)

