



**LAWRENCE CULTURAL ARTS COMMISSION
COMMUNITY ARTS GRANT APPLICATION FORM**

Applicant Information:

Name of Organization Downtown Lawrence, Inc.

Address 900 Massachusetts, Ste 101, P.O. Box 335

City, State, Zip Code Lawrence, KS 66044

Telephone 785-842-3883 Fax N/A E-Mail director@downtownlawrence.com

Project Information:

Project Director Jane Pennington

Project Director's Title Director

Project Title Lawrence Cultural Arts District presents Final Fridays

Start Date August 27, 2010 End Date April 27, 2011

This project is most closely related to: ☒ Visual Arts ☒ Performing Arts ☒ Literature ☒ Media
☐ Other, please describe: _____

Lawrence Cultural Arts Commission Request \$ 10,000 **Total Project Expenses \$** 23,296


Check should be made out to: Downtown Lawrence, Inc.

EIN or SSN* 48-0835760

Authorizing Signatures: By my signature below, I certify that the information contained in this application packet is true, to the best of my knowledge.

Project Director's Signature  Date 6/2/10

Printed Name Jane Pennington Title Director

Fiscal Agent's Signature  Date 6/2/10

Printed Name Jane Pennington Title Director

*Please provide Employer Identification Number if an organization or Social Security Number if an individual. This will be required in the event of an award. If concerned about confidentiality, leave blank and then, immediately upon notification of an award, call Diane Stoddard at (785) 832-3413 to provide the information. Checks cannot be processed without the EIN or SSN.

LAWRENCE CULTURAL ARTS COMMISSION COMMUNITY ARTS GRANT NARRATIVE

Downtown Lawrence Arts District Presents Final Fridays

Downtown Lawrence, Inc. (DLI), in cooperation with the Lawrence Arts Center (LAC), Lawrence Chamber of Commerce (LCC) and the Lawrence Convention and Visitors Bureau (CVB) seeks a grant of \$10,000 from the Lawrence Cultural Arts Commission to create the Downtown Lawrence Arts District (DLAD) and launch its premier program, Final Fridays, a monthly, multi-disciplinary arts festival centered in Downtown Lawrence.

The DLAD has registered as a non-profit Kansas Corporation whose mission is to educate the public about the variety and quality of visual and performing arts that are available throughout Lawrence. The DLAD will be governed by a board of volunteers with standing representation from DLI, LAC, LCC, CVB and the Lawrence Cultural Arts Commission as well as 6 members at large chosen from the arts community and Downtown merchants. The DLAD will develop By-Laws and complete the filing of form 1023 with the IRS seeking a determination of 501(c)(3) status.

The premier program of DLAD will be Final Fridays, a monthly celebration of the arts presented in non-traditional spaces. Working together with Downtown merchants, galleries, and individual visual and performing artists, the final Friday of each month will become synonymous with strolling throughout Downtown to enjoy performances and visual art exhibits in unexpected places. Galleries, restaurants, retail stores, banks and even empty storefronts will all be utilized to create an oasis of creative energy.

Final Fridays will bring all ages of the entire Lawrence and regional community to Downtown Lawrence for an evening of arts presentations in non-traditional venues. Beginning August 27, 2010, the final Friday of each month from 5:00 p.m. to 8:00 p.m., Downtown Lawrence will be bustling with activity. The project will bring together traditional gallery spaces, restaurants that regularly display visual art as well as other retail businesses not known for presenting art. Any business that is willing to open their doors for either a performance, a demonstration by a visual artist or a special display of their work will be welcome to participate.

Fridays in Downtown Lawrence are traditional fairly lively with people looking for dinner and entertainment. Staging Final Fridays at this time will engage people who don't normally take part in arts activities by bringing art to the streets and sidewalks of Downtown. Ideally, every arts organization and individual artist will eventually participate in some fashion providing them exposure to a new, non-traditional audience. Arts patrons will have the opportunity to see artists' work that they are not normally exposed to broadening both the audiences' arts experiences and providing venues for artists who are not part of the mainstream arts scene.

Final Fridays is a new activity that has been discussed for a number of years. The DLI Board has talked about trying to get something like this started for some time. When the Director of the Lawrence Arts Center came to the DLI Board to pitch her ideas about an event like this, it seemed like the time was ripe to just dive in and get something started. As discussions continued, the idea of forming an independent 501(c)(3) was brought forward and all parties felt like there would be a number of advantages to forming the DLAD.

An independent DLAD would have the ability to solicit tax-deductible contributions from individuals to help sustain the programs which DLI, LCC and the CVB would not. The DLAD would be able to apply

for grants as an independent organization rather than diluting the ability of DLI and LAC to secure funding from entities such as the Kansas Arts Commission and the LCAC. An independent DLAD would help insulate the partners from ongoing liabilities, a feature of particular interest to the various boards of the partnering organizations. And, an independent DLAD would help position the community to take better advantage of national funding opportunities such as the recent NEA grant.

The next steps in this process will involve larger groups in the planning and execution. Public meetings will be held with invitations extended to as many artists as we can reach to begin engaging individual artists and arts organizations. Preliminary discussion with representatives from KU Theatre, Lawrence Community Theatre, Lawrence Chamber Orchestra, KU School of the Arts, KU School of Music and the Lawrence Arts Guild were met with enthusiasm and interest in participating. Similar discussions with Downtown merchants have all been very positive and they are anxious to see things get started.

This grant will enable the partnering organizations to file the necessary forms for obtaining the IRS determination letter and begin to work with merchants and building owners to secure venues and coordinate placement of interested artists in appropriate venues. Marketing made possible by this grant will initially be managed jointly by DLI and LAC. A portion of the cash match will come from DLI and the LAC in the form of their respective directors' salaries. We anticipate media sponsorship from the Lawrence Journal World and Sunflower Broadband to greatly extend the advertising dollars that we hope to invest.

The broad goals of this project are to:

1. Create an independent 501(c)(3) organization to sustain Final Fridays.
2. Provide audiences with the opportunity to enjoy the arts at no cost in non-traditional settings.
3. Provide artists with opportunities to display their art for non-traditional audiences.
4. Stimulate sales of art and other goods available in Downtown.
5. Encourage more Downtown businesses to stay open later on Fridays.
6. Bring people Downtown to enjoy historic architecture and public art.

While the core activities of Final Fridays will be located Downtown, we envision these celebrations to reach much further into the community with complimentary activities taking place at the Spencer Museum of Art, the Lied Center, the Lawrence Community Theatre, KU Theatre and venues throughout the city. Opportunities for cross-promotion of all arts activities will be explored and nurtured to make Final Fridays in Lawrence as inclusive and all encompassing as possible. DLI and LAC are taking leadership to get the ball rolling. Once the necessary filings are in place, DLAD will assume full responsibility for raising money to sustain the program allowing it to flourish and develop both audiences and artists.

Schedule of Activities

May, 2010

- Hold meetings to engage artists, galleries and merchants who are interested in taking part
- Establish Facebook group to facilitate communication - <http://www.facebook.com/home.php?#!/pages/Downtown-Lawrence-Arts-District/125805227448557> BECOME A FAN!!!!
- Register Downtown Lawrence Arts District, Inc as a Kansas non-profit corporation

June, 2010

- Solicit suggestions for a proper title
- Solicit logo designs
- Poll interested parties on choice of title and designs
- Announce winning title and launch logo with press release
- Develop database of interested artists and venues
- Establish website
- Develop marketing plan

July, 2010

- Establish on-line communication tools to facilitate matching of merchants and venues with appropriate artists and performers
- Match interested participants
- Plan opening night launch party
- Place teaser ads
- Work with Press to develop human interest stories
- Create Friends of DLAD and launch annual fundraising campaign

August, 2011

- Finalize participating venues and schedule for opening night launch
- Finalize August map design and print maps
- Distribute August map through participating venues and other locations
- Start opening night ad blitz
- Execute opening night launch party, August 27, 2010

Subsequent dates – 9/24/2010, 10/29/2010, 11/26/2010, 12/31/2010, 1/28/2011, 2/25/2011, 3/25/2011, 4/29/2011.



**LAWRENCE CULTURAL ARTS COMMISSION
COMMUNITY ARTS GRANT BUDGET FORM**

Budget Categories	LCAC Grant Request	Requestor's Contribution	3 rd -Party Cash Match	3 rd -Party In-Kind Match	Total
1. Personnel		\$2,000	\$2,000	\$17,160	\$21,160
2. Fees and Services	\$1,000				
3. Rental Fees					
4. Travel					
5. Marketing	\$7,000		\$5,000	\$15,000	\$28,000
6. Operating Expenses	\$2,000	\$5,000			\$7,000
7. Capital Expenditures					
Total Project Expenses	\$10,000	\$7,000	\$7,000	\$32,161	\$56,160

Note: As you write your budget justification, be sure to address the amount of your matching support, its source(s), and how the match reflects community interest. Your budget should correspond with the plan laid-out in your project narrative.

BUDGET JUSTIFICATION

1. Personnel

5% of salary and fringe for DLI Director (\$2,000 requestor's contribution) and LAC Director (\$2,000 Third Party Match LAC), 1,000 hours of community volunteer time at \$17.16/ hour for coordination of performances, coordination of exhibitions, organizing and installing exhibitions (Third Party In-Kind Match).

2. Fees and Services

Winning logo designers will receive a \$250 stipend, the IRS filing fee is \$300, domain name and web hosting \$200

3. Rental Fees

4. Travel

5. Marketing

\$2,000 printing flyers/maps, \$25,000 print, radio and internet ads (\$5,000 LCAC request, \$15,000 3rd party in-kind LJWorld/Sunflower Broadband, \$2,500 each LCC and CVB cash match)

6. Operating Expenses

\$2,000 for flags to identify participating locations, \$5,000 represents 5% of DLI operating expenses (rent, telephone, internet, copying, equipment)

7. Capital Expenditures

Key Personnel:

Jane Pennington – Jane is the director of Downtown Lawrence, Inc. She holds a BA from Washburn University in Drama, an MFA in costume design from the University of Arizona and completed 30 hours of coursework towards an MFA in arts administration from Columbia University. She has worked professionally as a costume designer, assistant professor of theater at the University of New Orleans and as a fund raiser for a variety of arts organizations. Ms. Pennington is a member of the Lawrence Cultural Arts Commission, the Lawrence Arts Roundtable and is a volunteer for the Lawrence Community Theatre, Lawrence Barn Dance Association, Lawrence Busker Festival, Wild Women of the Frontier and the Lawrence English Dancing Society.

Susan Tate – Executive Director Susan Tate joined the Lawrence Arts Center staff December 1, 2009. She has been active in various capacities with the Lawrence Arts Center since 2000, including serving on the Arts Center Capital Campaign Committee. Tate has been a Humanities and English teacher at Lawrence High School since 1989, while continuing her involvement with arts organizations in Lawrence. She chaired the Van Go Mobile Arts Capital Campaign and served as President of the Spencer Museum Friends Board. Tate has a Masters degree in English and a Bachelors Degree in Secondary Education from the University of Kansas.

Ben Ahlvers began his role as Gallery Director at the Lawrence Arts Center in the fall of 2009. Prior to that Ben served as Associate Education Director at the center. Ben has curated exhibitions and coordinated symposiums that have been featured in international publications. He also is an active artist in his own right, exhibiting regularly around the country. Ben received his MFA from Ohio University, in 2004, preceded by a BFA from Southern Illinois University Edwardsville.

June 6, 2010

Jane Pennington, Director
Downtown Lawrence, Inc.
900 Massachusetts, Suite 100
Lawrence, Kansas 66044

Dear Jane,

This letter is to support the request for a \$10,000 grant from the Lawrence Arts Commission to assist in the marketing of Final Fridays, the premier program for the Downtown Lawrence Arts District (DLAD). This type of event has been wildly successful in surrounding cities and we believe it's time for Lawrence to show its relative strength by taking the idea to the next level.

Building upon the strength of our historic downtown and working with merchants to offer an arts experience for residents as well as potential visitors has tremendous potential. Strolling throughout Downtown Lawrence to enjoy performances and visual art exhibits in unexpected places including galleries, restaurants, retail stores, banks and even empty storefronts is an atmosphere that is unique to Lawrence. Showcasing the rich diversity of artists in Lawrence in this way is an opportunity long overdue.

Destination Management, Inc. and the Lawrence Convention & Visitors Bureau are pleased to be a partner in establishing the Downtown Lawrence Arts District (DLAD) and the production of its Final Fridays event. I hope that the Commission will seriously consider this application.

Sincerely,

A handwritten signature in cursive script that reads "Judy Billings".

Judy Billings
President & CEO



March 29, 2010

Jane Pennington
Downtown Lawrence, Inc
900 Massachusetts St, Suite 100
Lawrence, KS 66044

Dear Jane,

When I approached your Board of Directors with the idea of creating a monthly arts event in Downtown Lawrence, I was pleased to learn that they had been discussing a similar venture. Even more encouraging was their decision to let you devote some of your time to organizing these events.

As we have discussed, the Lawrence Arts Center believes in the importance of establishing Downtown as a destination for the arts, and we will work with Downtown Lawrence, Inc. to help make this happen. We are committed to making our "Final Fridays" the best we can offer for artists interested in showing their work—as installation, performance, or for sale in downtown spaces temporarily devoted to this use.

Arts Center Exhibitions Director Ben Ahlvers will be instrumental in working with artists, and we know that Downtown Lawrence has established relationships with merchants and building owners. We envision a collaboration that will connect art patrons and artists as well as Downtown building owners and merchants with artists interested in space in this area. Together, I believe we can nurture the necessary partnerships and provide initial marketing efforts to launch this project.

Sincerely,

Susan Tate
Executive Director
Lawrence Arts Center

Maria Preston Cargill

Grace Carmody

Tom Carmody

Bill Carswell

Julie Carter

Larry Chance

Ellen Chindamo

Lindy Eakin

Steve Fredrickson

Brian J. Horsch

June Jones

Michel Loomis

Mike Maude

Molly Murphy

Mike Orozco

Phillip Rademacher

Susan Tate,

Executive Director

940 New Hampshire
Lawrence, Kansas 66044

www.lawrenceartscenter.org

785-843-ARTS
Fax 785-843-6629



June 8, 2010

Ms. Susan Tate
Executive Director
Lawrence Arts Center
940 New Hampshire
Lawrence, KS 66044

Dear Susan:

The streets of downtown Lawrence are a destination for residents and visitors alike. In addition to shopping and dining, many come solely to enjoy the eclectic environment created by the numerous art galleries and sculptures on display throughout the city. It is one of the things that make Lawrence truly unique.

We support the efforts of Downtown Lawrence, Inc. which, in partnership with the Lawrence Arts Center, is working to enhance the allure of the downtown area through increased public display of art. The proposed "Final Fridays" events will provide an excellent venue in which to showcase the thriving arts community that exists in Lawrence. At the same time, it will draw people to the downtown area supporting merchants, building owners and artists alike.

This is a unique opportunity for business and the arts to create a monthly event that will engage a broad section of our community. The Chamber of Commerce believes this collaboration will benefit Lawrence by enhancing the quality of life for residents and visitors alike. We also believe the partnerships created through "Final Fridays" will be lasting ones, that will demonstrate the rich diversity and culture of Lawrence, Kansas.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Kern".

Tom Kern
President and CEO
Lawrence Chamber of Commerce