

DESTINATION MANAGEMENT, INC.

January 28, 2011

TO: Lawrence City Commissioners
FROM: Judy Billings
RE: Request for Funding fabrication and installation of Freedom's Frontier exhibit in the Carnegie

Thank you again for your support of the renovation of the Carnegie Library building. It's beautifully done. DMI, the Lawrence CVB and FFNHA have moved into the garden level of the building, and I think it's going to be a very fine home for our offices. We intend to be good stewards of this wonderful building and we appreciate the city's support of our activities.

In the summer of 2010 the Commission granted \$50,000 to begin development of a major exhibit to be installed in the "Heritage Room" of the Carnegie. This funding came from part of the collections earned with an increase in bed tax by 1% in January 2010. We have spent the last six months working on the exhibit design with Eisterhold Associates, Inc. who were selected through an open request for proposal process in consultation with a number of well-regarded local historians.

The vision for this project is to present a high-quality, low-maintenance and forward-thinking exhibit that is interactive and accessible to learners of all ages. It includes specific stories of the struggle for freedom along the border of Kansas and Missouri, but it also asks all Americans a simple question: What is Freedom? We want this exhibit to encourage the visitor to feel the emotion and meaning behind the word freedom, provide a platform for civic dialogue about FFNHA topics, and encourage/challenge visitors to visit the 41 counties within the region to experience the authentic.

Our goal has been to create a simple but dynamic and informative exhibit to orient visitors to the Freedom's Frontier National Heritage Area and spark curiosity about our heritage with Lawrence, Kansas at the intersection. At the same time, we've designed it keeping in mind that the city will be using the space for public gatherings.

With a goal of unveiling the exhibit in April this year to commemorate the beginning of the Civil War, we are ready to have the exhibit fabricated and installed. Attached is the budget for this phase.

I respectfully request approval of \$200,000 in guest tax and guest tax reserve funds from the same source to complete this project that we believe will put Lawrence and Douglas County squarely in the center of Freedom's Frontier National Heritage Area.