

KCAIC CREATIVE ECONOMY PROJECT SUPPORT GRANT
INITIAL APPLICATION

Project Title: Lawrence's City-Wide Cultural Plan Development and Marketing Project

Timeline:

Phase I (June 30, 2013 through November 2013): The City of Lawrence will form a cultural plan steering committee, comprised of members of the Cultural District Task Force (established in February 2013 following the designation of Lawrence's Cultural District) as well as officials from each of the three partnering organizations on this project. The steering committee will draft a Request for Proposals (RFP) to hire a consultant, who will organize stakeholder groups to develop and design a city-wide cultural plan. The Lawrence Convention and Visitors' Bureau and the Lawrence Chamber of Commerce will also be consulted in drafting this RFP. The RFP will stipulate that the city-wide cultural plan must identify possible economic incentives that the City can provide to cultural and arts organizations and/or businesses. The hired consultant will then conduct research and analysis and lead public engagement activities. The consultant will facilitate stakeholder discussions, compile discussion results, and synthesize them into a city-wide cultural plan. This city-wide cultural plan will include policies that affirm and support the newly designated cultural district, cultural and arts organizations from across the city, and already-ongoing cultural and arts events. The plan will also encourage the development of new cultural and arts events.

Phase II (December 2013 through April 2014): Phase II focuses on designing the marketing campaign for the city-wide cultural plan, which was developed during Phase I. Callahan Creek, the privately-owned marketing and design firm partnering on this project, will take the lead in creating the marketing campaign.

Phase III (May 2014 to June 30, 2014): The marketing materials designed by Callahan Creek will be produced and disseminated during Phase III. Callahan Creek will facilitate the production and dissemination of these materials.

Partners: (The City of Lawrence's role can be found on page two of the application form.)

The Lawrence Arts Center has a member on the Cultural District Task Force's steering committee to assist in drafting the RFP and in selecting a consultant for Phase I of the project. The Lawrence Arts Center will also aid in gathering stakeholders, disseminating project information to the local creative community, and creating the marketing campaign.

Callahan Creek has a member on the Cultural District Task Force's steering committee to assist in drafting the RFP and in selecting a consultant for Phase I of the project. Callahan Creek will also develop a marketing campaign and facilitate the production and dissemination of the marketing materials.

Impact:

The City Commission in February 2013 approved the creation of a cultural district that encompasses many significant creative and cultural places in the heart of the city (a link to an interactive map of the cultural district is included in Part 4 of the application form). With the creation of this cultural district,

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the time is ripe to develop a city-wide cultural plan that will coordinate the individual efforts of cultural and arts organizations across the city, as well as the newly designated cultural district, in order to bring more artists, arts-based industries, and cultural tourists to the Lawrence community. The goals of developing a city-wide cultural plan and marketing campaign are:

- to aid in improving the infrastructure for all creative organizations across the city;
- to improve the economic vitality of the many cultural and arts organizations in Lawrence;
- to attract artists and creative industries to establish themselves and work in Lawrence;
- to identify economic incentives to foster organizational development in the creative industries in Lawrence;
- to attract and increase residents' and visitors' participation in the City's cultural and arts events and activities;

The indicators below will aid in evaluating our project's goals. They include:

- an increase in the number of creative industry jobs in Lawrence;
- an increase in the employment rate of artists and creative workers living in Lawrence;
- an increase in business revenues for cultural organization and arts industries;
- an increase in business revenues for businesses in the tourism and hospitality industries.

KCAIC Funds:

Request: \$75,000

- \$35,000 – Consultant Fees & Services
- \$30,000 – to develop the marketing campaign for Lawrence's city-wide cultural plan. This marketing campaign will showcase Lawrence as a cultural city where creative industries thrive, attract visitors to Lawrence, and inform residents of all the creative activities, events and opportunities available to them. It will also market the newly designated cultural district and cultural events, such as Final Fridays.
- \$10,000 – to produce and publish marketing materials

Match:

Match: \$2,338,000

Cash: \$2,325,000

The City's 2013 operating and capital improvement budgets include funds to benefit the newly designated cultural district, as well as cultural and arts organizations throughout the City. These funds will count as the cash match dedicated towards this project:

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- \$1.4 million dedicated to infrastructure improvements in the Warehouse Arts District, which is a part of the newly designated cultural district (please see the interactive map of the cultural district, <http://0361569.netsolhost.com/pdfs/artsdistrictmaphotlinked.pdf>);
- \$25,000 from the City's Special Recreation Fund dedicated in 2013 to the Lawrence Arts Center, which supports robust cultural arts programming, events and outreach;
- \$900,000 dedicated to purchasing space for the Arts Commons, which is planned to be a place to convene major cultural arts events.

In-Kind: \$13,000

- \$13,000 Project Administrative Support – staff time dedicated to the project by the Assistant City Manager, the Director of the Lawrence Arts Center, and the President of Callahan Creek.