

November 11, 2014

TO: Dave Corliss, City Manager

City of Lawrence

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FROM: Susan Tate, CEO – Lawrence Arts Center and Mike Logan, Owner-Abe & Jake's Landing & The Granada; President – Downtown Lawrence, Inc.; Chair Elect - Convention and Visitor's Advisory Board; Member - Cultural District Task Force

RE: Request for disbursement of Transient Guest Tax Funds and city services

This memo is to request the disbursement of Transient Guest Tax monies to the Lawrence Arts Center and for city services to support the upcoming Free State Festival to be held in Lawrence June 22-28, 2015. The festival will attract wide audiences through the involvement of guest artists, panelists and curators in the cross-disciplinary mediums of cinema, music and visual arts.

These funds will supplement the grant from the National Endowment for the Arts (\$75,000 in 2015); support from the University of Kansas (TBD); in-kind marketing support from the Lawrence Journal-World (TBD), Downtown Lawrence Inc. (TBD) and Kansas Public Radio (TBD); a major sponsorship from the Sprint Foundation (TBD - \$15,000 in 2014); The EyeDoctors (\$10,000); Dan Schriener and Sally Hare-Schriener (\$10,000); Prairie Fire Entertainment (\$5,000). We will continue to work with networking partners from 2014 throughout the cultural district to provide in-kind support including: the Lawrence Convention and Visitor's Bureau; The Lawrence Cultural Arts Commission; Abe & Jake's Landing; The Granada; The Cider Gallery; The Lawrence Public Library; Ingredient; Pachamamas; Liberty Hall; 715; Bowersock Dam; AT&T; Weaver's; the German Turnhalle; St. Luke's AME; New York School; Lawrence Creates; and Laugh Out Loud. Letters of support from the entities will be submitted to the City.

The 2014 Free State Festival was enthusiastically supported by downtown business owners, and according to state retail sales information consumer spending in Lawrence increased by 7% from mid-June to mid-July compared to the same time period in 2013. Taxable sales in Lawrence totaled just over \$130 million during the mid-June to mid-July reporting period, and according to reports this is the highest total for any month, of any year in the city's history. This can be directly tied to the Free State Festival and the Tour of Lawrence activities throughout the Cultural Arts District during that time.



Sites throughout the burgeoning 9th Street Corridor in the Lawrence Cultural District will feature outdoor projections in a unique, immersive experience of motion art in unexpected venues. Artist-in-residence Luke DuBois will create a digital work for this exhibition and help curate the festival's installations.

The Free State Festival includes a competitive film festival. Engaging films from the national festival circuit will be programmed with accompanying guests for post screening q&a's. In addition to national film programming, FSF will include local premieres, interactive theater, music videos and live concerts.

The University of Kansas will work with the Lawrence Arts Center to curate a series of ideas presented in both panel and lightening round formats in sites throughout the district. Partnerships with area organizations such as the Lawrence Public Library, Wild West Film Fest, Women of Lawrence Film (WOLF), music venues and food vendors will infuse the festival with vibrancy, community spirit and local color.

Support for the festival is provided in part by funding from the National Endowment for the Arts. Partners include the Lawrence-Journal World and the University of Kansas.

The backdrop and amenities of the Lawrence Cultural District with these outdoor events and opportunities to experience art, music, film and ideas will bring thousands of community members to downtown Lawrence for five days, as well as artists, performers, and academicians from around the world.

The Transient Guest Tax Funds will be used to fund outdoor digital media projections, outdoor musical performers, direct marketing of the festival to areas outside of Lawrence, as well as the production costs involved with outdoor musical performances.

BUDGET:

Outdoor musical performers	\$ 40,000.00
Marketing and Production	\$ 10,000.00
Outdoor digital media displays (Artists and equipment)	\$ 10,000.00

TOTAL: **\$60,000.00**

