



**LAWRENCE CULTURAL ARTS COMMISSION
COMMUNITY ARTS GRANT FINAL REPORT**

Final reports are due one month following project completion or no later than July 1, 2017. Please fill out this form, attach your final budget, any additional information about the project, and any documentation such as photographs, programs, reviews, or surveys, and submit it to:

Lawrence Cultural Arts Commission
ATTN: Porter Arneill, Arts and Culture Director
P.O. Box 708
Lawrence, KS 66044

Questions? Contact Porter Arneill at parneill@lawrenceks.org or (785) 832-3402

Name of Organization Lawrence Opera Theatre

Address 5710 Longleaf Drive

City, State, Zip Code Lawrence, KS 66044

Telephone 785-218-6039 **Fax** **E-Mail** lawrenceoperatheatre@gmail.com

Project Director Hugo Vera

Project Title Lawrence Opera Theatre – 2016 Season

LCAC Grant Amount \$ 2,000.00 **Start Date** July 28, 2016 **End Date** August 12, 2017

Answers to the following questions may be given here or attached to this form as a separate document.

1) Describe the outcome(s) of this project

LOT continued to produce high-quality opera and musical theatre performances, featuring exceptional young and emerging artists. A new partnership with the Lawrence Public Library resulted in offering a first-ever Final Friday performance which benefitted from the LPL's large mailing list, and netted nearly 80 attendees, most of whom were new to LOT. Now in its third season of a partnership with Theatre Lawrence (TL), LOT was able to benefit from increased access to marketing assistance and information. This season marked the first time ads and marketing materials were produced, and reached thousands of people via the TL patron list and weekly e-blasts. While audiences at our TL performances remained steady, audiences for most of our free, community events as well as the Castle Tea Room concert increased by 40% or more. Increased media and social media presence also helped to increase awareness of the festival overall and of the individual events.

2) Did this project change substantially from how you described it in your grant proposal? yes no
If yes, please describe why and how it changed and the impact of this change on the outcome.

LOT's plans for the summer festival remained largely intact, as did collaborations with community partners. As our grant was funded at considerably less than our application, we were forced to make budget cuts in a variety of areas totaling 15% of the original budget. Due to personnel and budget constraints, we were unable to engage actors, dancers or a choreographer to add additional performance elements to some of the programs. In addition we cut back on some planned

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marketing expenses. However, we were able to make up some of the difference via “in-kind” donations, largely through artistic personnel and staff donating significant time and services. Despite these challenges, the artistic quality of LOT’s productions remained high, and we received many positive comments on the excellent roster of singers and the quality of the ensemble singing in the opera production.

- 3) Estimate how many people benefited from this project: 500 adults 25 children
How did you collect these numbers?

We received ticket manifests from TL for ticketed performances. At the smaller venues (LPL, Signs of Life, John Brown’s Underground, Castle Tea Room) we were able to do actual headcounts of audience members.

- 4) Describe what the LCAC grant enabled you to accomplish in regards to this project.

This was the first time LOT received a grant from the City of Lawrence, and the funds enabled LOT to invest in new marketing initiatives that helped reach thousands of new and potential audience members. As in the past, LOT printed 50 full-color posters to hang throughout Lawrence, concentrating on the downtown area. For the first time, LOT was able to print full-color postcards (3,000) and pay for postage to 2,000 names on the TL mailing list. LOT also paid for an ad in the TL season brochure, which was mailed to 5,000 households and also included in a mailing of *Lawrence Magazine* to 11,000 households.

- 5) Attach a final project budget to this form that indicates how the LCAC grant funds were expended.

See attached

- 6) Attach documentation of the project to this form, please list the items attached.

Please find attachments of the following:

- LOT postcard
- LOT ad in Theatre Lawrence brochure
- LOT ad in “Guys & Dolls program”
- Letter of support from Prof. Ted Johnson
- Link to Facebook photo album for “Dido and Aeneas” -

https://www.facebook.com/LawrenceOperaTheatre/photos/?tab=album&album_id=1299056196793308