

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

Final reports must be received by August 1, 2017 or within 30 days of completion of project, whichever date is sooner. Please fill out this form, attach final budget and documentation such as photographs, programs, reviews, or surveys, and submit it to:

Lawrence Cultural Arts Commission
City Manager's Office
Porter Arneill, Director of Arts and Culture
P.O. Box 708
Lawrence, KS 66044

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

Name of Organization Spencer Museum of Art

Address 1301 Mississippi St.

City, State, Zip Code Lawrence, KS 66045

Telephone 785.864.4710 **Fax** 785.864.3112 **E-Mail** mpm@ku.edu

Project Director Saralyn Reece Hardy

Project Title Marilyn Stokstad Director

LCAC Grant Amount \$ 2,335 **Start Date** May 1, 2016 **End Date** October 16, 2016

The following questions may be answered on this form or attached to the form as a separate document.

- 1) Describe the outcome of this project
Please see attached.
- 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.
Please see attached.
- 3) Estimate how many people benefited from this project: 2,000 adults 1,000 children
How did you collect these numbers?
Please see attached.
- 4) Describe what the LCAC grant enabled you to accomplish in regards to this project.
Please see attached.
- 5) If grant was given as start-up money for a continuing program, have you/your organization identified future sources of funding? yes no [X] n/a
If yes, please list:
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- 6) Attach final project budget indicating specifically how the LCAC grant was expended.
Please see attached.
- 8) Documentation of the project attached here includes (please itemize)
 - Images of Reopening Weekend Activities
 - Printed and Promotional Materials

1. Describe the outcome of this project.

On October 15th and 16th, the Spencer Museum of Art reopened its doors after an 18-month closure for a major interior renovation. Over the two-day reopening celebration, approximately 3,000 people from Lawrence and nearby communities visited the Museum and took part in the weekend's activities. Many guests' comments indicated they were first-time visitors or were returning to the Museum for the first time in years. Thanks to support from the Lawrence Cultural Arts Commission, all visitors, both new and returning, were welcomed with an array of multi-sensory activities for visitors of all ages, backgrounds, and interests.

The reopening weekend underscored the Museum's role as a cultural resource for the entire community and as a place for personal discovery and lifelong learning, while simultaneously demonstrating the diverse artistic resources that enhance our community. Visitors engaged with local artists, experienced interpretive performances, and experimented with collaborative artmaking methods and materials. The event revealed the many ways people can experience art—from taking part in five hands-on creative activities to seeing original works of art in the Museum's collection come to life through four theatrical performances.

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.

The community reopening celebration occurred as planned, with all activities described in the Spencer Museum's grant proposal taking place during the weekend festivities as well as several additional activities and performances that expanded the scope of the program.

**3. Estimate how many people benefited from this project: 2,000 adults and 1,000 children
How did you collect these numbers?**

As part of the Museum's renovation, we installed a system for measuring visitor traffic in the galleries. Our new cross-directional people counters (which count both the number of people entering and the number of people exiting a space) are located at the two doors into the Central Court gallery, at the in-gallery elevator, and the in-gallery staircase. Each counter measures separately the number of people who enter as well as the number of people who exit each hour. After factoring out the estimated number of staff entries each hour of the event and accounting for multiple entries by the same visitors, we estimate total attendance for the reopening weekend activities to be approximately 3,000 people. The counters demonstrated a high level of engagement by visitors participating in activities throughout the Museum, measured by movement among and between galleries. The majority of visitors were families with young children, but community members of all ages participated in activities. Based on staff observations, we estimate that 2,000 of the visitors during reopening weekend were adults and 1,000 were children.

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

Support from the Lawrence Cultural Arts Commission made possible a number of multi-sensory, interactive programs that provided fun and hands-on arts experiences for visitors of all ages.

During both days of the reopening weekend, visitors contributed to the Lawrence Treasures Map designed by Meredith Moore of Wonder Fair Gallery. The large map was located in the Museum's new and experimental flex space adjacent to the entry lobby. Everyone was invited to "make their mark" on the map by adding colorful stamps of varying shapes and significance to Lawrence locations. For instance, community members could place a stamp shaped like a house next to the first place they lived in Lawrence or one in the shape of a leaf at the site of a yard or garden that is a work of art. Over the course of the weekend, people added several hundred stamps to the map—necessitating the addition of an enlarged cut away of Massachusetts Street, which proved a popular stamping spot on the map. This activity not only provided a hands-on experience that offered some education about using maps, it also encouraged community members to consider the many places in our city that hold personal and community significance.

Collaborative creative activities continued within the galleries, where visitors participated in a program led by local quilt artist Marla Jackson and her Beyond the Book students. Children and adults were invited to contribute squares of fabric and felt to co-create a large mosaic inspired by the Spencer's Birger Sandzén painting "Landscape with Four Trees." This colorful hands-on program offered a glimpse into how colors and patterns are used to reimagine a work of art in new materials and gave people the opportunity to be part of a communal art making project.

On Sunday afternoon, visitors were able to watch members of Card Table Theatre bring works of art in the galleries to life. Performers acted out 1,000-word vignettes centered around ten works of art in the Spencer's exhibitions, playing on the concept that a picture is worth a thousand words. Commissioned local writers created each piece, taking inspiration from a specific work on view. Some performances were comical and others more thought-provoking, but each prompted visitors to think deeply about works of art and the stories they can tell.

Both days of the reopening weekend featured numerous other art-making activities and hands-on stations about the Museum's collection, history, and renovation. The program was enriched with live musical performances by the KU African Drum Ensemble and by the debut performance of Forrest Pierce's "Resonant Vessels" on Saturday, October 15. Visitors were also able to partake in free refreshments provided by local food trucks on Saturday and a free pancake brunch on Sunday. As a whole, the multisensory celebration brought the community together and demonstrated the range of interactive learning experiences available at the Spencer Museum.

5. **If grant was given as start-up money for a continuing program, have you/your organization identified future sources of funding?** [] yes [] no [X] n/a

If yes, please list:

This grant was not given as start-up money for a continuing program.

6. **Attach final project budget indicating specifically how the LCAC grant was expended.**

Please see attached.

7. **Documentation of the project attached here includes (please itemize)**

- a. Images of event
- b. Printed and promotional materials

Final Financial Report

Proposed Budget

Budget Categories	LCAC Grant Request	Requestor's Contribution	Total
Personnel		\$4,500	\$4,500
Fees and Services	\$4,500	\$1,000	\$5,500
Rental Fees			
Marketing Expenses	\$1,500	\$1,500	\$3,000
Materials Expenses	\$1,000		\$1,000
Total Project Expenses	\$7,000	\$7,000	\$14,000

Final Budget

Budget Categories	LCAC Award	Spencer Museum	Total
Personnel		\$4,500.00	\$4,500.00
Fees and Services	\$900.00	\$4,360.53	\$5,260.53
Rental Fees		\$745.50	\$745.50
Marketing Expenses	\$910.00	\$5,860.56	\$6,770.56
Materials Expenses	\$525.00		\$525.00
Total Project Expenses	\$2,335.00	\$15,466.59	\$17,801.59

Personnel support included 2.5% of salaries and fringe for each Amanda Martin-Hamon (\$1,000) and Amy Duke (\$1,000) who planned and implemented reopening events, 1% of salary for Jeffrey McKee (\$500) who designed all promotional materials, 1% of salary for Elizabeth Kanost (\$500) who promoted the reopening, and 1% of salary for Saralyn Reece Hardy (\$1,500) who provided creative and artistic direction. Total personnel allocation is \$4,500.

Fees and Services for artists and catering totaled \$5,260. Participating artists supported by LCAC funds included Meredith Moore of Wonder Fair Gallery (\$300), Marla Jackson (\$300), and members of Card Table Theatre (\$300). In addition, the Spencer expended \$4,360.53 on additional contracted services from KC-based artists Juniper Tangpuz, Charlie Mylie, and Minh DuPha and refreshments were provided by KC-based Chris Cakes, Lawrence food truck Torched Goodness, and University of Kansas catering.

Rental Fees covered costs for tables and chairs from Anderson Rentals, which were used for the pancake brunch served in the Museum's Central Court on Sunday.

Marketing Expenses included a direct mailing to all households in Lawrence, which cost \$6,770.56. LCAC funds supported \$910 of the costs for the city-wide direct mailing.

Materials Expenses included printed programs for Card Table Theatre's "1,000 Words" performance, Museum Guides, and schedules of events for both Saturday and Sunday. LCAC funds provided \$525.00 for materials.