

LAWRENCE CULTURAL ARTS COMMISSION
FINAL REPORT – COMMUNITY ARTS GRANT 2017

Name of event/agency receiving funds: Buskers at Final Friday/Busker Festivals, inc.

Contact: Richard Renner

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Amount of Grant Support from the City of Lawrence: \$5000

General event synopsis/outcomes: Artist reports of their experience, both artistically and financially were positive overall. Audience and downtown business response was positive too. The most common questions among both groups was "Are you going to do this again next year?" We certainly hope so.

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 only change we made was a small adjustment for the performance start times. We chose to start later to get the bigger after dinner crowd.

Attendance Analysis

Total # attendance current year attendance was difficult to track accurately. We estimate the buskers entertained at least 2,500 people over the 5 months

Total # attendance prior year (if applicable) N/A

Number of visitors (outside Douglas County) attending Please refer to Explore Lawrence figures for this

Number of visitors (outside Douglas County) attending prior year N/A

Average ticket price (if applicable) N/A

If Applicable: Adults Children

Geographic Origin of Visitor Attendees

Number of visitors staying overnight

Lodging properties hosting overnight visitors

Total number of hotel overnights



LAWRENCE CULTURAL ARTS COMMISSION
COMMUNITY ARTS GRANT BUDGET FORM

Budget Categories	LCAC Grant Request	Requestor's Contribution	3rd-Party Cash Match	3rd-Party In-Kind Match	Total
1. Personnel	1000	1000			2000
2. Fees and Services	4000			5000	9000
3. Rental Fees					
4. Travel					
5. Marketing Expenses		500		5475	5975
6. Materials Expenses					
7. Operating Expenses					
8. Other Expenses					
Total Project Expenses	5000	1500		10,475	16,975

Note: As you write your budget justification, be sure to address the amount of your matching support, funding source(s), and how the match reflects community interest. Your budget should correspond with the plan laid-out in your project description.

BUDGET JUSTIFICATION

1. Personnel – Administration fee: \$1000 from LCAC, \$1000 from Busker Festivals, Inc.

2. Fees and Services Artist Stipends: \$4000 cash, \$5000 in kind donation
Artist fees are \$200 an hour x 3 hours per night x 15 performers (3 per night X 5 nights) = \$9000

3. Rental Fees

4. Travel

5. Marketing Expenses: \$500 in boosted Facebook posts, \$100 a month for 5 months
\$4875 - Explore Lawrence online and social advertising featuring buskers at Final Friday
\$600 – Downtown Lawrence, Inc online, email and social media advertising featuring buskers at Final Friday

6. Materials Expenses

7. Operating Expenses

8. Other Expenses

Marketing Analysis

Detail the marketing strategies and budget used for project (i.e. TV, Radio, Billboard, PR, Social Media, Blogs, newspapers and any added value).

If Radio or TV were use list:

Number of spots/media outlet N/A

Geographic locations covered _____

List or attached a schedule of run dates and times _____

If Print Ads were used list:

Publication N/A

Run dates _____

Provide copy(s) of advertisements.

If Social Media was used, please list:

Twitter Downtown Lawrence Followers 7428

Twitter Explore Lawrence Followers 4757

Twitter Lawrence Busker Festival Followers 408

Instagram _____ Followers _____

Other:

Facebook - DLI Followers 32,471

Facebook – Explore Lawrence Followers 6713

Facebook – Lawrence Busker Followers 5246

Collateral Development

Was a brochure developed? No (please provide copy)

How many brochures were produced? _____

How many brochures were distributed? _____

Distribution locations: _____
