

Cultural Plan



What is a Cultural Plan?

The City of Lawrence was awarded a grant from the Kansas Creative Arts Industries Commission to complete a city-wide cultural plan. The City of Lawrence engaged the team of Christine Harris Connections and Creative Community Builders to complete a city-wide cultural plan for Lawrence. The development of a city-wide cultural plan was one of the key recommendations of the city's Cultural District Task Force report, delivered in late 2013.



The Lawrence Cultural Arts Commission, in coordination with a 15-member steering committee representing artists, arts and cultural organizations and public entities gathered community input through surveys, meetings and focus groups. All totaled, over 650 people in our community participated in the cultural planning process.



The cultural planning process created a functional and sustainable guiding plan which a) documents Lawrence's unique cultural assets, b) defines cultural priorities, c) recommends strategies and tools which the City of Lawrence can provide to support the efforts of the community to accomplish those priorities, and further enhance the climate in which artists, art-related businesses, cultural tourism and creative sector economic development can thrive, and d) provides recommendations for integrating infrastructure and capital improvement projects with the overall goals of the cultural plan. In order to create a successful cultural plan, numerous stakeholders in the community need to be engaged.



This plan calls on Lawrence to build on the multitude of assets the city enjoys and to do so in ways that address challenges – some challenges unique to Lawrence, some common among smaller cities. *The plan explicitly calls on the community's already robust creative sector to contribute to the vision for Lawrence set forth in the City's comprehensive plan: to make Lawrence and Douglas County a place where creativity thrives, sustainability is a way of life, and community pride is contagious.*



What are our community outcomes & areas of activity (find out on pg. 2) ...



Our Values

As part of the cultural planning process, the community identified the following values which are infused throughout this plan and inform its direction at every turn.



Diverse & inclusive citizen engagement, participation & volunteerism



Collaboration & transparency



Respect for local histories & heritages



Health & fitness



Authenticity



Relationship building



Making a difference, taking risks



Lifelong learning



Supporting creative people & entrepreneurs

For more information, visit lawrenceks.org/cmo/cultural-plan

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Five goals set forth as Community Outcomes include:

- Foster an increasingly supportive environment that values the myriad roles of creative and entrepreneurial people across all sectors.
- Strive for cultural equity and a healthier community through greater collaboration across all groups – cultural, ethnic, income, and age – and across professional disciplines.
- Achieve greater quality of life in all quadrants of Lawrence in social, cultural, recreational, educational, and physical assets available to residents through participatory neighborhood-based planning and community building.
- Expand the reputation and the marketplaces for cultural and creative products and activities produced in Lawrence with an eye towards building a Lawrence brand based on its creative capital.
- Expand opportunities for learning in cultural and creative expression and appreciation for people of all ages.



To get this work done, three areas of activity are called for:

- Expand and deepen relationships across Lawrence's creative community and develop or solidify connectivity between the creative community and other community sectors.
- Maintain and complement physical infrastructure for creative, cultural, and celebratory activities.
- Make policy decisions impacting the creative sector and the community based in solid data and analysis.



Achieving the vision set forth in this plan relies on identifying priorities and implementing the strategies and actions outlined in the previous section. To assist in activating this plan, the Director of Arts and Culture and the Cultural Plan Steering Committee are working on an implementation matrix. This matrix summarizes the goals, strategies and actions as outlined above and now needs to be completed for each action with identification of primary responsibility, partners involved, the timeframe, and implications for resources.

Once the matrix is complete, the Lawrence Cultural Arts Commission has a road map to growing a sustainable, integrated and connected creative community that will add significant value to neighborhood and economic development across the City of Lawrence. The matrix remains a tool for future revision and use.



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Our Vision

The Cultural Plan envisions Lawrence as nationally recognized for its collaborative spirit that boldly propels the community to reach its potential through a focus on creativity for the greater good.

Creative Capital

Creative capital has deep roots in Lawrence and is supported by a robust community of artists, creative entrepreneurs, innovators, and creative/critical thinkers. It is grounded in tradition, guided by ethical civic values, firmly planted in neighborhood life, and constantly renewed.

This plan recommends the community keep one foot planted firmly in introspection and local activism with the other foot facing outward to understand and engage in a rapidly changing global cultural and economic environment. In so doing, Lawrence can work to keep a healthy balance, maintain perspective, and pursue the most productive paths to build on *its creative capital and ethical values*.

Connect to Your Community!

