



Building on Lawrence's Creative Capital: A City-Wide Cultural Plan



Presentation by
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The CITY of LAWRENCE's GOALS

- ❖ Identify cultural assets
- ❖ Cultural priorities
- ❖ Strategies to enhance creative sector
- ❖ Recommendations for infrastructure and other initiatives

Commenced Feb, 2015 – concluded July, 2015



CONSULTING TEAM

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We believe in an asset-based approach, high community engagement, transparency of process, and commitment to action-based strategies



CITY OF LAWRENCE LEADERSHIP

Interim City Manager: **DIANE STODDARD** Management Intern: **KEVYN GERO**

City Director of Arts and Culture: **PORTER ARNEILL**

Lawrence Cultural Arts Commission: **KATHERINE SIMMONS, Chair**

Cultural Plan Steering Committee: **KATHERINE SIMMONS, Chair**

- Kate Dineen, artist
- Mary Doveton, Theatre Lawrence
- Joshua Falleaf, College of Humanities and Arts, Haskell Indian Nations University
- Megan Gilliland, Destination Management, Inc.
- John Hachmeister, Lawrence Cultural Arts Commission
- Saralyn Reece Hardy, Spencer Museum of Art
- Derek Kwan, Lied Center
- Bonnie Lowe, The Chamber of Lawrence, Kansas
- Bob McWilliams, West Side Folk
- Margaret Weisbrod Morris, Lawrence Arts Center
- Steve Nowak, Watkins Museum
- Sara Oatsvall, USD 497
- Ardys Ramberg, artist
- Bill Tuttle, University of Kansas American Studies



BACKGROUND REVIEW

- ❖ Cultural District Task Force, 2013
- ❖ Final Fridays Impact Analysis, 2012
- ❖ Percent for Art
- ❖ East Ninth Street
- ❖ Horizon 2020
- ❖ Cultural Arts Commission



RESEARCH METHODOLOGY

SITE VISITS: March, May, June 2015

INTERVIEWS: 20 individual sessions

FOCUS GROUPS: 8 focus groups

COMMUNITY GATHERINGS: 2 meetings

PUBLIC SURVEY: 493 respondents

STEERING COMMITTEE: 4 sessions

**TOTAL PARTICIPANTS =
approximately 650**



THE SPIRIT AND CHARACTER OF LAWRENCE REPORT

- Walking forward together
- A bold future guided by a rich and layered history
- Informed by an engaged, participative, and intellectually active citizenry
- Challenged by place
- “Not just anywhere USA”: A distinctive pride
- Living with intention

PUBLIC SURVEY

TIMELINE: May and June, 2015

RESPONSES: 493

SURVEY PROFILE: (=Lawrence totals)



- 73% white (82%)
- 45% lived in Lawrence 21 years or more
- 83% have advanced degrees (52.6%)
- Highest percentage of respondents was 25-34 (17.1%); 37% were aged 55 and above (8%)
- 60% were female (49.8%)
- 50% from zip code 66044 Downtown and East Lawrence (27%)

PUBLIC SURVEY

Most important about living in Lawrence

- Arts, culture and creative activities
- Downtown
- The community of people who live in Lawrence

Where would you first take a friend/visitor?

- Downtown

What are most important activities for Lawrence to offer whether you go or not?

- Arts education
- Outdoor arts and cultural events
- Visual art museums
- Public library events
- Arts festivals



PUBLIC SURVEY

What should the City be supporting?

- Arts education
- Direct support for arts and culture activities
- Financially accessible youth programming
- Comprehensive arts and culture calendar
- Greater access to cultural opportunities for people of limited means



THE CULTURAL PLAN STRATEGIC FRAMEWORK

Vision

Lawrence is nationally recognized for its collaborative spirit that boldly propels the community to reach its potential through a focus on creativity for the greater good.



THE CULTURAL PLAN STRATEGIC FRAMEWORK

Mission

The mission of this citywide cultural plan is to *engage the Lawrence community in expressing its collective creative capacity in order to support and sustain a vibrant and robust community.*



THE CULTURAL PLAN STRATEGIC FRAMEWORK

A. Community Outcomes

Achievements meaningful to community life

1. Balance the Local: *Foster increasingly supportive environment that values myriad roles of creative and entrepreneurial people across all sectors*

- Expand advocacy and services
- Keep creative people and organizations stimulated with external sources
- Connect/network individual artists with maker spaces
- Facilitate use of public spaces for cultural celebrations

THE CULTURAL PLAN STRATEGIC FRAMEWORK

A. Community Outcomes

Achievements meaningful to community life

2. **Embrace All/Celebrate Community:** *Strive for cultural equity and a healthier community through greater collaboration across all sectors – cultural, ethnic, income and age groups – and across professional disciplines*

- Embrace diverse forms of cultural expression
- Support and promote community celebrations in public places
- Support public art
- Gain greater access to creative and cultural assets at KU and Haskell
- Build alliances between creative sector and others seeking justice

THE CULTURAL PLAN STRATEGIC FRAMEWORK

A. Community Outcomes

Achievements meaningful to community life

3. Build Places Together: *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*

- Retain distinctive qualities of old neighborhoods and build identities for new neighborhoods
- Support efforts related to the Cultural District Plan of 2013
- Implement designs for an appropriate and community-sensitive creative spine along East Ninth Street
- Develop strategic creative activity in West Lawrence
- Connect East, West and North Lawrence
- Develop a riverfront strategy for convening and connecting

THE CULTURAL PLAN STRATEGIC FRAMEWORK

A. Community Outcomes

Achievements meaningful to community life

4. Build and Market a Creative Brand: *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*

- Promote cultural/creative tourism
- Help creative artists and organizations more expertly grow their markets
- Measure and articulate the scope, scale and impact of the creative economy

THE CULTURAL PLAN STRATEGIC FRAMEWORK

A. Community Outcomes

Achievements meaningful to community life

5. **Promote Lifelong Learning:** *Expand opportunities for learning in cultural and creative expression and appreciation for people of all ages*

- Promote opportunities to learn and engage in traditional and contemporary creative activities
- Engage the community in ongoing public discourse
- Expand commitment to entrepreneurship and innovation

THE CULTURAL PLAN STRATEGIC FRAMEWORK

B. Getting the Work Done

Structure and tactical steps to deliver, sustain, improve outcomes

1. Strengthen the Network: *Expand and deepen relationships across the creative community and develop or solidify connectivity between the creative community and other community sectors*

- Expand Cultural Arts Commission to enhance support for a sustainable creative community
- Build networks with creative sector businesses towards a holistic approach to integrating arts, culture, and creativity
- Collaborate with public and private agencies to promote volunteerism
- Develop online Creative Directory

THE CULTURAL PLAN STRATEGIC FRAMEWORK

B. Getting the Work Done

Structure and tactical steps to deliver, sustain, improve outcomes

2. **Mind The Gaps:** *Maintain and complement physical infrastructure for creative, cultural, and celebratory activities*

- Add affordable spaces for artists and start-up entrepreneurs to live and/or work
- Maximize community investments in cultural facilities
- Support development of a multi-faceted transit infrastructure

THE CULTURAL PLAN STRATEGIC FRAMEWORK

B. Getting the Work Done

Structure and tactical steps to deliver, sustain, improve outcomes

3. Inform the Future: *Make policy decisions impacting the creative sector and community based in strong data and analysis.* Measure achievement in health of creative sector, quality of life, economic contributions of the creative sector

- Review City codes/regulations/procedures to support sector growth
- Mechanism for arts, culture and creative activities to be fully integrated with long-term planning of City and County
- Periodic 'blue sky' think tanks to assess opportunities and envision new scenarios for growth of the arts, culture and creative sector

NEXT STEPS

❖ **Implementation Matrix:** summarizes goals, strategies, and actions along with:

- ❖ who is responsible
- ❖ timeline
- ❖ resource implications

❖ **Cultural/Creative Asset Inventory:** Baseline inventory constructed:

- ❖ add details
- ❖ physically map assets

❖ **Define ongoing City Role:**

- ❖ convener
- ❖ track metrics





Thank You



PUBLIC SURVEY

AGE Cross Tab

- Younger appreciate Downtown and creative activities slightly more; love freedom to 'do their own thing', want more affordable studio and housing space
- Older appreciate library, history and heritage and classical art forms slightly more

ZIP CODE Cross Tab

- Skewed to 66044 with highest participation levels
- General agreement across codes on what should be offered

THE CULTURAL PLAN STRATEGIC FRAMEWORK

Values

- Diverse and inclusive citizen engagement, participation and volunteerism
- Collaboration and transparency
- Respect for local history and heritage
- Health and fitness
- Authenticity
- Relationship building
- Making a difference; taking risks
- Lifelong learning
- Supporting creative people and entrepreneurs

