Identity: SPIRIT AND CHARACTER OF LAWRENCE

THEMES:

• Walking forward together
• A bold future guided by a rich and layered history
• Informed by an engaged, participative, and intellectually active citizenry
• Challenged by geography
• “Not just anywhere USA”: A distinctive pride
• Compassionate
ACTIVITIES TO DATE

• Visits in March, May, June
• Focus groups and interviews
• Visiting many cultural and creative venues; including KU and Haskell
• Attending events at Lied Center and bicycle transportation at Liberty Hall
• Steering Committee Retreat
• Two public community gatherings
• Public survey
Public Survey Statistics

Survey Launch May 21, 2015; cut-off June 15, 2015
493 responses as of June 19, 2015

- 73% white (82%)
- 45% have lived in Lawrence 21 years or more
- 83% have a four year and/or graduate degree (52.6%)
- Highest percentage of respondents was 25-34 at 22% (17.1%); 37% were aged 55 or above (8%)
- 60% female (49.8%)
- 50% from zip code 66044

In red, 2010 US Census City of Lawrence
What best describes how important the following are to you about living in Lawrence, with 1 being unimportant and 4 being very important?

- Arts, culture and creative activities
- Downtown Lawrence
- The community of people who live in the area
- The lifestyle; freedom to be different, weird; do your own thing
- The natural resources; such as the rivers, Clinton Lake, local woods
- History, heritage and historic places, including architecture
- Recreational opportunities; such as parks, the recreational center
- University of Kansas (KU) activities, such as sports, arts and humanities
- Festivals, parades and other community celebrations
- Haskell Indian Nations University activities, such as cultural events
- Proximity to Kansas City
- Church life
Where is the first place you would take friends/visitors for a cultural experience?

Based on representative sample of write-in answers:

Downtown 54%
Lawrence Arts Center 22%
Mass Street 12%
Other 12%
Which arts, culture or heritage sites are important for Lawrence to offer whether you go or not, with 1 being unimportant and 4 being very important?

- Arts education: 3.47
- Outdoor arts and cultural events: 3.47
- Visual art museums: 3.43
- Public library events: 3.41
- Arts festivals: 3.37
- Art and local film: 3.37
- Direct participation activities, such as ceramics, dance, etc.: 3.27
- Historical museums: 3.25
- Children's activities: 3.24
- Literary arts: 3.21
- Arts markets: 3.17
- Heritage venues or trails: 3.16
- Youth Theater: 3.13
- Adult theater: 3.12
- Jazz, bluegrass and folk music: 3.12
- Other music: 3.09
- Artisan food and beverage fairs: 3.03
- Classical music: 2.95
- Craft fairs: 2.86
- Indie rock: 2.78
- Modern dance: 2.71
- Other dance: 2.69
- Ballet: 2.66

Direct participation activities, such as ceramics, dance, etc.
What are your barriers to engaging in arts and culture offerings?

TOP 5:
• Multiple events at same time – 19%
• Don’t know enough about available events – 13%
• Hard to make time to go out – 12%
• Cost of admission – 10%
• Difficulty parking – 8%

Bottom:
• Don’t feel comfortable or welcome – 3%
• Don’t want to come downtown – 2%
What should the City of Lawrence be directly providing to arts, culture and heritage?

- Support arts education in the schools: 3.61
- Continue direct support for arts and culture activities, i.e. grants to artists, arts organizations, festivals: 3.46
- Provide financially accessible youth programming: 3.43
- Comprehensive arts and culture calendar via online access: 3.40
- Provide greater access to cultural opportunities for people with limited means: 3.36
- Publicity and marketing for arts and culture events: 3.25
- Continue to support the City’s Arts and Culture Office with a Director: 3.24
- Invest or assist in finding monies for new artistic or creative developments: 3.20
- Help nonprofit organizations by providing access to technical support, workshops, and other resources and services: 3.19
- Subsidize arts and culture events by providing free or reduced permit fees: 3.19
- Provide an online database of resources and services available to the nonprofit and for profit creative sectors: 3.12
- Support affordable artist housing and studio space downtown: 3.04
- Leadership of creative and cultural planning, including new developments such as creative placemaking; new or renovated: 3.02
- Provide resources and services for independent creative businesses: 2.96
Thoughts from Steering Committee June 22 (draft)

- **Vision** – optimizing a reputation for our creative capital; human, infrastructure, physical
- **Strategic themes** being explored:
  - We love local
  - We have a big, harmonious embrace
  - We want to build and market a creative brand
  - We value lifelong learning
- **Tactical approaches** being explored:
  - Strengthening the networks
  - Filling in the physical infrastructure
  - Informing the future
  - Measuring impact
  - Evaluating opportunities
Lawrence Creative Community
Asset Inventory
(Courtesy Nick Carswell and colleagues)
Next Steps

June – July:

• Prepare final draft plan for Committee and staff review
• Conference call with Committee to review draft plan
• Deliver final plan end July
• Agree date and time to present to Commission and interested stakeholders
THANK YOU to all the creative individuals and organizations, City staff, volunteer civic leadership, and others who have made this such a rewarding process.

WE LOVE LAWRENCE!!