





Lawrence, Kansas

June 23, 2015

## 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**

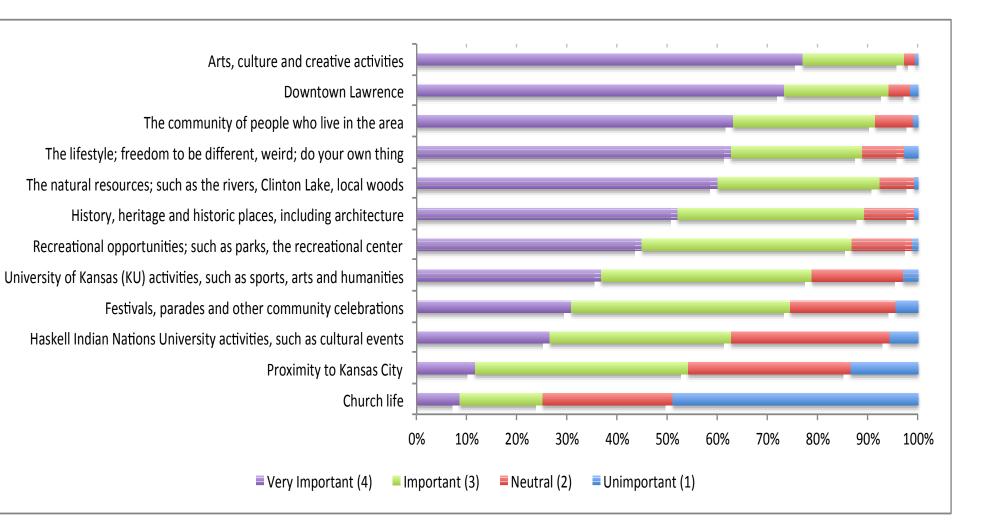
Survey Launch May 21, 2015; cut-off June 15, 2015 493 responses as of June 19, 2015

- 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?



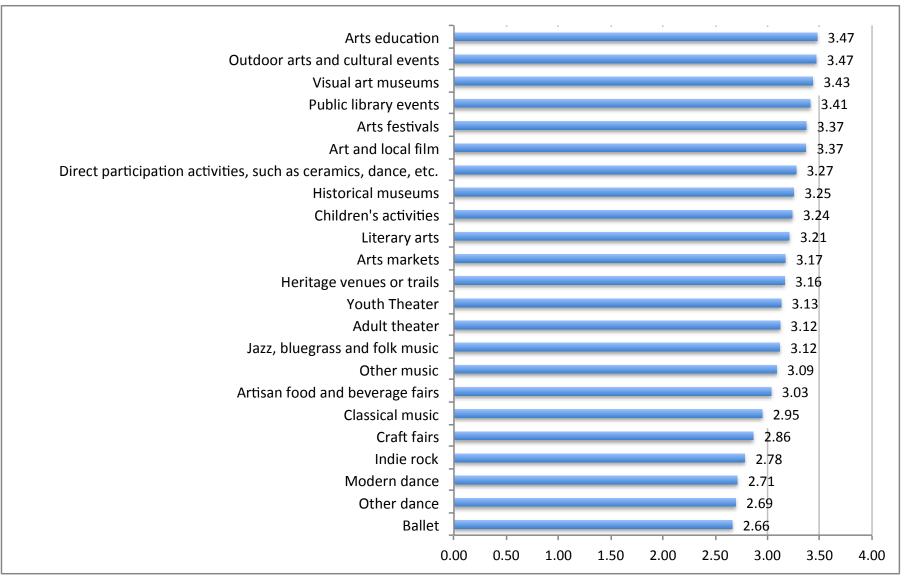
## Where is the first place you would take friends/visitors for a cultural experience?

Based on representative sample of write-in answers:

Downtown54%Lawrence Arts Center22%Mass Street12%Other12%



#### 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??



# What are your barriers to engaging in arts and culture offerings?

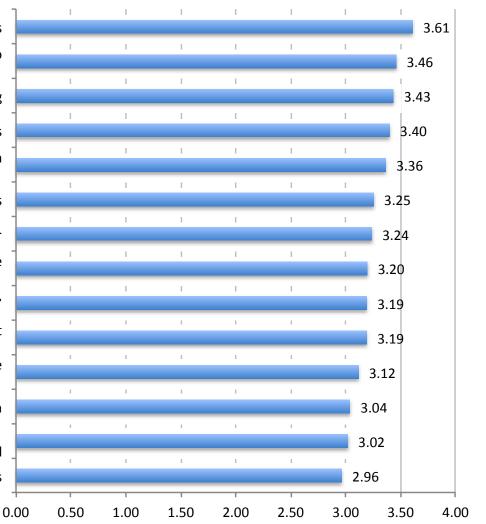
TOP 5:

- 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 Continue direct support for arts and culture activities, i.e. grants to artists, arts organizations, festivals Provide financially accessible youth programming Comprehensive arts and culture calendar via online access Provide greater access to cultural opportunities for people with limited means Publicity and marketing for arts and culture events Continue to support the City's Arts and Culture Office with a Director Invest or assist in finding monies for new artistic or creative developments Help nonprofit organizations by providing access to technical support, workshops, and other resources and services Subsidize arts and culture events by providing free or reduced permit fees Provide an online database of resources and services available to the nonprofit and for profit creative sectors Support affordable artist housing and studio space downtown Leadership of creative and cultural planning, including new developments such as creative placemaking; new or renovated Provide resources and services for independent creative businesses

### 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)



ABOUT

CONTACT

:= 1700 Rc Rock Chalk Pa N 1650 Rd 1th St N 1550 Rd Alvamar Golf Club N 10th W 21st S Clinton Parkway 10 Clinton Pa W 24th St F 25th Terrace laskell Indian N 1300 R Map data @2015 Google Term

HOME

For questions about the Community Inventory or the current Cultural Planning process, contact Porter Arneill: 785-832-3402 | parneill@lawrenceks.org

Cover image: "Pollinators" mural by David Loewenstein www.davidloewenstein.com

### **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!!