



City-Wide Cultural Plan: City Commission Update



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

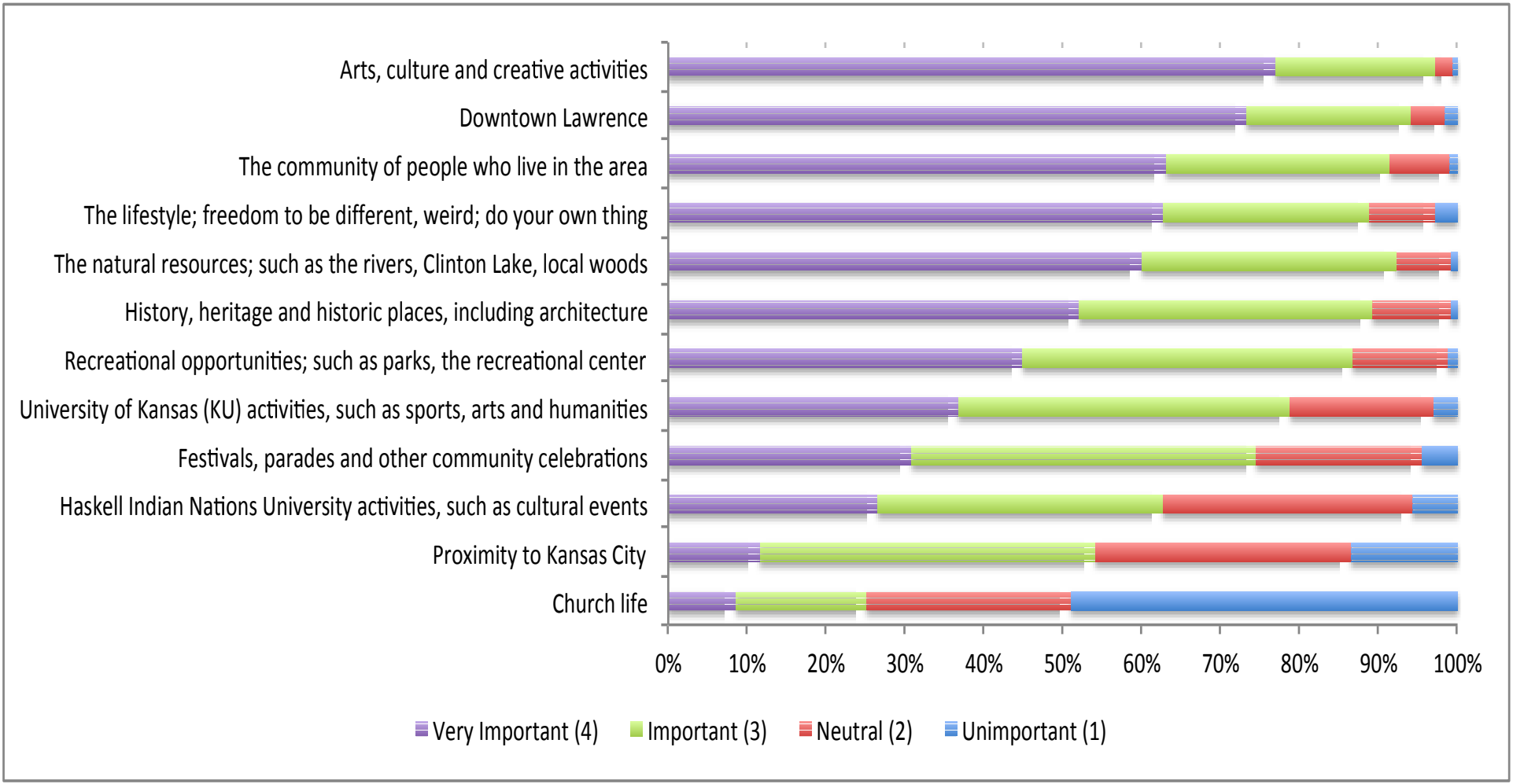
493 responses as of June 19, 2015

- 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?



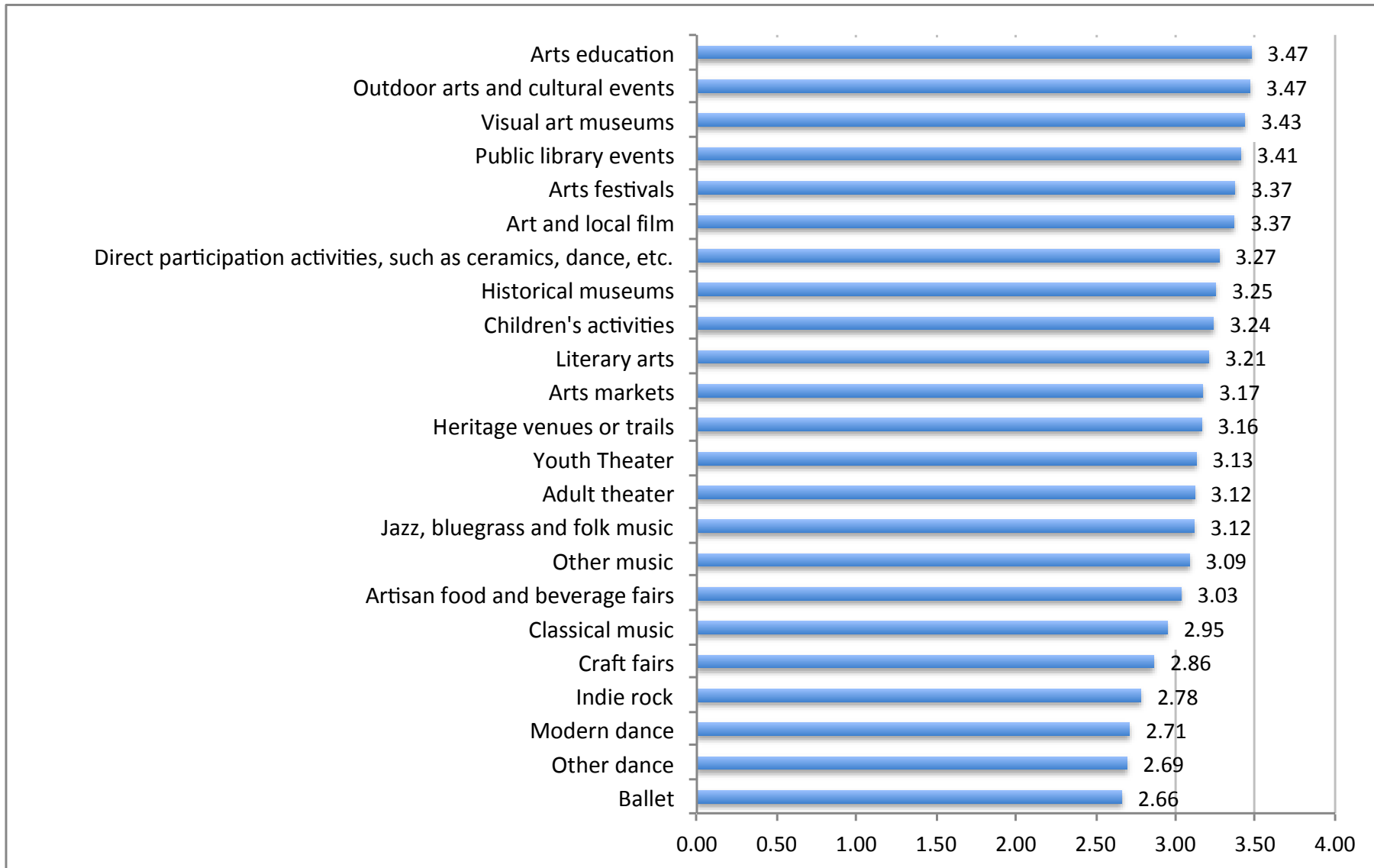
Where is the first place you would take friends/visitors for a cultural experience?

Based on representative sample of write-in answers:

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??



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

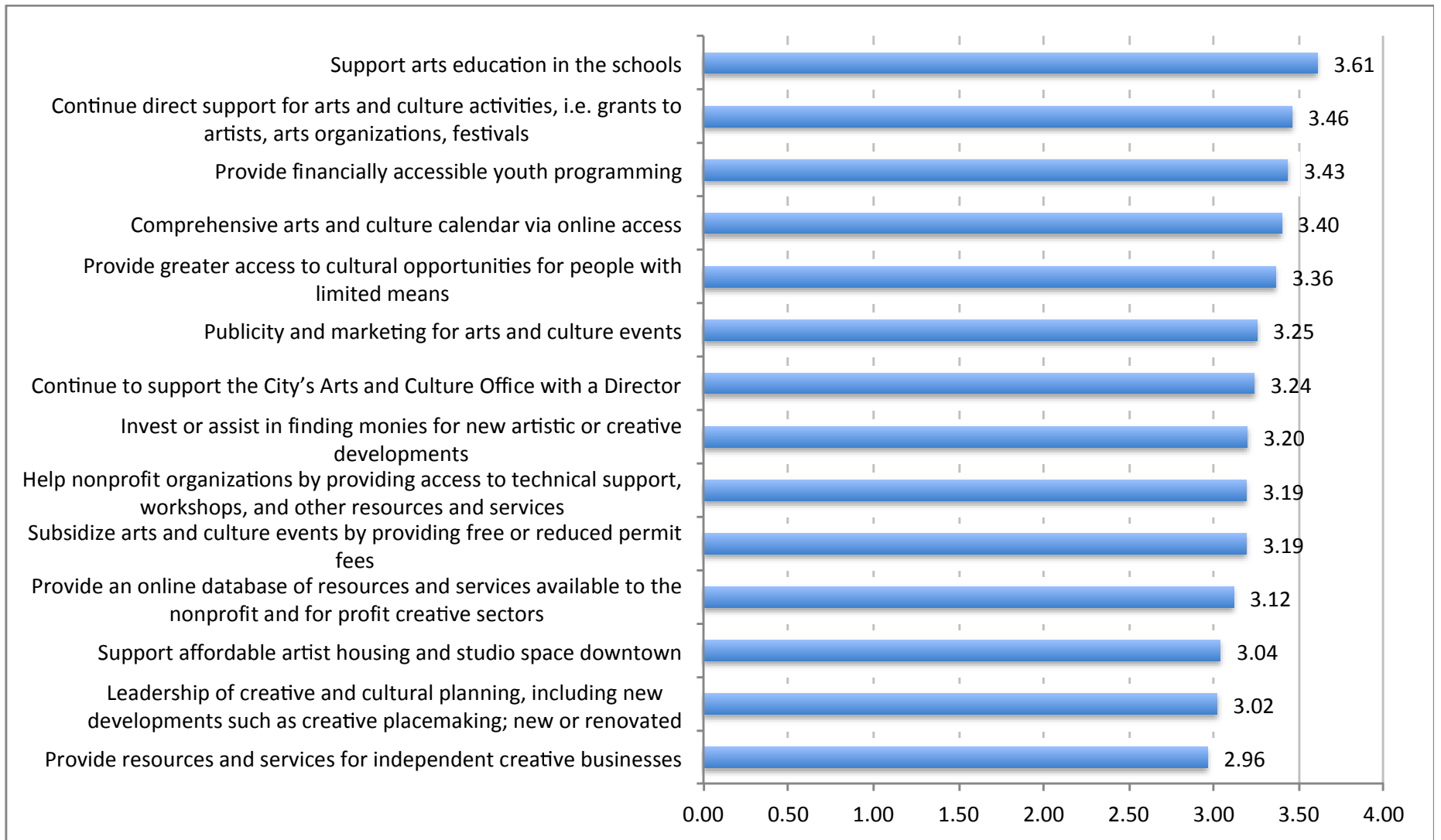
TOP 5:

- 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?

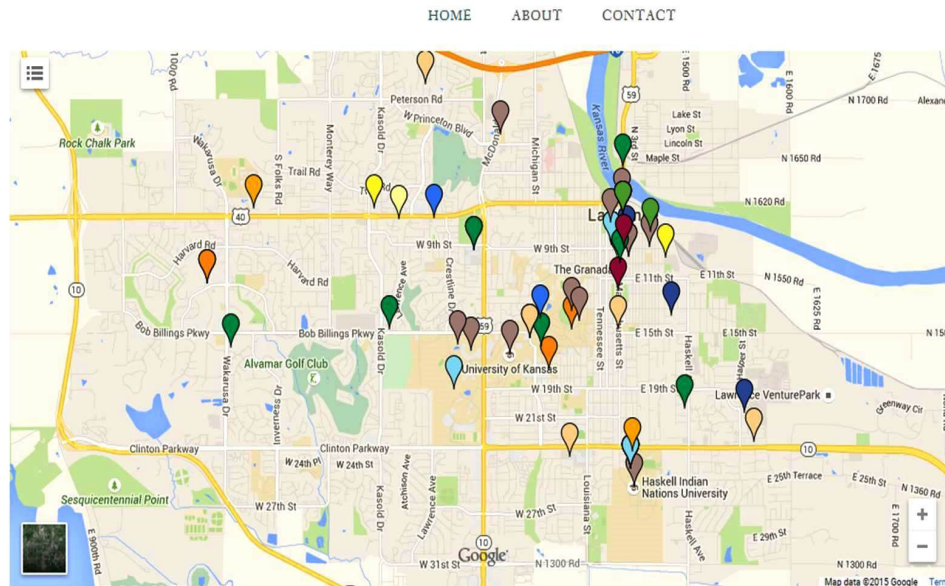


Thoughts from Steering Committee June 22 (draft)

- **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)



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!!