

1. One sentence description of the project:

Free State Boulevard: From the Studios to the Streets, led by the Lawrence Arts Center, the City of Lawrence, and a Creative Team, will revitalize six blocks of 9th Street that link the Warehouse Arts Area and Downtown Lawrence, creating multi-modal paths, upgraded amenities, and a new model of urban infrastructure that will enable local artists to engage our community in ways inspired by the revolutionary and counter-culture spirit of Lawrence and our favorite iconoclasts John Brown, Langston Hughes, and William S. Burroughs.

2. Please describe the location(s) of focus for your work. Why did you choose this location, place, or area for your work? What is the historic or current climate, challenge, opportunity, or issue (social, physical, and/or economic) that your work is addressing? (250/250 words maximum)

-Location: Lawrence, Kansas's 9th Street in the Lawrence Cultural District, a corridor lined with small businesses, homes, and artists' studios in an underinvested neighborhood. St. Luke's A.M.E., Langston Hughes's church; John Brown and William Burroughs sites; New York School, a neighborhood elementary school; and Turnhalle, a 19th century German immigrant center now considered for artists' studios also line these blocks. Over 300 artists work in studios along the corridor and are ready to integrate their work into community spaces.

- Neighbors have requested improved sidewalks, street lighting, and support for an artistic streetscape for decades, and alliances are finally in place to make this happen with ArtPlace support. Private interests and municipal and federal governments have invested in the Warehouse Arts Area to the East and Lawrence's downtown to the West, while the six blocks in between lack lighting, sitting places, walkable and bike-able paths, and art.

- Processes of seeking and receiving NEA Our Town funding and ArtPlace finalist status (2013) caused Lawrence politicians, artists, neighborhood representatives, and businesses to address longstanding differences. Lawrence's 2013 Cultural District Task Force was a diverse group that tackled questions about gentrification, preservation, development, and what creative placemaking means here. Now, the City Commission has approved the Task Force recommendations reflected in this proposal, and all stakeholders are ready to engage in next steps.

-This project will be a model for neighborhood change, showing how a city can embed artists with an Urban Designer and city engineers at the outset of infrastructure development.

3. Please describe the work you want to do for which you are seeking ArtPlace America support. (350/350 words maximum)

If we receive ArtPlace funding, the City will fund 9th Street renovation, making it an environmentally responsible Complete Street with lighting. ArtPlace will fund consultation, design, artists fees, and materials that will make this street a distinctive

place with permanent artistic elements and technological capacity for more ephemeral expressions of place through visual and performing art:

-ArtPlace will fund eldorado architects to lead Creative Team including Director of Public Works, the Arts Center, and lead artists. The Team will design the streetscape and a sustainable plan for permanent and ephemeral art and cultural events that will transform this segment of 9th Street into Free State Boulevard, an engaging passage from the Warehouse Arts Area to Downtown. Artists will be at the forefront of planning.

-ArtPlace will also fund artist fees and permanent art for the design, with emphasis placed on the integration of artists, materials and crafts-based processes indigenous to the Cultural District.

ArtPlace and the City will fund electrical capacity (e.g., 40 amps/50 feet) and technological infrastructure to allow artists to continuously transform the Boulevard through video projections, multi-media performances, and installations that engage pedestrians; a dynamic and sustainable platform for Creative Placemaking.

-With this infrastructure, the project will be much more than a redesigned streetscape: it will become a platform for local artists and other community innovators to exhibit, connect, perform, and work. The Creative Team will collaborate with, and provide technical support for, local artists to create permanent and temporary installations funded in part by ArtPlace and designed to encourage engagement between people and place. ArtPlace funding will leverage and expand current Cultural District programming—including Final Fridays events, New York School and St. Luke’s A.M.E. events, and the NEA-sponsored annual Free State Festival, an Our Town project.

-ArtPlace will fund measures designed by Gallup senior scientist Shane Lopez to demonstrate the value of ArtPlace investment.

-The Project will result in measurements and a replicable model of city planning: artists working with the City and local stakeholders to design and execute urban infrastructure that is environmentally and socially responsive to community needs.

4. Please describe the larger portfolio of strategies--work being done to accomplish or further place-based change--within your community. Name the major partners in the development and execution of those strategies. (350/350 words maximum)

Our Project aligns with Lawrence’s arts-centered strategies to enhance livability and accelerate economic development and capitalizes on current momentum across three key areas.

1.) Municipal Cultural Planning:

- The City of Lawrence designated a 0.78 square mile Cultural District in 2012.

- Mayor's Task Force developed "Recommendations for the Lawrence Cultural District," now the City's official portfolio of strategies for creative placemaking.

- The City Commission has appropriated funds for a Director of Art and Culture who will develop a cultural plan for Lawrence and coordinate local artists and cultural organizations beginning July 2014. This Director will work with the Lawrence Arts Center and other stakeholders on the implementation of the Free State Boulevard plan and to ensure its future viability.

- Capital investment in the Cultural District from 2012-2014 confirms city commitment to Creative Placemaking and includes a new \$18,000,000 public library and \$3,000,000 investment in the Warehouse Arts Area. Three city lots, located just off of 9th Street and appraised at \$1,000,000, have been committed by the city to become an Arts Commons curated by the Lawrence Arts Center.

2.) Healthy Community:

- The Community Foundation's initiative Live Well Lawrence and the City's Multi-Modal Transportation Plan support *Free State Boulevard*'s emphasis on pedestrian and bike activity and community integration.

- The City and County have supported walking and biking path development around Lawrence. *Free State Boulevard* will establish a model for future planning involving art and artists in the creation of this system.

3.) Neighborhoods as Distinctive Places:

- After decades of threatened closures, neighborhood schools needing renovation were saved in 2012 by voters who see them as central to making the area distinctive. The New York School, the most economically disadvantaged of these schools, lies just off 9th Street.

- East Lawrence and Downtown, two neighborhoods comprising the Cultural District, unanimously support *Free State Boulevard* and will be engaged with artists in making work that illuminates the context of the place.

- Cross sector support has grown for walking apps, markers, and other ways to highlight the distinctive counter-cultural history of the District, especially along 9th Street.

5. How will your proposed work affect the social, physical, and/or economic character of the location and interact with the larger portfolio of strategies? (249/250 words maximum) *

Physical: The City of Lawrence is committed to making *Free State Boulevard* an environmentally sustainable Complete Street, with new sidewalks, streetlights, and bike paths integrated into the design developed by the Urban Development Planner and the Creative Team. The physical components of this new urban infrastructure will draw inspiration from a place-specific palette. Ranging from trees felled to make way for new

development to clay harvested from the nearby Kansas River, indigenous materials and local artisan processes will artfully comprise the hardscape of Free State Boulevard.

Social: In addition to innovative streetscaping, *Free State Boulevard* will create a dynamic social infrastructure that celebrates the transformative role an active street can play within an eclectic urban context. As a platform designed to be continuously refreshed with new content by the people who live and work here, as well as visitors, *Free State Boulevard* will bring artists from their studios to the streets to create an ever-evolving space in which individuals and communities can engage with each other and this historically rich place.

Economic: *Free State Boulevard* will encourage new investment along 9th street, including investments in real estate development, small businesses, and original art. Specifically, Free State Boulevard will connect major “bookend” development investments, each emblematic of the diverse character of the Cultural District. In addition, by creating a streetscape that sparks the imagination and compels pedestrian interaction, *Free State Boulevard* will lead to new collaborations and innovative ideas with the potential to enrich the local and the national economy.

6. How will you know if you have had this effect? (150/150 words maximum) *

Gallup Senior Scientist Shane Lopez will lead the project evaluation.

-Surveys of pedestrian activity on 9th Street will be taken before construction on the new streetscape begins and after it is complete. It is estimated that there will be an average 20% increase in pedestrian activity in the area during daylight hours and a 30% increase in pedestrian activity in the area during evening hours once the streetscape has been completed.

-Analysis of yearly Gallup-Healthways Well-being data for the Lawrence community will track changes in local vitality and community pride and demonstrate how creative placemaking can transform how people feel in and about their community.

-An animated map, demonstrating the shift in businesses, cultural events, and social activities that takes place following the construction of the new streetscape, will be made available on the Lawrence Arts Center’s website and updated quarterly for five years following the completion of the project.

7. Why is now the right time for your particular set of activities? (99/100 words maximum)

-Community support is coalescing around arts and economic development now.

- Community Foundation, Chamber of Commerce, City, and neighborhood groups finally see art as central to what makes Lawrence distinctive.

-Artists and developers want the street as a platform for art and innovation.

-The City designated a Cultural District and for the first time will include artists at the outset of a major project.

-Public and private investment in the Warehouse Arts Area, six blocks east of Downtown, motivated cross-sector support for connecting these two nodes of activity.

-NEA Our Town support established the Free State Festival along 9th Street in 2014.

8. Please provide a monthly timeline of activities for this work. (Please use bullet “-“ format. Timeline should incorporate all activities proposed for ArtPlace America support, as well as complementary activities funded by other sources. This timeline should focus on July 2014 through December 2015; however, if your project extends beyond this timeline critical dates and milestones should be noted. 177/500 words maximum)

- ArtPlace funding period preceded by Free State Festival, an NEA Our Town event funded through 2015; ongoing City/ private partnership in the Cultural District, especially on the 9th Street Corridor.
- Final Friday: monthly in galleries, studios, and on the streets of the Cultural District. City/private partnership
- Arts Center/artists will host monthly public outreach on the progress of our project.
- 07/2014 -City Director of Arts and Culture hired
- 07/2014- Creative Team holds kick-off meeting; establishes vision and goals in monthly meetings with stakeholders and local artists
- 08/2014 - Landmark Development and First Management call for artists for private art at either end of Boulevard. These artists work with Creative Team.
- 08/2014 –Creative Team continues meetings with local artists/stakeholders; establishes criteria for RFQ document for artist participation
- 08/2014 -City establishes baseline measures of activity, vibrancy, and development on Free State Boulevard with Shane Lopez.
- 08/2014 -Urban Design Professional (el dorado architects) hired. Drawings of existing street plan shared with Lead Artists, Urban Rain Design firm, Creative Team botanist and historian
- 09/2014 –RFQ issued for local artist participation in project.
- 10/2014 – Local artists (4-6) selected to join Creative Team in the design of Free State Boulevard.
- 10/2014 – Creative Team convenes three public charettes, inviting input from stakeholders.

- 11/2014- el dorado architects, working closely with the City Department of Public works and artists will translate the input of stakeholders, Urban Rain Design, Creative Team artists, botanist, and historian into a Complete Street plan for Boulevard. Plan will include artistic elements of hardscape (eg. bioswales).
- 11/2014 – Expanded Creative Team determines vision and scope associated permanent art to be commissioned.
- 12/2014- Call for proposals for permanent artwork. Sans Facon provides leadership for artists focusing on social engagement through infrastructure and civic outreach. El dorado architects and Urban Rain provide technical support for all artists and integration strategies for artwork to be imbedded into the streetscape of Free State Boulevard
- 03/2015 Creative Team presents streetscape design and integrated artwork to Lawrence Cultural Arts Commission, Historic Resources Commission, and City Commission. Approval by each body is required in succession.
- 04/2015 –Technical design and engineering phase begins for Free State Boulevard. Lead artists and local artists work with el dorado architects, Urban Rain, and City Engineers to create construction documents for the Complete Street design outfitted with green infrastructure and integrated artworks that will serve as a platform for future and ongoing art installations
- 04/2015 RFP for inaugural round of media proposals. Luke Dubois provides leadership with artists working in new media platforms
- 05/2017 Local artist lectures presenting art proposals hosted by Lawrence Arts Center. Lead artists to moderate roundtable conversation with local artists focusing on process and Creative Placemaking
- 5/2015 Inaugural media projects selected.
- 06/2015- Free State Festival
- 07/2015 –Construction Documents for Boulevard submitted
- 08/2015-City begins transformation of the 9th Street Corridor into a Complete Street, closing these six blocks and creating an appropriate detour. Artists begin fabrication and installation of artwork in conjunction with Creative Team.
- 12/2015 Free State Boulevard substantially complete. City projects latest date: July 2016.

9. Who will lead this work? Please list name, title, organization and brief description of each leader’s role in the project. Please note in particular who will be responsible for delivering the artistic quality of the project and who will be responsible for delivering the quality of the place outcomes of the project. *

-Susan Tate, CEO of the Lawrence Arts Center, will be responsible for delivering the artistic quality of the project and the quality of the place outcomes of the project.

-David Corliss, Lawrence City Manager

-Ben Ahlvers, Project Director, Lawrence Arts Center

-City of Lawrence Director of Art and Culture (still to be appointed)

-Chuck Soules, City Director of Public Works

-Josh Shelton--Principal Partner, Eldorado Architects; Lecturer in the University of Kansas's School of Architecture and Planning; and Urban Design Professional--will act as a facilitator among all stakeholders, including artists and City Public Works representatives.

-R. Luke Dubois, (Lead Artist), Artist and Director of the Brooklyn Experimental Media Center at the New York University Polytechnic School of Engineering

-Sans Façon, (Lead Artist), Artists Tristan Surtees and Charles Blanc, a team of public artists well-versed in integrating art and artists into urban planning and city government.

-Shane Lopez, Ph.D., Senior Scientist at Gallup, a leading researcher on hope, and author of *Making Hope Happen*.

10. Please upload a single document that includes brief background on these leaders and highlights from their track records of accomplishment. *

11. Please describe the current state of the artistic vision for your work and/or the process for determining an artistic vision. (147,150 words maximum)

Led by artists and designers, the Free State Boulevard Creative Team will be inspired by--but not limited to--a palette of indigenous materials ranging from trees felled to make way for new development to clay from the Kansas River, the River itself, and the seasonal colors of the nearby farmer's market, the singing of the St. Luke's AME choir, the voices of children on their way to the New York School, and the visual and audible rhythms of artists working. Artists commissioned for permanent art and future installations and performances will express the distinctive spirit of this bohemian, counter-cultural area of Lawrence, perhaps reflecting on Langston Hughes, John Brown, or William Burroughs. . The Lawrence Arts Center, City, and Creative Team will ensure that this project engages a multitude of artistic visions to express the diversity and independent sensibilities of the neighborhoods that comprise the Cultural District.

12. If appropriate, please submit an image(s) representing the artistic ambition for your work.

13. Please identify any organizations or entities working as direct partners with you on this work and describe their role using a single sentence or bullet-point (-):

- Through a Glass Productions, film production company that will document the creative placemaking process.
- Krsnich Development, local development firm that will provide studio space for local and visiting artists and sponsor public art works.
- First Management/Construction, committed to sponsoring public art works on Free State Boulevard.
- Eldorado Architects will consult on streetscape and lead design.
- University of Kansas, School of Architecture and Urban Planning, will consult on streetscape and lead design.
- City of Lawrence will collaborate with artists on streetscape design, street renovation, and Boulevard maintenance.
- East Lawrence Neighborhood Association will represent East Lawrence residents during the ongoing planning and design process.
- Downtown Lawrence, Inc. will promote arts and cultural events taking place as part of the *Free State Boulevard* Project.

14. Has your community applied to or received funding from a federal program that relates to this portfolio of strategies? If so, please explain how your project aligns with, advances, builds from or complements this federal investment. (94/100 words maximum) *

Federal funds have financed affordable housing, artist spaces, historic preservation, and arts and humanities programs throughout the Lawrence Cultural District. These funds include:

- AHP Funds/Federal Home Loan Bank of Topeka, \$400,000
- NEA Out Town Grant for the Free State Festival, \$150,000
- Federal Affordable Housing Tax Credits, \$5,975,000
- Federal Historic Tax Credits, \$1,650,000
- Federal Transportation Enhancement Project, \$1,200,000 for the Santa Fe depot restoration
- HUD HOME Funds, \$400,000
- HUD/CDBG, \$99,116

-National Endowment for the Humanities, \$275,000 for Lawrence Public Library programming

Free State Boulevard complements this federal funding by focusing creative placemaking strategies on 9th Street.

15. Has your community applied to or received funding from a state or local program that relates to this portfolio of strategies? If so, please explain how your project aligns with, advances, builds from or complements this state or local investment. (97/100 words maximum)

State and local funds financed the development of the 800 block of Pennsylvania Street, an integral part of the Lawrence Cultural District located on 9th Street, as well as cultural and arts educational programming for Watkins History Museum, Freedom's Frontier, and at-risk teens with VanGo Mobile Arts, all in the environs of Free State Boulevard. Funds include:

- Kansas State Historic Tax Credits, \$1,905,000
- Douglas County Funds, \$215,700
- The City of Lawrence, \$3,000,000.

Free State Boulevard builds on this funding by developing a new streetscape, technological infrastructure, public artworks, and creative programming.

16. Have you contacted elected officials such as your mayor, county executive, or congressional delegation to discuss your project with them? If so, please describe what has resulted from this conversation. (49/50 words maximum.)

- U.S. Senator Roberts
- Kansas Senator Marci Francisco
- Representative Paul Davis
- County Officials
- The city manager, mayor, and elected city commissioners support the Lawrence Cultural District and were integral to planning the work on 9th Street that is the foundation for this Project.

17. Describe each budget line item briefly. Please list sources of revenue when known. (Please use bullet “-“ format.) *

REVENUES:

Committed:

Individual Contributions:



Corporate Contributions:

- Tony Krsnich/Landmark Development, \$75,000
- First Management/Construction, \$50,000

Foundation Grants:

- Douglas County Community Foundation, \$50,000
- Sprint Foundation, \$15,000

Local Government Support:

- The City of Lawrence, \$3,134,700.

In-kind:

- Studio Space from Landmark Development, \$54,000
- The University of Kansas, School of Architecture and Urban Planning, \$20,000:
- Lawrence Arts Center, \$13,500: Percentage of CEO salary.
- Callahan Creek, \$50,000: Marketing for Cultural District

Pending:**Foundation Grants:**

- William T. Kemper Foundation, \$55,000

Local Government Support:

- Douglas County Heritage Fund, \$141,000

EXPENSES:**Program Salaries and Wages:**

- Ben Ahlvers, Project Director, [REDACTED]
- Susan Tate, CEO of Lawrence Arts Center, [REDACTED]

Administrative Salaries and Wages:

- Stacy Galloway Haywood, [REDACTED]
- Administrative Assistant, [REDACTED]

Consultant/Contract Services:

Josh Shelton, Eldorado Architects, \$50,000

-Academic Consultants:

-The University of Kansas's School of Architecture and Urban Planning, \$20,000

Administrative Expenses:

- Administrative costs for administering grant funds, organizing and supervising the project, recording and reporting on grant metrics, etc., [REDACTED]

Travel:

-Travel for non-local artists, including R. Luke Dubois, Sans Façon, and Urban Rain|Design, \$12,000

Supplies and Materials:

-Supplies and materials for permanent and ephemeral public art works along Free State Boulevard, including a pending William T. Kemper Foundation grant for outdoor media technology (\$55,000), private sponsorships of public art works from Landmark Development and First Management/Construction (\$25,000), and corporate sponsorship from Sprint (\$15,000), \$295,000

Rent:

Artists' studio space on Free State Boulevard, Landmark Development, \$54,000

Artist Fees:

-Fees for local and non-local artists, including private sponsorships of public art works from [REDACTED], corporate sponsorships from Landmark Development and First Management/Construction (\$100,000), and a Douglas County Community Foundation grant (\$50,000), \$175,000

Other Professional Fees:

Technical and construction/installation fees, \$50,000

Printing and Publications:

Printing for marketing materials, programs, mailings, etc., \$10,625

Postage and Shipping:

Postage for marketing promotions, \$8,000

Marketing:

Callahan Creek, in-kind donation of marketing design for Cultural District, \$50,000

Capital Expenses:

-The City of Lawrence is committed to renovating 9th Street to make it a Complete Street if the Lawrence Arts Center receives ArtPlace funding, \$3,134,700

-The City of Lawrence has applied to the Douglas County Heritage Fund for support for historical markers along Free State Boulevard, \$141,000

18. Please briefly discuss your future expectation for financially supporting this activity if ongoing support is required. (100/100 words maximum)

The Lawrence Arts Center will guide the artistic vision of *Free State Boulevard* project in collaboration with the City Director of Art and Culture and the Creative Team led by el dorado architects. The City of Lawrence will coordinate Free State Boulevard programming and maintain both permanent and ephemeral public art works as well as the Boulevard's physical and technological infrastructure. The Arts Center will commit in-kind administrative and artistic support of the project after ArtPlace funding has concluded. Annual events, such as the Free State Festival, already have commitments of multi-year financial support from private donors.

19. Provide a brief history of the organization or individual applicant. (158/250 words maximum) *

The Lawrence Arts Center provides arts opportunities in education, performance, and exhibition to over 250,000 people each year and is a leader among public arts institutions in the region. In addition to sequential courses in the visual arts, the Center offers educational programming in filmmaking, photography, digital media, graphic design, creative writing, drama, and dance for youth and adults. The Center's multifaceted performing arts exhibition program offers the nationally recognized Free State Festival, which is now in its second year, as well as contemporary dance performances, experimental and traditional theater productions, and live concerts by up and coming contemporary musical artists. Two theaters and three art galleries anchor the Center's performing and visual arts exhibition programs. The Center also features expansive classroom space; dance, ceramics, and metalworking studios; and a digital media lab. The Center strives to be a hub for creative activity in Lawrence and is an avid supporter and participant in the City's creative placemaking initiatives.