

City of Lawrence, Kansas  
2007 Outside Agency Funding Request Form

This form is not to be used for Alcohol Tax Funding Requests

AGENCY NAME:	Lawrence Arts Center, Inc.
PROJECT /ACTIVITY NAME:	Technology Program
CONTACT PERSON:	Ann Evans, Executive Director
ADDRESS:	940 New Hampshire
PHONE NUMBER:	843-ARTS
AMOUNT REQUESTED:	\$26,200

When does the fiscal year for the program being funded begin? 1-Aug-06

Has your organization received funding from the City previously ? ? Yes

If so, what was the source and amount of funding received ?

General Operating Fund \$10,000

Description/Justification (Using 300 words or fewer, describe the program for which funding is being requested, the importance of the program and why City funding is needed.)

To provide the best services to our program participants, artists and the general public, the Lawrence Arts Center seeks to improve our Technology Program. The program will improve the Center's ability to provide the most current and accurate information on Center exhibitions, performances education programs along with community and regional art information. The goal is to increase participation in programs, enrollment in classes purchases of artwork, attendance at performances, membership donations and to reach new audiences.

To enhance these services, the Center has developed a 3 Phase Plan. Much was accomplished during this first year of the plan and more will be accomplished as funds are available. Funds are requested to complete Phases 1 and 2 of this plan. These include an in-house server, programming and training on Access for database management, programming and training on Peachtree for point-of-sales purchases.

The staff is especially proud of the enhanced website, on-line enrollments and donations and e-newsletters.

**This request should be supported (maximum of three pages) with the following information:**

1. Description of funding support received from all other sources such as the United Way, Douglas County, USD 497, state/federal grants and private funding.
2. Total budget for the agency, number of personnel, and how the requested funding would be used (e.g., personnel, equipment, material, etc.).
3. Does the agency anticipate the need to request funding beyond 2007?

Additional information may be provided within the **three (3) page limit**.

Submit this form and any additional supporting material electronically by April 10, 2006 to  
Debbie Van Saun, Asst. City Manager, via email to: [dvansaun@ci.lawrence.ks.us](mailto:dvansaun@ci.lawrence.ks.us)

**City of Lawrence**  
**2007 Outside Agency Funding Request**  
**Agency Name: Lawrence Arts Center**

**1. Description of funding support received from all other sources:**

**2006-2007 PROJECTED REVENUES**

Arts Education Program	\$222,900	
Arts-Based Preschool Program	167,000	
Dance Program	219,800	
Drama Program	211,000	
Exhibition Program	85,250	
Arts in Action	12,000	
User Fees	45,500	
Gallery Shop	28,000	
Miscellaneous	4,400	
<b>TOTAL EARNED REVENUES</b>		<b>\$ 995,850</b>
Kansas Arts Commission	\$ 25,000	
National Endowment for the Arts	7,500	
Kansas Career Work Study	5,000	
<b>TOTAL PUBLIC SUPPORT</b>		<b>\$ 37,500</b>
Corporations & Businesses	\$153,300	
Individuals	71,400	
Foundations	44,500	
Scholarship Donations	26,600	
<b>TOTAL PRIVATE SUPPORT</b>		<b>\$ 295,800</b>
<b>TOTAL PROJECTED REVENUES</b>		<b>\$1,329,150</b>

The projected revenue represents the annual increase in program growth based on past revenues generated. Program participation has increased with the opening of the new Center. A major emphasis for the Board and staff is increasing private donations.

Funding is also provided by the City of Lawrence for the Center, utilities, snow removal, and major maintenance. This generous support has been very important to the growth and development of the Center and is sincerely appreciated. The city building and city support have been significant in making the arts accessible to all individuals of this community and in breaking down the historic image that the arts are for only the patrons.

**2. Total Agency Budget is \$1,455,600**

The Center's personnel include fourteen full-time employees - Executive Director, Art Education Program Director, Dance Program Director, Drama Program Director, Preschool Teacher/Director, Exhibition Program Director, Director of Business Operations, Development Director, Technical Director, Maintenance Manager, Administrative Assistants (2), Education Program Coordinator and Custodian. There are part-time receptionists, custodian and program aides. The Center has 80 part-time teachers, dancers, and artists, many with M.F.A.'s, for the education program, dance program, drama, preschool and youth theatre.

**City of Lawrence funds would be used for the Lawrence Arts Center Technology Program**

The Lawrence Arts Center strives to provide the best services to our program participants, artists and the general public. We seek to improve our ability to provide the most current and accurate information on Center exhibitions, performances, education programs along with community and regional arts information. Our goal is to increase participation in programs, enrollment in classes, purchases of artwork, attendance at performances and membership donations

through improvements in technology. To improve our processes to serve the public and to enhance program personnel's productivity, we need to continue improving our technology program.

Because of the varied programs offered by the Center, software will need to be created specifically for the Center. This includes development of a customer/donor program to handle enrollment in art education programs, purchase of tickets, gallery sales, memberships, and scheduling of activities. These need to be connected to the accounting system and database records of participants and programs. To meet the community demand, the Center plans to offer digital arts programs including digital photography, web design, graphic illustration, script and music writing, and film. These include educational instruction in the creation of the work, editing and presentation. To reach new and expand audiences, the Center's website needs continual refinement.

The Technology Program will be accomplished in phases. Phase 1: Establish Platform includes acquisition of workstations, server, as well as administration of the program. It also includes programming and training. Phase 2: Data Management and Web Based Services includes on-line enrollment and purchases as well as web site improvements and maintenance. The final Phase 3: Digital Art Education Program; including photography, writing, printmaking and graphic arts.

Major accomplishments have been made during this fiscal year. Program staff now have standardized hardware and software, using the same operating platform. This included purchasing additional workstations and upgrading programs for current workstations. The Adobe Suite graphic software was acquired for in-house graphic design of brochures, postcards and marketing for programs. During the winter and spring 2006 program sessions, participants started enrolling online. We have also accomplished online membership donations. We have had 220 online enrollments and donations 10. We now send email newsletters providing information on monthly programs at the Center. On a regular basis, sometimes daily, the webmaster updates the Center's website which has had major improvements this year. These accomplishments enable the Center to better serve the public and have been made possible with the support of City of Lawrence 2006 funds, the Kansas Arts Commission grant and Center funding. A digital projector was acquired for the theatre with funds from the Douglas County Community Foundation. The Lawrence Arts Center is committed to improving customer service through technology.

#### Technology Program Budget

##### Phase 1: Establish Platform (continued, see below for accomplishments)

In-House Server	\$ 6,300
Photo copier	8,000
Programming & Training on Access	7,000
For Database	
Programming & Training on Peachtree	3,000
For Point-of-Sales	
Total to complete Phase 1	\$24,300
Phase 2: Data Management and Web Based Services	
Scheduling software	\$ 1,000
Cash Drawers	900
Total Phase 2 and 3	\$ 1,900
Phase 3: Digital Art Education Program	
Workstations	
20 Power Mac G5	\$ 45,000
Creative Graphic software	18,000

Graphic Scanner		1,500
Printers		4,000
Music and script writing software	( 2 @ \$800)	1,600
Video and film editing software	(10 @ \$300)	3,000
Digital Projector for studios	(2 @ \$5,000)	10,000
Network Administrator	(annual salary)	50,000
Total Phase 4		\$133,100
Total Technology Project		\$157,300

### Technology Program Accomplishments in 2006

#### Phase 1: Establish Platform

Workstations		
Purchase of 5 addition workstations		\$ 6,835
Upgrades to 6 workstations		1,320
Adobe Suite creative software		900
Workstations set up		1,600
Phase 1 Accomplishments		\$10,655

#### Phase 3

On-line Enrollment and Membership Donations		\$ 1,340
Web Site Improvements and Maintenance		5,200
Email Newsletter		1,000
Phase 2 Accomplishments		\$ 7,540

#### Phase 4

Digital Projector for the Theatre		\$ 5,000
Total Technology Program Accomplishments		\$23,195

### **3. Does the Lawrence Arts Center anticipate the need to request funding beyond 2007? Yes**

#### **Lawrence Arts Center Program Information**

- 3,500 people come through our doors each week
- 700 families and individuals make annual gifts
- 140 businesses and corporations support our program
- 200 people volunteer annually
- 90 artists sell their work through the Gallery Shop
- 230 regional artists donate artwork to the annual benefit Art Auction
- 2,400 dance students enroll in over 70 child and adult dance classes each session
- 10,000 people watch the 940 Dance Company in local and regional performances and participate in workshops each year
- 4,000 youth enroll in our arts education classes annually
- 2,000 adults enroll in our arts education classes annually
- 60 artists/teachers teach 450 classes
- 220 children participate in the Afterschool program annually
- 150 children participate in the Arts-Based Preschool and 470 in other early childhood art classes
- 250 students participate in the Summer Youth Theatre and City Youth Theatre Program
- 124,000 students and families annually watch the Seem-to-Be Player's performances locally and nationally