



2015 Social Service Funding Application – Non-Alcohol Funds

Applications for 2015 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014. Applications received after the deadline **will not** be reviewed by the Social Service Funding Advisory Board.

General Information: Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used to support activities that align with the Community Health Plan which was developed with input from many people throughout the community. The five areas for the plan are listed below:

- Access to healthy foods
- Access to health services
- Mental health
- Physical activity
- Poverty and jobs

More information on the Community Health Plan can be found at <http://ldchealth.org/information/about-the-community/community-health-improvement-plan/>.

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 8:00 a.m. to 12:00 p.m. on May 23 and May 30. **Applicants are asked to make a contact person available by phone at that time in case questions arise.**

Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the following criteria:

- availability of city funds
- the stated objectives of the applicant's program
- alignment of the program with the Community Health Plan
- the efforts to collaborate and create a seamless system of support for residents
- outcomes that move program participants from total dependency toward measurable levels of independence
- ability to measure progress toward the program objectives and the Community Health Plan
- past performance by the agency in adhering to funding guidelines (as appropriate)

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before April 1
- Second half of funds will not be disbursed before October 1

Questions? Contact Casey Toomay, Budget Manager at ctoomay@lawrenceks.org or at 785-832-3409.



2015 Social Service Funding Application – Non-Alcohol Funds

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: The University of Kansas—Spencer Museum of Art
Name of Program for Which Funding is Requested: Community Mural Honoring African American History
Primary Contact Information (must be available by phone 5/23/14 and 5/30/14 from 8 a.m. to 12:00 p.m.)
Contact Name and Title: Margaret Perkins McGuinness, Director of External Affairs
Address: 1301 Mississippi St., Lawrence, KS 66045
Telephone: 785.864.0141 Fax: 785.864.3112
Email: mpm@ku.edu

SECTION 2. REQUEST INFORMATION

A. Amount of funds requested from the City for this program for calendar year 2015:

\$30,000

B. Will these funds be used for capital outlay (equipment or facilities?) If so, please describe:

Funds will **not** be used for capital outlay.

C. Will these funds be used to leverage other funds? If so, how:

These funds will **not** be used to leverage other funds; however, they will be matched by a \$20,000 contribution from development group 100 East Ninth Street, LLC.

D. Did you receive City funding for this program in 2014? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.):

The Spencer Museum of Art did **not** receive funding from the City of Lawrence for this program or any other program in 2014.

1. How would any reduction in city funding in 2015 impact your agency? N/A

2. If you are requesting an increase in funding over 2014, please explain why and exactly how the additional funds will be used: N/A

SECTION 3. PROGRAM BUDGET INFORMATION

A. Provide a detailed budget for the proposed program using the following categories: personnel (list each staff position individually and note if new or existing), fringe benefits, travel, office space, supplies, equipment, other.

Please see the attached Program Budget.

B. What percent of 2015 program costs are being requested from the City?

The Spencer Museum of Art requests approximately 46% of the program costs from the City of Lawrence.

C. Provide a list of all anticipated sources of funding and funding amount for this program in 2015:

In addition to City funding, the project will be supported by a contribution of \$20,000 from 100 East Ninth Street,

LLC as well as in-kind contributions of staff time from the Spencer Museum of Art staff, University of Kansas legal counsel, and the time and efforts of community volunteers who will participate in the mural's design and creation.

SECTION 4. STATEMENT OF PROBLEM / NEED TO BE ADDRESSED BY PROGRAM

- A. Provide a brief statement of the problem or need your agency proposes to address with the requested funding and/or the impact of not funding this program. The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.

The Spencer Museum of Art requests \$30,000 from the City of Lawrence to support the design and creation of a new community mural that depicts nationally-recognized African American artists with Kansas roots, capturing the spirit and content of the existing *Pollinators* mural (shown below), located on the north-facing wall of the former Black Hills Energy building on the corner of 9th and New Hampshire in downtown Lawrence. The problem our agency proposes to address is that the current one-story building that bears the much beloved *Pollinators* mural, now owned by the development group 100 East Ninth Street, LLC (comprised of First Management, Inc. and Treanor Architects) will be demolished in summer 2014 and an entirely new structure built at the site.



Image courtesy of the Spencer Museum of Art

Lawrence-based, nationally-recognized artist David Loewenstein painted *Pollinators* in summer 2007, with the involvement of dozens of community members, to honor African American artists from Kansas. A tribute to artist and muralist Aaron Douglas, the mural celebrates the lives of poet Gwendolyn Brooks, artist Aaron Douglas, musician Coleman Hawkins, poet Langston Hughes, actress Hattie McDaniel, filmmaker Oscar Micheaux, and photographer Gordon Parks. The featured artists are important local, state, and national historic figures, whose achievements should be widely understood and appreciated by present and future generations. The mural is the first and perhaps only visual representation of these seven influential and historically significant, African American artists and cultural figures from Kansas who have altered the course of artistic history in the United States and beyond. The mural also suggests a metaphorical relationship between the insects and birds that pollinate the flowers and crops of our region and the seven artists with Kansas roots who pollinated American culture through their creative contributions in art, literature, and film. The Lawrence Farmers Market, held at this location on Saturdays from mid-April to mid-November, inspired this connection of art and cultivation.

For the past seven years, the *Pollinators* mural has served as a significant cultural landmark for the residents of Lawrence (89,512) and Douglas County (112,864), including hundreds of community members who organize and attend the Lawrence Farmers Market each Saturday and approximately 700,000 tourists who visit the city each year (based on estimates from the Lawrence Convention and Visitors Bureau). Due to downtown development, the building on which *Pollinators* is painted will be torn down in the coming months. At the direction of the Lawrence City Commission, and with input from a range of community members and organizations, the Spencer Museum of Art and First Management, Inc. reached an agreement to create a new mural on the north-facing wall of the new structure, facing the existing site for the Lawrence Farmers Market. The developed group 100 East Ninth Street, LLC represented by First Management, Inc., has committed \$20,000 toward the project, and the Spencer Museum will allocate staff time over the next year to commission and oversee the design of the mural. The Museum anticipates once again commissioning David Loewenstein as lead artist for the project, with assistant artists and numerous community members taking part in the mural's

creation. However, support from the City of Lawrence is crucial to creating the new, community-created, public mural that honors the inspiring history of African American artists from Kansas.



As shown in the above image, Treanor Architects have modified the design of the new structure to include a space of roughly 48' x 12' on the ground level of the north-facing wall to accommodate the new mural. The below drawing demonstrates what a scaled-down version of the existing *Pollinators* mural would look like on the new building. (Images courtesy of Treanor Architects)



B. How was the need for this program determined?

With national, state, and local funding, and in conjunction with the Spencer Museum of Art's exhibition *Aaron Douglas: African American Modernist*, which toured the country in 2007-2008, the Spencer Museum of Art

commissioned an original public mural inspired by Douglas's artistic vision and the interconnected history of other well-known African American artists with ties to Kansas. This community-based project, which resulted in the *Pollinators* mural and was unveiled in September 2007, was directed by nationally recognized muralist Dave Loewenstein, who involved Lawrence community members and University of Kansas students in designing and painting the mural, as shown in the images below.



Images courtesy of the Spencer Museum of Art

In 2012, when information was shared that the site of the mural would be redeveloped, several Lawrence community members and groups, including the Spencer Museum of Art, the East Lawrence Neighborhood Association, Lawrence Association of Neighborhoods, Lawrence Cultural Arts Commission, the Lawrence Farmers Market, local African American artists, descendants of Aaron Douglas, artist David Loewenstein, and community artists who participated in the mural's creation, expressed concern about the fate of *Pollinators*. The Spencer convened these and other stakeholders to identify potential solutions to preserve the existing mural, but none were found feasible by the interested parties. Input from community stakeholders articulated a number of qualities of the current mural that they wished to preserve or recreate, among them:

- **Community Orientation:** The initial mural was created by David Loewenstein hand-in-hand with community members through a deeply public approach that produced a strong sense of community ownership of *Pollinators*. The new mural will be developed through a similarly community-driven process. The re-created mural will add to the public health of downtown Lawrence and Douglas County by maintaining a significant and symbolic work of art in the heart of downtown Lawrence that has supported to the overall mental health and well-being of the community.
- **Location:** Community members expressed a desire for the mural to remain in a public space and emphasized the importance of being able to walk up to the mural and touch it. It was important that the mural retain a high-level of visibility in order to demonstrate respect for the topic of African American history and culture, and to honor the art itself. Furthermore, the proximity of the mural to the Lawrence Farmers Market was expressed as a priority.
- **Subject Matter:** To date, no comprehensive African American history of Lawrence has been written; however, the mural is seen as a representation of a step toward recording and promoting the rich, African American history of the city and the state. Community members stated that they view it as crucial that the new mural tell the same story.
- **Scale and Vibrancy:** The new mural should be of a comparable scale and feature bright colors that will draw viewers in from a distance. The scale and materials of the re-created mural symbolically advocate for healthy food and for the nurturing of the dreams and access to jobs of our community youth.

In recent months, the Spencer Museum has been the recipient of an outpouring of unsolicited community support for *Pollinators*. The demand from the people of Lawrence to preserve the mural's content, location, and connection to the community has prompted the Museum to spearhead the project to recreate a new mural at the site of *Pollinators*. This project stems from the concerns and needs articulated by the community and the Spencer will work in conjunction with 100 East Ninth Street, LLC and the City of Lawrence to meet those needs.

C. Why should this problem/need be addressed by the City?

While *Pollinators* was originally commissioned by the Spencer Museum of Art with support from the National Endowment for the Arts, it has become evident that the Lawrence community has developed a strong sense of ownership of this historically significant public art piece. The mural was created by dozens of community members and has since served as an important cultural landmark to shoppers and vendors of the Lawrence Farmers Market and for people visiting downtown Lawrence to shop or attend cultural events. The mural's location within the Lawrence Cultural District, and its designation as a cultural asset on the district map presented by the Cultural District Task Force in its "Recommendations for Enhancing the Lawrence Cultural District report" (http://www.lawrenceks.org/assets/agendas/cc/2013/12-10-13/fai_cdtf_final_report.pdf) further entrenches it as a critical part of Lawrence's cultural landscape. Furthermore, the new mural will be a significant work of public art that depicts a meaningful and lesser known piece of the city's history. The subject matter of the mural represents a part of the city and state's history that has rarely received the attention it deserves. Beyond the content of the work, the collaborative, community-wide creation of the mural will make it, like *Pollinators*, a shared piece of art for which all community members will feel a sense of ownership. The new mural is being commissioned in response to the community's passionate reaction to losing the current mural and will be similarly created by Lawrence residents. This is a mural for the people of Lawrence that will be created by the people of Lawrence and will share their history and vision.

D. How does the program align with the Community Health Plan (see page one)?

The *Pollinators* mural has formed an important backdrop to the Lawrence Farmers Market since its creation. For many residents who gather at 9th and New Hampshire every Saturday from April to November to buy fresh and sustainable local produce, the mural is a distinctive part of that experience. In designing *Pollinators*, the mural team and community collaborators drew inspiration from the Farmers Market to create a work that is deeply connected to that important local resource for healthy foods. In input solicited from community members about which elements of the mural were important to them, many responded that its location on the site of the Farmers Market was crucial. For many residents of Lawrence, the mural and the Farmers Market are meaningfully intertwined.

Further supporting the goals of the Community Health Plan, the new mural has great potential to lessen the emotional and cultural effects of poverty and to advocate for historically underserved populations. *Pollinators* offers inspiration to citizens from all backgrounds to work hard and achieve their dreams. The seven African American artists depicted in the mural emerged from humble, Kansas roots to become nationally recognized professionals in film, music, art, and literature. Like the current mural, the new work will tell an important part of the local history and serve as a reminder of the state's motto "*Ad Astra Per Aspera*," illustrating that Kansans of all backgrounds can achieve great accomplishments even amidst significant challenges.

SECTION 5. DESCRIPTION OF PROGRAM SERVICES

A. Provide a brief description of the service you will provide and explain how it will respond to the need you identified in Section 4. The description should include how many clients will be served, and should describe as specifically as possible the interaction that will take place between the provider and the user of the service.

For this project, the Spencer Museum of Art expects to commission artist David Loewenstein and to work with a broad range of community stakeholders and collaborators to ensure that the new mural's design and execution supports the goals of the city's residents. The Spencer Museum will work closely with the artist to solicit input from Lawrence organizations and citizens to shape the mural's design. Community members will also be invited to participate in painting the mural; in 2007, dozens of residents worked alongside the lead artist to create the original *Pollinators*. The lead artist estimates that the designing the mural will take approximately one month and the installation of the mural one additional month. We have set a goal of finishing the mural within six months of the new structure's completion, to allow for the potential of inclement weather.

The Museum will provide general oversight throughout the project and oversee logistical aspects of the mural's creation and development, including the processing of legal and procedural agreements, procurement of supplies, and organization of community involvement. Spencer staff will be responsible for publicizing the project, keeping the community informed of the project's activities and progress, designing and installing permanent signage, and engaging community members in the mural's design and fabrication. Extensive staff time will be dedicated to carrying out these tasks by the Museum's Director, Saralyn Reece Hardy; Curator of American and European Art, Susan Earle, who will lead the project; Director of External Affairs, Margaret Perkins-McGuinness; Director of Internal Operations, Jennifer Talbott; and Associate Director of Community Engagement, Amanda Martin-Hamon. In addition, Museum staff will be responsible for ensuring that this new work of public art captures the significant content and quality of the original *Pollinators* mural.

B. What other agencies in the community are providing similar types of services. What efforts have you made to avoid duplication or coordinate services with those agencies?

The Spencer Museum will make a concerted effort to coordinate the mural project with other Lawrence-based visual arts organizations, including the Lawrence Arts Center and Van Go Mobile Arts. Members of community arts organizations will be invited to participate in the design and creation of the mural. No other agency has come forward to re-create this important mural that is critical to the health of this community.

SECTION 6. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2015. Objectives should demonstrate the purpose of the program and measure the amount of service delivered or the effectiveness of the services delivered. A time frame and numerical goal should also be included. Examples include, "75% of clients receiving job training will retain their job one year after being hired," "increased fundraising efforts will result in a 15% increase in donations in 2015," "credit counseling services will be provided to 600 clients in 2015," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

1. The Spencer Museum of Art and the muralists will engage approximately 100 community participants of diverse backgrounds representative of the city's demographics in the design and fabrication of the new mural.
2. The new mural will be completed within a period of 6 months following construction of the new building.
3. The re-created mural will enhance community life and public health in Douglas County and the City of Lawrence by preserving and revitalizing a beloved symbol part of local and national history.