

# City of Lawrence Outside Agency Annual Report For Calendar Year 2021

Reports on activity should be submitted electronically to Danielle Buschkoetter, at [dbuschkoetter@lawrenceks.org](mailto:dbuschkoetter@lawrenceks.org) by 5:00pm on Tuesday, February 15, 2022. To answer the following questions please refer to your [2021 application/agreement for funding](#).

**Reporting Period:** Calendar Year 2021

**Agency Name:** Douglas County Historical Society

1. Refer to the program in which your agency received funding; provide a participant success story that helps demonstrate the accomplishments of the program.

The museum's history then/now photos posted on Facebook on #ThrowbackThursdays and to mark holidays/historic anniversaries are generating positive feedback, gaining followers, and encouraging shares all of which build greater public awareness of the museum. The Facebook post for December 30 received 167 likes, 4 comments, and 42 shares.

<https://www.facebook.com/WatkinsMuseum/photos/a.131612733550084/4923974740980502>



Facebook post, December 30, 2021



Facebook post, December 23, 2021

2. Refer to your 2021 agreement for funding; provide a brief narrative of the activities funded with City funds.

City funding helped support the Watkins Museum's communications and outreach function. This effort is led by a full-time communications and outreach manager responsible for the museum's social media and member communications. City funds partially covered staffing expense associated with this function. City funding supported social media posts, a monthly e-newsletter e-blast communications, maintenance of the museum's email list, and development of a new monthly video-based promotion, The Museum Minute.

3. Refer to your 2021 agreement for funding; report what progress was made toward your proposed outcomes and comment as necessary.

Outcomes	List 2021 outcomes from agreement	Comment as necessary
<b>Outcome #1</b>	Execute a comprehensive communications strategy	Driven by promotion for the traveling exhibit, Encountering John Brown, the

		museum developed an organization-wide communication strategy encompassing advertising, social media, PR, and promotional activities. This experience informed development of a plan for 2022
<b>Outcome #2</b>	Expand Watkins Museum's social media presence	Facebook followers: 5,217 (30% over goal); Twitter followers: 1,171; Instagram followers: 1,961 (31% over goal)
<b>Outcome #3</b>	Increase museum attendance to 25,000	The pandemic caused significant decreases in onsite attendance, which did not completely recover in 2021. Attendance has been maintained at near 2019 levels with the introduction of online programs and virtual tours.

4. Refer to the line-item budget provided in your 2021 application for funding; is this accurate to how your allocation was actually spent? If no, what changed and why?

<b>Budget Categories</b>	<b>Requested Amount</b>	<b>Actual Amount</b>	<b>Comment as necessary</b>
<b>Personnel</b>	\$16,200	\$13,000	City funding supported personnel expenses associated with the museum's full-time communications/outreach position
<b>Fees &amp; Services</b>			
<b>Estimates/Bids</b>			
<b>Travel</b>			
<b>Marketing</b>	\$2,000		Marketing and advertising expenses were partially covered by sponsorships and grant funds
<b>Cost of Materials</b>	\$4,000		Promotional materials were funded through the museum's operating budget
<b>Operating Expenses</b>			
<b>Other</b>			
<b>Grand Total</b>			